



IMPACT OF ADVERTISEMENT THROUGH CELEBRITY ENDORSEMENT - A SPECIAL REFERENCE TO POLLACHI TALUK

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Abstract:

The celebrity endorsement has become a most important element in advertising and communication agent. This study aims to analyse the impact of advertisement through celebrity endorsement in Pollachi Taluk, Coimbatore District. The study mainly focuses to analyse whether the buying ability of the consumer is affected by advertisement and to measure the impact of advertisement endorsed by celebrities. This study based on the primary data collected from Pollachi Taluk with the help of structured questionnaire. The findings of the study it has been found that celebrity endorsements can be utilized to achieve business goals in a numerous ways.

Key Words: Advertising & Celebrity Endorsement

Introduction:

The term "advertisement" originated from a Latin term "advertire" which means "to turn to". The dictionary meaning of the term is "to give public notice or to announce publicly." The real advertising is effective communication between marketer and consumer. The effectiveness of advertising depends upon to what extent the advertising message is received and accepted by the targeted audience. Advertising is a means of communication with the users of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them, as defined by the Advertising Association of the UK. Advertising is that activity by which visual or oral messages are addressed to the general public. Its purpose is to inform or influence them in order to increase the sales of the advertiser. It is done with a view to sell the goods or service, offered by the advertiser. It may also draw the readers or viewers to act favourably towards the idea or institutions featured. It is paid for by a seller (sponsor). The seller or the advertiser has to pay for the space through which the message (advertisement) appears. The aim is to persuade people to buy more. Advertisement creates desire for new products. Celebrities are people who enjoy public recognition whereas attributes like attractiveness, extraordinary lifestyle are just examples and specific common characteristics cannot be observed though it can be said that within a corresponding social group celebrities generally differ from the social norm and enjoy a high degree of public awareness. According to Oxford dictionary, celebrity means "a famous person". A person who is excelled in his/her field of action or activity. In our day-to-day activity, we perform many acts at home, at work place, on field in sports, in social life. But these acts may be daily routine or just "acts".

Celebrity Endorsement:

Celebrity Endorsements expedite brand recall which influence customer behaviour and purchase. The history of celebrity endorsement of products dates back to the 1760s. Josiah Wedgwood, the founder of the Wedgwood brand of pottery and chinaware, also called the father of the modern brand ' used royal endorsements and other marketing devices to create an aura around the name of his company that gave the brand a value far beyond the attributes of the product itself. Between 1875 and 1900, the trade card, either handed along with the product to the customer or inserted in the packaging itself, popularized celebrity endorsing.

Celebrities have been involved in endorsing activities since the late nineteenth century (Erdogan, 1999). The latter part of the '80s saw the mushrooming of a new trend in India; brands started being endorsed by celebrities (Katyal, 2007). The advent of celebrity endorsements in advertising in India began when Hindi film and television stars as well as sportspersons began making inroads on a territory that was, until then, the exclusive domain of models (Kulkarni and Gaulkar, 2005). One of the first sports endorsements in India was when Farokh Engineer became the first Indian cricketer to model for Brylcreem (Kulkarni and Gaulkar, 2005). Probably Lux the soap brand has managed to realize and made it synonymous with celebrity endorsement in India till date (Katyal, 2007).

Category of Celebrity Endorsers in India:

Category	Famous Indian Celebrity
Sportsmen/ Athletes	Sachin Tendulkar, Dhoni, Kohli (Cricketer), Marry Kom (Boxer), Saina Nehwal, etc.,
Bollywood Actors	Amitabh Bacchan, Shahrukh khan, Alia Bhatt, Ranvir Singh, etc.,
Tamil Actors	Suriya, Vijay, Jothika, Samantha, Karthi, Kajal Agarwal, etc.,
Television Stars	Pooja, Ajay Umesh, Divya Darshini, etc.,
Musician	A.R. Rahman, etc.,
Chefs	Sanjeev Kapoor, Damodaran, etc.,

Review of Literature:

D. Ganesan, et al., (2012), conducted a study, “Effectiveness of Celebrity Endorsement towards television viewers perceptiveness” in Salem city, Tamil Nadu. The main goal of the study focuses on to examine the impact of celebrity endorsements on customers’ product choices and to analyse the opinion of television viewers pertaining to celebrity endorsement. A questionnaire was designed to collect the primary data from 150 respondents. The data have been analysed through Simple Percentage, Factor Analysis, ANOVA and Chi - square test. The findings of the study reveals the impact on the buying intention of the customers, celebrity endorsed advertisements are more influential than the Non-celebrity one.

Annadurai Pughazhenthithi & Deene Dhasarath Sudharani Ravindran, have conducted a study on the “Influence of using Celebrity Endorsements on consumer buying behaviour” in the year 2012, Coimbatore, Tamil Nadu. The main aspects of the study focuses on the influence of consumer's gender, age and family income on their buying behaviour on celebrity endorsed advertisement. The primary data of questionnaire, sample size for this study was 200 respondents. The data have been analysed through ANOVA and T- test. The findings of this study indicated that the consumers have an overall positive attitude towards celebrity endorsements, and it increases the awareness of the product and it makes the brand product more memorable.

J. Sridevi (2012) have conducted a study entitled, “Effectiveness of Celebrity Endorsement in Brand Recall and Brand Recognition”, Chennai. The main aim of the study focuses on to analyze the factor that affects the consumer's attitude in quick brand recognition. The primary data through structured questionnaire collected from 50 respondents. The data have been analyzed through Simple Percentage and ANOVA. The findings of this study implies on celebrity endorsement enhances product information creates awareness among consumers.

Kailasam Tamizhjothi and Samudhra Rajkumar (2012), have conducted a study, "Profession as a Predictor of the Effectiveness of Multiple Celebrity Endorsement". The objective relates to the impact of demographic characteristics on multiple celebrity endorsement. The primary data through questionnaire were collected from 53 respondents. The secondary data collected from articles, journals, etc., the data have been analysed through F-test & ANOVA. The result shows that the consumers like advertisement featuring both cinestars and sportsperson and their purchase intention has a positive relationship with the multiple celebrity endorsements.

Dr. S. Sujatha and Seema (2012) in their paper entitled "A study on the benefits of Advertisements on the promotion of products- A special reference to IDBI Federal life insurance Co. Ltd". The main objective is to find whether insurance company's like IDBI federal needs brand ambassador to reach the customer effectively. The primary data collected from 150 respondents through questionnaire. The data have been analysed through Bar chart, Pie chart. The major findings of the study show that an advertisement plays a major role in influencing a person to buy an insurance policy.

Statement of Problems:

Advertising aims at selling something, a product, a service or an idea. The real aim of advertising is effective communication between marketer and consumer. The effectiveness of advertising depends upon to what extent the advertising message is received and accepted by the targeted audience. Advertising media plays an important role to provide the effective communication between the marketer and the consumer. Celebrity advertisement as advertising media used to be considered as the best media as compared to others. It attracts more viewers and it acts as a phenomenon for easy brand remembrance. And it helps in creating widespread awareness in the society. Sometime, it determines what product to be chosen from the wide range of products. There are several types of advertisements. However, big companies and popular brands go for celebrities to advertise their products or services. This raises several questions like, why companies go for celebrity advertisements. Are they really effective? What the viewers feel about celebrity advertisements? The present study makes an attempt to study, Effectiveness of Advertisement through Celebrity Endorsement with special references to Pollachi Taluk.

Objectives of the Study:

- ❖ To find out whether celebrity endorsement constitutes for brand recall and brand awareness.
- ❖ To analyze whether the buying ability of the consumer is affected by advertisement.
- ❖ To measure the impact of advertisements endorsed by celebrities.

Scope of the Study:

Advertising is inevitable for the marketers because the reach is high. In India celebrities are having greater influence in customers buying decisions. This study focuses on the viewers' opinion about the celebrity endorsed products. The study has been made to know the effectiveness of celebrity endorsement with special reference to Pollachi Taluk.

Methodology of the Study:

The primary data has been collected through structured questionnaire on convenience sampling and primary data collected from 150 respondents who belong to different ages, education, income group from this study. The secondary data has been collected from different sources of literature like journals, textbooks and internet.

**Data Analysis and Interpretation:
Socio - Economic Profile:**

Factors	No. of Respondents (N=150)	Percentage
(i) Age (Years)		
Upto 20	27	18
21- 30	94	63
31- 50	23	15
Above 50	6	4
(ii) Gender		
Male	49	33
Female	101	67
(iii) Marital Status		
Married	57	38
Unmarried	93	62
(iv) Educational Qualification		
Up to SSLC	8	5
HSC	5	3
Under Graduate	40	27
Post Graduate	82	55
Research Scholars	15	10
(v) Family Members		
Up to 2	5	3
3 - 4	107	72
Above 4	38	25
(vi) Area Of Residence		
Urban	50	33
Rural	100	67
(vii) Occupation		
Govt. Employee	7	5
Private Employee	55	37
Business Peoples	18	12
Professionals	16	10
Students	40	27
Housewives	14	9

Inference:

Regarding socio - economic profile, the above table shows that 94 (63%) respondents belong to the age group of 21 to 30 years, 101 (67%) respondents are females, 93 (62%) of them are unmarried, regarding educational qualification about 82 (55%) respondents are post graduates, the 3 to 4 family members in the family of 107 (72%) respondents, 100 (67%) respondents are belongs to the rural areas and 55 (37%) of the respondents are private employees.

Brand Preference:

Factors	No. of Respondents (N=150)	Percentage
(i) Inducing medium to purchase a product		
Television	111	74

Radio	4	3
Newspapers	7	5
Internet	28	18
(ii) Purpose of watching advertisement		
Product Features	28	19
Product Quality	36	24
Seeing the Celebrity	23	15
All the above	63	42
(iii) Factors affecting the purchasing decision		
Quality	88	58
Advertisement	34	23
Endorsing Celebrity	2	3
Price	24	16
(iv) Favourite Celebrity		
Kids	102	68
Aged	10	7
Adult	38	25
(v) Brand wise attraction		
Price	61	41
Trustworthiness	55	37
Celebrity Endorsement}	34	22

Inference:

The above table shows that, television acts as an inducing medium to purchase a product. The respondents are watching the advertisement for know about the product features quality and watching the celebrity. The purchasing decision, quality plays a vital role. The table initiates that most of the respondents like to watch the kids featuring in celebrity advertisement. Majority of the respondents are attracted through price of a brand.

Endorsement View:

Factors	No. of Respondents (N=150)	Percentage
(i) Purpose of using Celebrity Endorsement		
Positive impact on the Brand	48	32
Understanding of the Product	27	18
Attractive face of the Celebrity	60	40
Curiosity of the Product	15	10
(ii) Brand Importance		
Celebrity	5	3
Product	101	68
Both	44	29
(iii) Reasons for choosing Celebrity		
Easy Recognition	57	38
Lack Of New Ideas	15	10
Increase Sales And Profit	69	46
Compete strongly	9	6
(iv) Celebrities Preferred for Brand Endorsement		

Bollywood Actors	24	16
Television Artists	34	23
Kollywood Actors	55	36
Sportspersons	37	25

Inference:

The above table shows that, the attractive face of the celebrity is the main reason for using celebrity endorsement. Product plays a vital role in brand importance. From the table, it is clear that increase in sales and profits is the main reason for choosing celebrity advertisement. The table intimates that most of the respondents preferred Kollywood Actors.

Level of Celebrity Advertisement Impact:

Celebrity advertisement impact of respondents has been measured by giving scores to celebrity advertisement impact related questions. Twelve celebrity advertisement impact associated questions have been included for this purpose in questionnaire. It broadly covers respondent’s celebrity advertisement impacts about (i) Purchase of Celebrity Endorsed products and (ii) Celebrity Image or Appeals are related questions. The answers to the questions have been rated on a *five point scale*. The scores allotted to the answers of each question ranges from one to five. Thus the maximum score in respondents would get is 60. The scores obtained by the respondents have been converted into an index called “Celebrity Advertisement Impact Index”. The celebrity advertisement impact index thus calculated ranges from 15 to 56 and overall mean of celebrity advertisement impact index amounts to 32.02. *Of the 150 respondents, the celebrity advertisement impact index of 70 (46.67%) respondents is above this average and celebrity advertisement impact index of 80 (53.33%) respondents are below this average.* Null Hypothesis have been framed and tested to ascertain the factor that significantly influence the level of celebrity advertisement impact by making use of Chi – square Test.

Age and Celebrity Advertisement Impact:

The following table exhibits the celebrity advertisement impacts, which are classified, based on their age.

Age and Level of Celebrity Advertisement Impact

AGE (YEARS)	LEVEL OF CELEBRITY ADVERTISEMENT IMPACT			TOTAL
	LOW	MEDIUM	HIGH	
Up to 20	4 (14.80)	19 (70.40)	4 (14.80)	27 (100)
21 to 30	17 (18.10)	65 (69.10)	12 (12.80)	94 (100)
31 to 50	6 (26.10)	12 (52.20)	5 (21.70)	23 (100)
Above 50	2 (23.30)	3 (50.00)	1 (16.70)	6 (100)
TOTAL	29	99	22	150

d.f:6 Calculated χ^2 value: 3.663 Table value @ 5 % level: 12.592

The Null Hypothesis tested, “Age does not influence level of celebrity advertisement impact”. As the calculated value of chi – square value is lesser than table value at 5% level of significance, the null hypothesis is accepted and it is concluded that there is no significant association between age and level of celebrity advertisement impact.

Gender and Celebrity Advertisement Impact:

Gender and Level Of Celebrity Advertisement Impact

GENDER	LEVEL OF CELEBRITY ADVERTISEMENT IMPACT			TOTAL
	LOW	MEDIUM	HIGH	
Male	10 (20.41)	36 (73.47)	3 (6.12)	49 (100)
Female	19 (18.81)	63 (62.38)	19 (18.81)	101 (100)
TOTAL	29	99	22	150

d.f:2 Calculated χ^2 value: 4.281 Table value @ 5 % level: 5.991

The null hypothesis tested in “Gender does not influence the level of celebrity advertisement impact”. As the calculated value of chi – square is lesser than table value at 5% level, the null hypothesis is accepted and it is concluded that there is no significant association between gender and the level of celebrity advertisement impact.

Marital Status and Celebrity Advertisement Impact:

The total respondents are classified into two categories, based on their marital status.

Marital Status and Level Of Celebrity Advertisement Impact

MARITAL STATUS	LEVEL OF CELEBRITY ADVERTISEMENT IMPACT			TOTAL
	LOW	MEDIUM	HIGH	
Married	13 (22.81)	34 (59.65)	10 (17.54)	57 (100)
Unmarried	16 (17.21)	65 (69.89)	12 (12.90)	93 (100)
TOTAL	29	99	22	150

d.f:2 Calculated χ^2 value: 1.655 Table value @ 5 % level: 5.991

The null hypothesis tested in “Marital Status does not affect the level of celebrity advertisement impact”. As the calculated value of chi – square is lesser than table value at 5% level, the null hypothesis is accepted and it is concluded that there is no significant association between marital status and the level of celebrity advertisement impact.

Education and Celebrity Advertisement Impact:

Education is one of the most important characteristics that might affect the person’s attitudes and way of looking and understanding.

Education and Level Of Celebrity Advertisement Impact

EDUCATIONAL QUALIFICATION	LEVEL OF CELEBRITY ADVERTISEMENT IMPACT			TOTAL
	LOW	MEDIUM	HIGH	
Up to SSLC	2 (25.00)	6 (75.00)	0 (0.00)	8 (100)
Diploma/HSC	1 (20.00)	4 (80.00)	0 (0.00)	5 (100)
UG	5 (12.50)	27 (67.50)	8 (20)	40 (100)
PG	17 (20.73)	53 (64.63)	12 (14.64)	82 (100)
M.Phil.,/P.hd.,	4 (26.67)	9 (60)	2 (13.33)	15 (100)

TOTAL	29	99	22	150
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d.f:8 **Calculated χ^2 value: 4.666** **Table value @ 5 % level: 15.507**

The null hypothesis tested in “Level of Education does not influence the level of celebrity advertisement impact”. As the calculated χ^2 value is less than the table value at 5% level of significance, the **null hypothesis is accepted**. Hence, it could be inferred that, there is no association between Educational qualification and level of celebrity advertisement impact.

Number of Members in the Family and Celebrity Advertisement Impact:

The following tables show the relationship between number of members in the family and celebrity advertisement impact.

Number of Members in the Family and Level of Celebrity Advertisement Impact

FAMILY MEMBERS	LEVEL OF CELEBRITY ADVERTISEMENT IMPACT			TOTAL
	LOW	MEDIUM	HIGH	
Up to 2	1 (20.00)	4 (40.00)	0 (0.00)	5 (100)
3 to 4	21 (19.63)	70 (65.42)	16 (14.95)	107 (100)
Above 4	7 (18.42)	25 (65.79)	6 (15.79)	38 (100)
TOTAL	29	99	22	150

d.f:4 **Calculated χ^2 value: 0.948** **Table value @ 5 % level: 9.488**

The Null Hypothesis tested, “Number of Members in the family does not influence level of celebrity advertisement impact”. As the calculated value of chi – square value is lesser than table value at 5% level of significance, the null hypothesis is accepted and it is concluded that there is no significant association between number of members in the family and level of celebrity advertisement impact.

Area of Residence and Celebrity Advertisement Impact:

The total respondents are classified in to two sections, based on their area of residence.

Area of Residence and Level of Celebrity Advertisement Impact

AREA OF RESIDENCE	LEVEL OF CELEBRITY ADVERTISEMENT IMPACT INDEX			TOTAL
	LOW	MEDIUM	HIGH	
Urban	11 (22.00)	34 (68.00)	5 (10.00)	50 (100)
Rural	18 (18.00)	65 (65.00)	17 (17.00)	100 (100)
TOTAL	29	99	22	150

d.f:2 **Calculated χ^2 value: 1.435** **Table value @ 5% level: 5.991**

The null hypothesis tested in “Area of Residence does not affect the level of celebrity advertisement impact”. As the calculated value of chi – square value is lesser than table value at 5% level, the null hypothesis is accepted and it is concluded that there is no significant association between area of residence and the level of celebrity advertisement impact.

Occupation and Celebrity Advertisement Impact:

If the working environment is suitable to one it will be in a position to educate her by consulting colleagues about on familiar things. The following table shows the advertisement impact, who have been divided in to six groups.

Occupation and Level of Celebrity Advertisement Impact

OCCUPATION	LEVEL OF CELEBRITY ADVERTISEMENT IMPACT			TOTAL
	LOW	MEDIUM	HIGH	
Government Employee	2 (28.57)	3 (42.86)	2 (28.57)	7 (100)
Private Employee	14 (25.45)	33 (60)	8 (14.55)	55 (100)
Business	2 (11.11)	15 (83.33)	1 (5.56)	18 (100)
Professionals	4 (25)	9 (56.25)	3 (18.75)	16 (100)
Students	5 (12.50)	29 (72.50)	6 (15.00)	40 (100)
House Wife	2 (14.29)	10 (71.42)	2 (14.29)	14 (100)
TOTAL	29	99	22	150

d.f:10 Calculated χ^2 value: 7.786 Table value @ 5% level: 18.307

The null hypothesis tested in “Occupation does not influence the level of celebrity advertisement impact”. As the calculated value of chi – square is lesser than table value at 5% level, the null hypothesis is accepted and it is concluded that there is no significant association between occupation and the level of celebrity advertisement impact.

Findings of the Study:

The findings of the study it has been found that celebrity endorsements can be utilized to achieve business goals in a numerous ways. This study found that the case of multiple endorsements, both in terms of a single brand hiring multiple celebrities and that of a single celebrity endorsing multiple brands, controversial, consumers do get confused about the brand endorsed when a single celebrity endorses numerous brands.

Suggestions:

Suggestions to Customers:

- ❖ Celebrity endorsement creates only curiosity of product to a customer, but before they must be aware of features of the product they are ready to do so.
- ❖ Consumers should also verify the quality or price and other aspects of a product before buying it first for the sack of celebrity endorsement.

Suggestions to Celebrity Endorsers:

- ❖ Celebrity should recommend based on the quality not for money.
- ❖ Celebrity can know the product details and then he/she will promote a product.

Suggestions to the Companies:

- ❖ The companies should choose a celebrity with an untainted public image, as otherwise it will affect the brand image of the company.
- ❖ The companies have to select a celebrity whose culture resonates well with that of the target customers. Otherwise, the customer may not have a positive attitude to the celebrity, leading to a low purchase intention.

Conclusion:

Advertisement is bound to create a positive attitude among the consumers in the long run. It is therefore essential that an advertisement aims to create faith and goodwill in the minds of consumers about the product featured by conforming to the core principles of believability, uniqueness, reputation and reasonable claims.

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