



**“A STUDY ON INFLUENCE OF CELEBRITY ENDORSED ADVERTISING ON PURCHASING
BEHAVIOUR OF COLLEGE STUDENTS IN
PATHANAMTHITTA AND NEARBYAREAS”**

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Abstract

An advantage in using celebrities to promote your product is that it increases your chances of making an emotional connection with your customers. People see more than 3,000 commercial images over the course of their day and the vast majority fail to register with them. The customers on seeing their favourite celebrity attached to a product makes them to give a look on the product which later make them to buy it.

This study will help to see that whether celebrity endorsements have influence on consumers buying decisions. This will help the advertisers, and producers to have a look on their advertising strategies. It helps them in realizing the importance of using a celebrity in endorsing a product. The main advantages of celebrity endorsements are Celebrities can enhance brand equity and increase name recognition, endorsers can freshen or add a new dimension for a brand, celebrity is known worldwide, they can even bring in international consumers, and celebrity can build brand credibility and bring a distinct personality to the brand. The study conducted among the college students can bring an outlook of the youth towards celebrity endorsed advertisements. The companies can identify whether the cost they invest on celebrity ads are profitable or not. It also helps in identifying the factors that make an advertisement attractive.

INTRODUCTION

The modern world of marketing communication has become colourful and inundated with advertisements, and it is hard to get noticed. It is a big task for the designer of an advertising campaign to differentiate itself from others and attract viewers' attention.

Everyday consumers are exposed to thousands of voices and images in magazines, newspapers, and on billboards, websites, radio and television. Every brand attempts to steal at least a fraction of an unsuspecting person's time to inform him or her of the amazing and different attributes of the product at hand. The challenge of the marketer is to find something that will hold the subject's attention. In helping to achieve this, use of celebrity endorsers is a widely used marketing communication strategy.

Celebrity endorser refers to a famous person who makes use of his or her recognition through a consumer product by showing it in an advertisement (**McCracken, 1989**). By definition, a celebrity is a well-known persona such as entertainer, actor, or athlete who is being identified by public for his or her achievements in the areas additional to the product category endorsed

(**Friedman and Friedman, 1979**). Therefore, McCracken's definition gives a clear view about the celebrity endorsement. It is the activity of utilizing publicity of a celebrity to endorse a product in advertising. Thus, companies use celebrities to endorse their products; however, there are deeper attributes that are involved in celebrity endorsement. Celebrities might endorse as a brand ambassador or a brand face.

Brand Ambassador would be one who is not only a spokesperson for the brand or is just appearing as a testimonial for the brand's benefits. He/she is an integral part of the brand persona and helps to build an emotion, which goes beyond just appearing on TV commercials.

He takes up the cause of a Brand Champion and is associated with every aspect related with the brand. What is more, there is a significant difference between making just an endorsement for say, a shampoo or an automobile, and being that brand's alter ego. Both parties take the latter far more seriously to the deal. So a brand ambassador would be involved in press releases, he/she would be actively participating in any sales promotion, sporting the Brand all the while.

On the other hand, a Brand Face would be the current celebrity who is just used as a tool to increase brand recall and is only appearing in the advertisement. It is usually seen that a brand face is a temporary contract and is very short term at times.

Statement of the Problem

In the commercial world, both celebrity endorsers and companies seem to have benefited from celebrity endorsement. In return for the large expenditures in celebrity endorsement, companies expect to reach their objectives by capturing the attention of consumers, increasing brand awareness, strengthening recall of the brand, reinforcing the image of the product, supporting marketing communications and increasing the likelihood of consumer purchase. An advantage to using celebrities to promote your product is that it increases your chances of making an emotional connection with your customers. People see more than 3,000 commercial images

over the course of their day and the vast majority fail to register with them. Seeing that celebrity can break through the filter and be the deciding factor that convinces a consumer to make the decision to buy.

A large amount of money is spent on celebrity endorsements by companies in India every year when there are other effective ways of advertising. This study is undertaken to find out whether celebrity endorsement is effective or not in featuring celebrities comparing to other advertisements without celebrities. The problem under study is stated as Influence of celebrity endorsed advertisements on buying behaviour of college students in Pathanamthitta and nearby areas.

Scope of the Study

The study shows the influence of celebrity endorsed advertisements on buying behaviour of consumers as a type of advertising compared to other modes of advertisement. The Study is conducted among the students of Mahatma Gandhi College Pathanamthitta, SN College Veerpad, Depaul arts and science college Edathotty, Nirmalagiri College Koothuparamb, Donbosco arts and science College Angadikadavu, and Pazhasiraja NSS College Mattanur.

Objectives of the Study

The main objectives are:

1. To assess the influence of celebrity advertisement on buying behaviour of the consumers.
2. To assess the perception of consumers towards celebrity endorsed advertisement.
3. To identify the factors determining the selection of a brand.
4. To find out how important is celebrity endorsement to consumers and does it affect their awareness and responsiveness towards brand.

Research Methodology

Research Design:The study is designed as descriptive in nature. It is empirical also as it empirically tests the influence of celebrity endorsement for a brand.

Population:The population of the study includes students of various colleges located in Pathanamthitta and nearby areas.

Sample Design: Sampling Technique – The study used is convenient sampling method for selecting the presumed samples. 100 students were taken as samples conveniently from different colleges in Pathanamthitta and nearby areas.

Sources of data:The study consists of both primary and secondary data. Primary data were collected by administering structured questionnaires. Secondary data were collected from Books, online journals, Internet etc.

Tools for Collecting Data:Structured questionnaires were administered for collecting primary data.

Tools for Analysis and Interpretation:The study used Pie diagrams, bar diagrams and percentages for analyzing the primary data. The analyzed data were presented in tables and graphs in simplified and attractive manner.

Limitations of the Study

- The period of study is limited to 3 months.
- Since the findings are mostly based on the information given by participants, there is every possibility of lacking precision for the findings of the study.
- There was hesitation from some respondents to answer freely.
- Since the attitude of respondents change from time to time, the study may not be universal.

DATA ANALYSIS AND INTERPRETATION

Introduction

The study was conducted with the objective of assessing the influence of celebrity endorsed advertising in buying behaviour of consumers compared to advertisements without any celebrities. Both primary and secondary data are used in the study. Primary data were collected by administering detailed questionnaires from 100 students from various colleges located in Pathanamthitta and nearby areas. Secondary data were collected from books, journals and internet. Descriptive Statistics, percentages, tables, diagrams etc are used for the analysis of the data.

Gender of Respondents

	Number	Percent
Male	87	87.0%
Female	13	13.0%
Total	100	100.0%

Source: Primary data

Interpretation: Table shows the gender of the respondents. 87 percent of respondents are male and rest form female.

Habit of Respondents in Media Advertisements

Source: Primary data

	Number	Percent
Yes	94	94.0%
No	6	6.0%
Total	100	100.0%

Interpretation: Table reveals the habit of the respondents in following the media advertisements. It shows that most of the respondents (94 percent) actively follow

advertisements and it emphasises the advertisements can be used as an effective tool in marketing a product.

Advertisement Media

Advertisement Media followed

		Responses	
		Number	Percent
Media ^a	Newspaper/Magazines	29	22.0%
	Television	81	61.4%
	Internet	18	13.6%
	Radio	1	0.8%
	Others	3	2.3%
Total		132	100.0%

Source: Primary Data

Interpretation: Table shows the composition of viewership of respondents towards advertisement. Television has got the most viewership and attention.61.4 percent noticed advertisements via Television.22 percent noticed advertisements through newspapers .

Qualities in advertisements that make respondents watch them

	Number	Percent
Favourite celebrity	25	17.1 %
Good theme	24	16.4 %
Music& Choreography	19	13.0 %
Good humour	64	43.8 %
Getting Product details	14	9.6 %
Total	146	100 %

Source: Primary data

Interpretation: Table reveals that respondents watch an advertisement repeatedly if it is presented in a humour tone. 43.8% of respondents agreed the humour in advertisements made them repeatedly watching it. The presence of the celebrity (17.1%) was the second factor attracting towards an advertisement

Importance given to Celebrity endorsed Advertisements

		Number	Percent
Valid	No	19	19.0 %
	Yes	81	81.0 %
	Total	100	100.0 %

Source: Primary Data

Interpretation: From Table, it is noticed that the advertisements which are endorsed by the celebrities are clearly distinct and identified by the respondents. The celebrity endorsed advertisements will have an attention value rather than it is being presented by someone other than a celebrity.

Areas of celebrities that attract respondents

	Number	Percent
Film Stars	36	36.0 %
Sports Persons	54	54.0 %
Musicians/Dancers	3	3.0 %
Models	2	2.0 %
Others	5	5.0 %
Total	100	100.0 %

Source: Primary Data

Interpretation: Table shows that celebrities from sports get more attraction (54.0 percent) followed by film stars, other prominent person, music, models respectively. Sports stars show the highest percentage (54.0), so respondents are likely to watch advertisement if celebrity is from that area. Film stars (36.0) are the second most likely celebrities to attract respondents.

Celebrities in Advertisements

		Responses	
		No.	Percent
Reasons	Easy identification of product	66	53.7%
	Easy remembrance	18	14.6%
	Make advertisement more appealing	22	17.9%
	Increase brand image	17	13.8%
Total		123	100.0%

Source: Primary Data

Interpretation

Table reveals that celebrity advertisements help in easy identification of products. 53.7% agrees that celebrity advertisements helped them in identifying the product from the market as such. It also constitutes to make the advertisement more appealing. However, only 13.8% of respondents agrees that it increases the brand image of the product.

Products preferred

		Frequency	Percent
Valid	Celebrity endorsed product	90	90.0 %
	Non Celebrity endorsed Product	10	10.0 %
	Total	100	100.0 %

Source: Primary Data

Interpretation: Table shows that celebrity endorsed products are highly preferred by the consumers in the market 90.percent of the buyers support or prefer celebrity endorsed products.

Effect of Celebrity on Pricing of Product

		Frequency	Percent
Valid	No	73	73.0 %
	Yes	27	27.0 %
	Total	100	100.0 %

Source: Primary Data

Interpretation : Table shows that the 73 percent of respondents are of the opinion that the celebrity endorsed products are not costlier. However, 27 percent thinks that products become costlier due to the presence of celebrity in advertisements.

Influencing parties in purchase of a product

		Responses	
		Number	Percent
Options ^a	Friends	27	19.6%
	Family	67	48.6%
	Self	28	20.3%
	Celebrity endorsed advertisements	11	8.0%
	Other advertisements	5	3.6%
Total		138	100.0%

Source: Primary Data

Interpretation:Table depicts that 48.6 percent of the respondents agree that their family is the major influencing party in selection of a product. Not so less, but self-decisions (20.3 percent) and friends (19.6 percent) follows.

Factors Determining Selection of a Product/Brand

		Frequency	Percent
Valid	Quality of the Product	25	25.0 %
	Price of the Product	5	5.0 %
	After sale services	55	55.0 %
	Celebrity endorsements	11	11.0 %
	Opinion of others	4	4.0 %
	Total	100	100.0 %

Source: Primary data

Interpretation: Table shows that after-sales service is prime factor that make respondents notice a brand. Quality is the second important factor followed by opinion of others. Endorsing celebrity and other factors like brand value help respondents the least to notice a product/brand.

Quality of celebrity endorsed product

	Number	Percent
Yes	55	55.0%
No	8	8.0%
50%	25	25.0%
Not sure	12	12.0%
Total	100	100.0%

Source:Primary Data

Interpretation: From Table says that 55% of respondent believe that the celebrity endorsed product are of good quality. Only 8% are of the opinion that the product have no much quality

Use of products by celebritie

	Number	Percent
Yes	22	22.0%
No	68	68.0%
Not sure	10	10.0%
Total	100	100.0%

Source :Primary Data

Interpretation :Table shows that 68 percent of respondents believe that the celebrities are not using the products which they endorse.22 percent are sure that the products are used by celebrities and the rest are not sure about it.

Effect on brand promotion

	Number	Percent
Yes	82	82.0 %
No	6	6.0 %
Not sure	12	12.0 %
Total	100	100.0 %

Source :Primary Data

Interpretation :Table says that 82 percent of respondents agreed that the celebrity endorsement helps in brand promotion.12 percent are not sure about it and 6 percent does not agree it.

Importance to Celebrity in advertising

	Number	Percent
Strongly Disagree	2	2.0%
Disagree	13	13.0%
No Opinion	7	7.0%
Agree	15	15.0%
Strongly Agree	63	63.0%
Total	100	100.0%

Source: Primary Data

Interpretation From Table , it is clear that 63 percent of the respondents think that celebrity is given more importance than the product to be endorsed.

Easy identification of products

	Number	Percent
Valid	Strongly Disagree	2.0 %
	Disagree	2.0 %
	No Opinion	6.0%
	Agree	25.0 %
	Strongly Agree	65.0%
	Total	100

Source: Primary data

Interpretation: From Table , it is clear that 65 percent of the respondents strongly agrees and 25 percent agrees that celebrity helps them in identifying the product they endorse.

Celebrity creating Interest on Consumers

	Number	Percent
Strongly Disagree	1	1.0%
Disagree	10	10.0%
No Opinion	15	15.0%
Agree	19	19.0%
Strongly Agree	55	55.0%
Total	100	100.0%

Source: Primary Data

Interpretation: From Table, 55 percent of the respondents strongly agree that the celebrity endorsements create the interest to buy a product. Also 19 percent agrees to the statement.

Celebrity creating conviction on Quality

	Number	Percent
Strongly Disagree	1	1.0%
Disagree	17	17.0%
No Opinion	14	14.0%
Agree	61	61.0%
Strongly Agree	7	7.0%
Total	100	100.0%

Source: Primary Data

Interpretation: From Table , 61 percent of the respondents agree and 7 percent strongly agrees that the celebrity endorsements conviction about the quality of the product. It implies that the words of celebrities in advertisements can convince a buyer on the quality of the products they endorse.

Loyalty towards celebrity

	Number	Percent
Strongly Disagree	25	25.0 %
Disagree	9	9.0 %
No Opinion	54	54.0 %
Agree	7	7.0 %
Strongly Agree	5	5.0 %
Total	100	100.0 %

Source: Primary Data

Interpretation : From Table, only 7 percent of the respondents agree and 5 percent strongly agrees that the consumers will stop purchasing an item if their favourite celebrity is replaced from advertisements. This implies that once a product is well branded and became popular, the

celebrity do not have much of a role. The consumers need not care their favourite celebrity is replaced from the advertisement or not, they will keep on purchasing the product.

Preferred Advertisements

		Responses	
		Number	Percent
Advertisements*	MTS	27	7.50%
	Luvit	23	6.40%
	Jos Alukkas	31	8.60%
	Kannan Devan Tea	39	10.90%
	Five star chocolate	33	9.20%
	Scoo-bee day	26	7.20%
	Tang	17	4.70%
	Indulekha soap	28	7.80%
	OLX.in	29	8.10%
	Dairy Milk	29	8.10%
	YiPPee Noodles	24	6.70%
	Asian Paints	30	8.40%
Kitex Dhothies	23	6.40%	
Total		359	100.00%

Source: Primary Data

Interpretation :Table shows the result of rating given by respondents to select their preferred advertisements. It shows that the advertisement of Kannan Devan which features a celebrity has got highest takers with a percent of 10.9.The least rating as per table is for Tang, a non-celebrity advertisement.

However, we could see that non-celebrity advertisements like MTS, Scoo-Bee Doo, Five-Star Chocolates, etc. get positive ratings. These advertisements are all famous for their innovative concepts and humorous approach.

FINDINGS AND SUGGESTIONS

Findings of the Study

After conducting the study the researcher comes to the following conclusions.

- 1.** It shows that 94 percent of the respondents actively follow advertisements and it emphasises the advertisements can be used as an effective tool in marketing a product.
- 2.** Television has got the most viewership among media used in advertising 61.4 percent noticed advertisements via Television
- 3.** 43.8% of respondents agreed the humour in advertisements made them repeatedly watching it. Presenting the advertisements with a tinge of humour will have an impact on consumers
- 4.** The advertisements which are endorsed by the celebrities are clearly distinct and identified by the respondents. The celebrity endorsed advertisements will have an attention value rather than it is being presented by someone other than a celebrity.
- 5.** Celebrities from sports get more attraction (54.3 percent) followed by film stars. So respondents are likely to watch advertisement if celebrity is from that area.
- 6.** Celebrity advertisements help in easy identification of products 53.7% agrees that celebrity advertisements helped them in identifying the product from the market as such.
- 7.** Celebrity endorsed products are highly preferred by the consumers in the market 90 percent of the buyers support or prefer celebrity endorsed products.
- 8.** 73 percent of respondents are of the opinion that the celebrity endorsed products are not costlier.
- 9.** 48.6 percent of the respondents agree that their family is the major influencing party in selection of a product. Not so less, but self-decisions (20.3 percent) and friends (19.6 percent) follows.
- 10.** After-sales service is prime factor that make respondents notice a brand. Quality is the second important factor followed by opinion of others.
- 11.** 55 percent of respondents believe that the celebrity endorsed product are of good quality.
- 12.** 68 percent of respondents believe that the celebrities are not using the products which they endorse. 22 percent are sure that the products are used by celebrities and the rest are not sure about it.
- 13.** Most of the respondents agreed that the celebrity endorsement helps in brand promotion.

- 14.** 63 percent of the respondents think that celebrity is given more importance than the product to be endorsed.
- 15.** 65 percent of the respondents strongly agrees that celebrity helps them in identifying the product they endorse.
- 16.** 55 percent of the respondents strongly agree that the celebrity endorsements create the interest to buy a product.
- 17.** The words of celebrities in advertisements can convince a buyer on the quality of the products they endorse.
- 18.** Once a product is well branded and became popular, the celebrity do not have much of a role. The consumers need not care their favourite celebrity is replaced from the advertisement or not, they will keep on purchasing the product.
- 19.** To select the favourite advertisements, respondents selected a celebrity-endorsed advertisement. Also advertisements with a tinge of humour was also selected.

Suggestions

Following are suggestions made to the advertisers after the study.

1. Televisions are preferred mostly by the consumers in viewing advertisements thus advertisers could concentrate on creating advertisements in Television.
2. An advertisement becomes attractive if it is presented in humour tone. Presence of a celebrity alone cannot make an advertisement attractive.
3. If celebrity endorsement is selected by advertiser, it is better to endorse it with a celebrity from sports field as they get most attraction. Film stars are also good in gaining attraction from people.
4. The presence of celebrities in advertisement enables the consumers in ease identification of products. It also helps in making advertisements more appealing. So, celebrities could be used in such a way that consumers memorize and relate celebrities with the product.
5. Family is the major influencing party in the buying behaviour of a consumer. Thus advertisements should be targeted at family houses.
6. Instead of spending huge amounts on advertising with celebrities, it is better to concentrate on aftersales services of the product as it is the most important factor in getting people's attention. People also look for quality while selecting the product .

Conclusion:

Celebrity endorsement is perhaps the most widely used type of mass advertising in India. It may be because of various cultural factors in India, and advertisers find it easy to attract people by hiring celebrities to speak for them. Other sorts of advertisements are also made now days. The study was undertaken to assess the influence of celebrity endorsements on purchase decisions of consumers. The study also tried to assess the perception of consumers towards celebrity endorsed advertisement. It is seen when it comes to celebrity endorsements, people are having a clash of opinions. Even though celebrity endorsements help people to remember the product, it may not help in making an advertisement attractive. People look for humour, good concept, etc. in advertisements rather than a celebrity. The study also aimed at identifying the factors in determining the selection of a brand. The various factors were identified such as after-sales services, quality, and celebrity-endorsed advertisements. So to conclude, the celebrities have got an influence in the buying behaviour of consumers