

A Study on Celebrity Endorsed Advertisement on Consumers with Special Reference to Vadakkencherry (Palakkad District)

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ABSTRACT - In today's world all of us are under the influence of advertisement. It is an efficient and effective technique to promote goods and services. In a competitive market, marketers use celebrities for advertisement for the purpose of increasing their sales and also they think that the positive images of the celebrity endorser of the brand will also be passed on to the products and services. Celebrity advertisement is one of the type of advertisement. Celebrity endorsement or branding of a company's products is effectively because celebrities have the potential to reach a large number of prospective consumers. So considering these points this paper study the effect of celebrity endorsed advertisements on consumers buying behavior and also analyze the effectiveness of celebrity endorsed advertisement than non-celebrity endorsed advertisement. The study reveals that, people who are selected as respondents prefer to own a brand which is endorsed by a film star or sports person. Modern people want to maintain some status and they feel that using a brand promoted by a celebrity can satisfy their prestige.

Keywords: advertisement, buying behavior, celebrity, consumer, endorsed.

I. INTRODUCTION

Today, a company needs to integrate all the marketing activities to get maximum reach to the target audience with minimum resources. Advertisement is one of the key marketing communication strategy used by companies to communicate with mass audience. An advertisement is anything that draws good attention towards products, services and ideas. The motive behind formulating advertisement strategy is to gain high brand image, attention and interest from market. With the expansion of market, an effective advertisement has become more indispensable. In the competitive market, companies are trying to capture markets with the help of celebrities. Using celebrities in advertisement will give an advantage to the companies for holding the viewer's attention. With the advent of celebrity endorsement, many industries believe that celebrities can influence the purchase intention of customers in appositive way. There are many noted ads were celebrities are seen endorsing a brand such as M.S. Dhoni in Berger Paints, Sharuk Khan in Lux, Virat Kohli in Boost and so on. Many companies prefer celebrities of different fields in India like the film stars, sports persons, entrepreneurs and other famous persons. Most of the companies are being endorsed by the film stars and sports persons for achieving their targets. So, considering these points this paper study the effect of celebrity endorsed advertisement on consumers buying behavior. Celebrities

have mass communication skills which can attract people's attention and is helpful in reaching mass audience.

STATEMENT OF THE PROBLEM

Now a day's a lot of advertisements are endorsed by the celebrities. It has identified that celebrity endorsement has significant role in developing a brand image in minds of consumers. Even celebrities are endorsing multi brands. It has created a great confusion among the customers regarding the purchase of the product. So, there is a need to study the effect of celebrity endorsed advertisement and other advertisement on the purchasing behavior of customers. This study will also help to know the customer's perception towards endorser and product endorsed. And also study how these perceptions influence their purchase decision.

OBJECTIVES OF THE STUDY

- To examine the impact of celebrity endorsement on buying behavior.
- To analyze that which type of celebrity attracts more to the public.
- To analyze the effectiveness of celebrity endorsed advertisement than non-celebrity advertisement.

II. RESEARCH METHODOLOGY

In brief, methodology of any study enables planning, execution and relevance of the study. The study is based

on primary and secondary data. The sources of secondary data collected from journals, articles, magazines and websites of selected brands endorsed by celebrities. The primary data has collected with the help of questionnaire. Only relevant questions are included in this study because of improving the generalizability of the study. The main tools used for the study is Weighted ranking method, chi-square and five point Likert scale. Sample size depends on the basis of objectives of the research and nature of the study. In this study the sample size of the respondents has taken 60. The study is both quantitative and descriptive in nature. Descriptive study attempt to obtain a complete and accurate description of the topic. Convenience sampling is used in this study to select sample from the population. Under convenience sampling, respondents are selected on the basis of ease of access and willingness to participate. It helps the researcher to collect data from the targeted group of people more conveniently. Convenience sampling is selected for this study mainly on the basis of ease of access to targeted population in vadakkencherry (Palakkad district).

III. REVIEW OF LITERATURE

O'Mahony, S., Meenaghan, T. (1997/1998): The study examines how consumers perceives about the branding effort through a celebrity endorsed advertisement. One of the most perspective of social adaption theory. The study empirically tests the effectiveness of celebrity endorsement of familiar luxury brands compared to that of non-celebrity advertisements.

Rachita, J. and Priya, P. (2012): The study explained that the power of celebrities influences the consumer is being determined by the marketers. This research plays an important role in the area of advertising by changing the

attitude of the consumer in information media explosion. Celebrity endorsed advertisement helps to increase company's sales and market share.

Mittelstaedt, J. D., Riesz, P. C., Burns, W. J. (2000): The study suggest the celebrities are frequently used in advertising to promote a brand or a product and celebrity endorsement in product marketing is one of the most familiar factor in companies' promotion strategies. Celebrities as one of the major tool in advertising can led to encouraging consumers to use specific products and corporate loyalty because of their popularity and status in society.

Salman Arshad, Maryamlkram, Muhammed Yahva, Qasim Ali Nisar(2017): in this study reveals that celebrity endorsement is more influencing factor to encouraging consumers to use particular products because of their unique abilities and characteristics. The main tools used in this study are questionnaire survey and ranking method. The purpose of the study is to examine the effect of celebrity endorsement on buying behavior of consumers.

D.Rajashekar(2018): the study reveals celebrity endorsed advertisement play an important role in consumer behavior. This study empirically test the effectiveness of celebrity endorsement of selected luxury brands compared to that of non-celebrity endorsements. There are two comparisons are involved in this study such as, celebrity vs non-celebrity and luxury vs non luxury brands. The study conclude that celebrity endorsements are more effective than non-celebrity endorsement. But consumers are price sensitive and also they give more importance to quality of the products.

IV. DATA ANALYSIS AND INTERPRETATION

Table 1: Frequency Distribution of Respondents on the basis of Gender

Gender	No.of respondents	Percent valid	percentage	Cumulative percentage
Male	18	18	30	30
Female	42	42	70	100
Total	60	60	100	

Interpretation: In the present study 70% of the respondents are female and rest 30% respondents are male.

Table 2: Frequency Distribution of Respondents on the basis of Age

Age	No.of respondents	Percent valid	percentage	Cumulative percentage
Below 20	27	27	45	45
20-29	14	14	23.3	68.3
30-39	11	11	18.3	86.6
40-49	6	6	10	96.6
above 49	2	2	3.4	100
Total	60	60	100	

Interpretation: Out of total respondent's majority (45%) are from the age group of below 20 years. Only 3.4% are more than 49 years of age.

Table 3: Frequency Distribution of Respondents on the basis of Locality

Locality	No.of respondents	Percent valid	percentage	Cumulative percentage
Rural	36	36	60	60
Semi urban	24	24	40	100
total	60	60	100	

Interpretation: 60% of the respondents are rural and 40% of respondents are semi urban.

Table 4: Relationship between Gender and Emotional Impact of the Respondents towards Advertised Products

Gender/Emotional impact	SA	A	N	D	SDA	Total
Male	6(10.8)	2(3.6)	3(1.5)	5(1.5)	2(0.6)	18
Female	30(25.5)	10(20.7)	2(3.5)	0(3.5)	0(1.4)	42
total	36	12	5	5	2	60

Hypothesis:

H0= there is no significant difference between gender and emotional impact

H1= there is significant difference between gender and emotional impact

Result:

Degree of freedom=4

Level of significance=0.5

Table value=9.488

Calculated value=28.9

Interpretation: the calculated value is greater than table value. So, we reject the null hypothesis automatically accepting alternative which means there is significant difference between gender and emotional impact.

Table 5: factors influence to select a brand

Priority	I	II	III	IV	V	VI	VII	VIII	IX	X	Mean score	Rank
Quality	23	10	9	7	4	2	2	1	2	0	8.16	I
Advertising	1	1	2	3	7	11	19	10	6	0	4.35	VII
Endorsing celebrity	2	1	1	1	1	7	13	22	12	0	3.73	VIII
Price	15	19	7	5	14	3	3	2	2	0	7.88	II
Quantity	2	4	10	19	9	5	5	3	3	0	6.38	IV
Packing	5	4	1	4	10	19	7	3	7	0	5.46	VI
Accessibility	2	6	10	8	18	7	3	4	2	0	6.35	V
Easy usage	8	14	18	9	6	1	1	2	1	0	7.76	III
Parcel, post sales service	2	1	2	4	1	5	7	13	25	0	3.68	IX
Others	0	0	0	0	0	0	0	0	0	60	1	X

Interpretation: In this analysis it is found that the main factor influence to select a brand is quality and the second position is price.

Table 6: Celebrity Vs Non-Celebrity

Priorities	frequency	Percent valid	Percentage	Cumulative percentage
Celebrity endorsed advertisement	48	48	80	80
Non-celebrity advertisement	12	12	20	100
Total	60	60	100	

Interpretation: In this analysis we can say that celebrity endorsed advertisements are more attractive in the perception of the customers.

Table 7: type of celebrity endorsement persuading purchase a product

Priorities	I	II	III	IV	V	VI	VII	Mean score	Rank
Politician	7	5	3	21	13	11	0	5.18	IV
T.V. artist	3	9	9	9	29	1	0	4.08	VI
Film stars	24	7	3	12	10	4	0	5.96	I
Children	6	2	7	0	2	3	0	4.71	V
Entrepreneurs	9	11	29	7		1	0	5.21	III
Sports persons	11	26	9	11	3	0	0	5.51	II
others	0	0	0	0	0	0	60	1	VII

Interpretation: From this analysis respondents are given more priority to film stars. Film stars are the most influencing celebrity to increase the purchasing behavior of customers.

Table 8: most effective means of advertisement

Priorities	I	II	III	IV	V	VI	VII	VIII	IX	X	Mean score	Rank
T.V.	39	12	4	3	1	1	0	0	0	0	9.36	I
Radio	0	0	0	0	0	2	9	8	41	0	2.53	IX
News paper	10	35	8	6	1	0	0	0	0	0	8.78	II
Internet ad	0	0	0	0	0	10	36	8	6	0	3.83	VII
Bill board ad	0	0	0	0	0	3	8	38	11	0	3.03	VIII
Mobile ad	7	9	34	8	2	0	0	0	0	0	8.18	III
Sponsorship ad	2	0	4	12	39	3	0	0	0	0	6.41	V
Direct mail	0	0	0	0	5	40	7	6	2	0	4.96	VI
Magazines, journals	2	4	10	31	12	1	0	0	0	0	7.16	IV
Others	0	0	0	0	0	0	0	0	0	60	1	X

Interpretation: From this study found that television advertisements is most effective means of advertisement because it has the advantage of sight, sound, movement and color to attract people. So, we can say that television is the effective source of conveying a product into market.

V. FINDINGS

In this study, majority of respondents are female and they belong to an age group of below 20 years. This paper reveals that majority of the respondents are in rural areas. The results from the Chi-square test analysis shows that there is association between gender and emotional impact of the respondents towards celebrity advertised products. This study proves that celebrity endorser positively influences the buying behavior of consumers. Film stars are the most influencing type of celebrity to increase the purchasing behavior of customers. The results from the study reveals that price and quality of the product is more important than celebrity endorsing while choosing a product. Customers are attracted to a brand because of a celebrity but they will quickly move away if the product does not perform. So, Peoples gives more important to product's quality rather than a celebrity endorsed.

VI. SUGGESTIONS

Marketers can select any promotional tool for increasing sales. While selecting a promotional tool, marketers should consider their type and nature of the product. Advertisement is one the best tool of communicating with customers about product and services. Because the practical functions and benefits of a product should be

presented in related advertisement. Celebrity endorsed advertisement effect consumers buying behavior because of their familiarity. Marketers should choose celebrities according to the nature and attributes of their product. Film stars are more influencing consumer buying behavior. So marketers should concentrate the taste and preference of consumers.

VII. CONCLUSION

Celebrity endorsed advertisement is generally seen as a viable option for brands to increase awareness, promote products, company's market shares and build credibility. This research concluded that the celebrity endorsed advertisements are more attractive than the non-celebrity endorsed advertisements. This study reveals, the best medium for watching the advertisements is television and then newspaper. In the targeted area (vadakkencherry), people who are selected as respondents prefer to select a brand which is endorsed by film stars or sports persons and they feel that using a brand promoted by a film star can satisfy their prestige. The majority of respondents under the age group of below 20 years. Considering this point celebrity endorsements are more influence in college students. To conclude, celebrity endorsement has positive impact on college students. From this study clearly

conveyed that the respondents do purchase those products and services which are based on quality. There is a significant relationship between gender and emotional impact of the customers towards celebrity endorsed. It is finally concluded that there is significant relationship between celebrity endorsement and buying behavior of customers. It has also highlighted that celebrity endorsed advertisements boosting up the sales and purchase of products.

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