

A STUDY ON EFFECTIVENESS OF CELEBRITY
ENDORSEMENTS TOWARDS TELEVISION VIEWERS
PERCEPTIVE IN SALEM CITY, TAMILNADU, INDIA.

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Abstract:

The instrument of celebrity endorsement has nowadays become a pervasive element in advertising and communication management. India as a country is known for loving its stars. The Indians idolize their favorite actors and cricketers. The advertisers see this as an opportunity to grab and work on so as to expand their operations and promote their product. The study focuses on examining the celebrity endorsements towards television viewers in the city of Salem Tamilnadu, India. Celebrities often have the Charisma to attract and influence others by their reputation, credibility, followers and fans. Companies across the globe Shells out on celebrities endorsements to lure and pull their target audience towards their product as well as service. This study mainly focuses on (1) to find out the awareness level of celebrity endorsement. (2) To analyze the opinion of television viewers pertaining to celebrity endorsement. (3) To examine the impact of celebrity endorsements on customers product choices. (4) To analyze the whether the celebrity fits to the particular products that he/she endorses. This study is based on the primary data collected from Salem region with the help of structure questionnaire. The result of the study states that celebrity endorsed television commercials are having much fame and charisma than other form of advertisements.

Keywords: Effectiveness, Celebrity endorsement, Television Viewers, credibility, endorsement FMCG and perception.

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Introduction:

Advertising is imperative for any kind of products or services to survive in the market advertisers adopt distinctive techniques for advertising. In this globalised era 'celebrity advertising' emerges as a better way of advertising. In promotion and of advertising, a testimonial or show consists of a written or spoken statement, sometimes from a person figure, sometimes from a private citizen, extolling the virtue of some product. The term "testimonial" most commonly applies to the sales-pitches attributed to ordinary citizens, whereas "endorsement" usually applies to pitches by celebrities... Advertisers have attempted to quantify and qualify the use of celebrities in their marketing campaigns by evaluating their awareness, appeal, and relevance to a brand's image and the celebrity's influence on consumer buying behavior. Endorsements by celebrities have started since a long time. Celebrities include fame movie stars, sports personalities, talk show personalities, politicians and others who have the 'charisma'. Now more than ever, celebrity images are essential to hold the attention of the modern consumer. Celebrity Endorsement Deals has established a service based on one simple fact that is undeniable and widely recognized. Corporations can reap the financial benefits of celebrity endorsements in the form of increased sales. Non-profit organizations can utilize celebrity names to foster higher online and event-based fundraising revenues. Celebrity endorsements can be utilized to further your business goals in a myriad of ways. For decades, celebrity spokespeople have been a favorite marketing tool of companies with products or services to sell. Instant recognition attracts the desired target audience and makes the product they are promoting more visible. Audiences have a higher recall of, and can be more persuaded by, advertisements containing celebrities. Celebrity spokespeople are a staple in marketing. More than 20 percent of all advertisements today feature a famous face, voice or likeness. Even small businesses use celebrity spokespersons. The reason why Consumers pay attentions to celebrities because people are inherently attracted to a familiar face and voice.

Review of Literature:

Indian market is not by a large space, an easy audience to target for the advertisers. The one billion people of the country are speckled in terms of beliefs, ethnicity, states, culture, language,

dialects, norms and values. Other aspects such as the economic discrepancy in the country separates it in a way which has resulted in a large number of lower and upper middle class, with a very small class falling under in the middle class. This demonstrates a vast disparity in the buying power and decision making clout, one which the advertisers should keep in mind. Indian advertisement has been placing a vital amount of importance on both recall and persuasion as brand differentiating messages. (Dixit, 2005). Very often, various advertising styles are used by advertisers to influence consumer brand choice behaviour and among these different available choices one very popular choice is Celebrity Endorsements. (Alsmadi 2006). Surabhi B. Prasad & Ravi Girdhar (2005) have come up with a model that is a function of several input parameters, their priorities and the correlation score between the parameter and endorsement effectiveness. The paper first examines the various facets of celebrity endorsements and the impact on brand equity. A through literature survey has been made in light of which the arguments have been substantiated. Neha Taleja, (2005) studied the impact of celebrity endorsements on brands. While the magnitude of the impact of celebrity endorsement remains under the purview of gray spectacles, the research has established reasoning to the impact of celebrity endorsements on brands and reveals that the level and the magnitude of the effect vary with the celebrity and the product category and that most of the endorsements have a favorable impact. A study conducted by Irene Roozen (2008) analysed two aspects : one was to find the implication that the celebrity endorser brings to the product and to the consumer for different product categories and the other was the extent to which these effects vary across different product categories. The research was based on written questionnaires and the study analysed the impact of female international celebrity endorsers in respect of three different product categories namely, high involvement, low involvement and the beauty products and concluded that the celebrities are considered to have the highest expertise for beauty products with much lower scores for candy bars (low involvement) and lap-tops (high involvement). Kalliny, Morris; Beydoun, Abdul-Rahman; Saran, Anshu; Gentry, Lance (2009) the research has investigated into the use of celebrity in TV commercial endorsements. The study has compared the use of celebrity endorsement in terms of two fundamental cultural dimensions: 1) low versus high context and 2) individualism versus collectivism. This paper has also attempted to find out the frequency of celebrity use and identify the characteristics of celebrities used and the products their use is associated with. In a survey, titled "Impact of Celebrity Endorsement on Buying Behaviour of Customers" the focus

was laid on the risks and returns involved in using celebrity endorsements to influence the purchase behaviour of the consumers. The outcome of the research was that, it substantiated the fact that celebrity endorsements do have an impact in the Indian scenario. The critical analysis of the research convinced that the consumers seek variety of aspects like credibility, likeability, fit between the brand and the celebrity. The research also concluded that from the viewpoint of the celebrity, it is not only the financial gains that matters but also the impact that the endorsement might do to their image. The research findings also laid stress on the fact that the association of the celebrity with any type of controversy or ill- behaviour did have a negative impact on the endorsement. Bahram Anjbarian, Zahra Shekarchizade, and Zahra Momeni this study aims to analyze the celebrity endorser influence on attitude toward advertisements and brands. Information was obtained from randomly selected respondents through survey questionnaires. All questionnaires were self-administered by the participants without interference from researchers. This paper provides a model connecting attitude toward celebrity endorser, attitude toward advertisement and attitude toward brand that has been examined and validated using respondents. The findings show that attitude toward celebrity endorser can influence on attitude toward brand directly or indirectly. In indirectly approach, attitude toward advertisement is as a mediator between attitude toward celebrity endorser and attitude toward brand. On the other hand, attitude toward celebrity endorser has not significant effect on purchase intention. Angela Byrne, Maureen Whitehead, Steven Breen (2003) study the process of transference of celebrity images to the products image by examining the usage of celebrity endorsement in the formation of the retail image of a leading European grocery distribution group. The analysis relates to a field research with consumers and interviews with advertising agency personnel who have identified the criterion for the choice of a celebrity. The extent to which the market place recognizes and consumers associate themselves with the image of a celebrity endorser is explored. Research findings suggest that the percentage of celebrity advertisements out of the total number of ads aired is as high as 25-30% in western countries (Agrawaland Kamakura, 1995) and around 60% in India (Patel, 2009). In such a scenario both academia and industry look for the issues in selection, use and effectiveness of celebrities as product endorsers. Research in celebrity endorsements in the last thirty years have tried to address various issues in celebrity endorsements such as the effects of credibility of endorser on the consumers (Friedman and Friedman, 1979; Goldsmith al., 2000), issues in celebrity product 'match-up' (Kamins, 1990; Till

and Busler,1998), meaning transfer in celebrity endorsements (McCracken, 1989) and a host of other issues such as effect of negative celebrity information, cross country comparison of celebrity advertising, gender and celebrity endorsement perceptions, etc.

Objectives of the study:

- To find out the awareness level of celebrity endorsements
- To analyze the opinion of television viewers pertaining to celebrity endorsements
- To examine the impact of celebrity endorsements on customers product choices
- To analyze the whether the celebrity fits to the particular product that he/she endorses

Scope of the study:

In the competitive business environment advertising takes a vital role. Customers are gaining more importance from that. Businesses are also enjoying competitive strength with the loyal customers. 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.

Methodology of the Study:

Research Design

Considering this work as a basic research, this study has followed descriptive research design. An attempt is made in this study the Effectiveness of celebrity endorsement made by the Television viewers.

Data Collection

This study both primary & secondary data were collected for the study. A questionnaire was designed to collect the primary data from the customers from Salem region Tamilnadu. Secondary data was collected from the files & records of previous studies.

Population & Sampling Frame

A convenient sampling method was used to obtain the data from the customers

Sampling Method

A Sample of 150 respondents was chosen for data collection. It was observed at the end of the week (data collected) nearly 25 questionnaires were incomplete. They were deleted from actual population which gave a sample of 125 respondents in total.

Limitations of the study

Since the research was based only on the Salem city, the same results may not be generalized over the whole Television viewers. As the topic is very vast and so does its constraints that make the report tough one to cover all area. Collection of data from the television viewers could be contacted only when they come for shopping.

Analysis & Discussion

Table: 1 The Impressive factors in celebrity advertisements

Analysis on impressive factors of celebrity endorsements towards viewers

S.No	Factors	High	Medium	Low
1.	Favorite Personality	63	38	24
2.	Suitability of the celebrity	39	58	28
3.	Explain the benefits clearly	56	35	34
4.	Innovative Ideas	60	43	21
5.	Caption given by celebrity	44	45	36

From the table it is clearly inferred that most of respondents are rated favorite personality as the highest impressive factors whose weighted average is 39.67, innovative ideas as 2 whose weighted average is 39.5, Explain the benefits clearly as 3 whose weighted average is 36.83,

Suitability of the celebrity as 4 whose weighted average is 35 and caption given by the celebrity as 5 whose weighted average is 34.5 , in factors that impress the viewers

Table: 2 Respondents opinion about whether celebrities match over their advertisements

S. No	Respondents opinion	No. Of Respondents	Percentage %
1.	Yes	47	37
2.	No	78	63
	Total	125	100

From the table 6 it is clearly indicates that most of the respondents (63%) are felt that the celebrities are not fitted well with their respective advertisements and rest them opined yes

Table: 3 Factors that contributes the success of celebrity endorsements.

S. No	Factors	Rank	Weighted
1.	Trustworthiness	3	23.1
2.	Charisma	1	27.4
3.	Expertise	2	26.6
4.	Suitability	4	22.8
5.	Appeal of the celebrity	5	21.8
	Total	125	100

From the table it is clearly inferred that most no of respondents are placed charisma as 1 whose weighted average is 27.4 ,Expertise as 2 whose weighted average is 26.6 , Trustworthiness as 3 whose weighted average is 23.1 , Suitability as 4 whose weighted average is 22.8 in factors that contributes to the success of celebrity ads.

Table: 4 Respondents most liked endorsers

S. No	Respondents most liked endorsers	No. of respondents	Percentage %
1.	Cine stars	40	33
2.	Sports persons	38	30
3.	Serial actors	15	12
4.	Real life personalities	27	21
5.	others	5	4
	Total	125	100

From the table it is clearly indicates that major no. of respondents 33% are like cine stars , 30% of them like sports persons , 21% of them like Real life personalities, 12% of them like Serial actors and 4% of them like others

Table: 5 Disappointing factors on celebrity endorsements

S. No	Disappointing factors on celebrity endorsements	No.of respondents	Percentage %
1.	Multi brand endorsements by the same celebrity	30	24
2.	Less clarity of message	33	26
3.	Confusion over features& benefits of the product	37	30
4.	Lack of creativity	22	18
5.	Unmatched celebrities and their respective ads	3	2
	Total	125	100

From the table it is clearly inferred that major no. of respondents 30% are considers Confusion over features& benefits of the product is a disappointing factor , 26% of them opines Less clarity of message, 24% of them opines Multi brand endorsements by the same celebrity, 18% of them opines Lack of creativity and 2% of them given Unmatched

Table: 6 Benefits availed by the sectors by celebrity endorsements

S. No	Benefits availed by the sectors by celebrity	No. of respondents	Percentage %
1.	FMCG	36	29
2.	Automotives	38	30
3.	Consumer durables	30	24
4.	Telecom	18	15
5.	Others	3	2
	Total	125	100

From the table it is clearly indicates that major no. of respondents 30% are opines automotives, 29% of them opine FMCG, 24% of them opine Consumer durables, 15% of them opine Telecom and 2% of them opines as other sectors regarding the benefits enjoyed by the various sectors because of celebrity endorsements.

Table: 7 credibility of celebrity in competitive brands

S. No	Credibility of celebrity in competitive brands	No. of respondents	Percentage %
1.	Strongly agree	22	18
2.	Agree	26	21
3.	Neutral	34	27
4.	Disagree	29	23
5.	Strongly Disagree	14	11
	Total	125	100

From the table it is clear that major no. of respondents 27% are neutral to the credibility of celebrities in competitive brands , 23% of them are Disagree , 21% of them are Agree , 18% of them are Strongly agree and 11% of them are Strongly Disagree.

Table: 8 the Relationship between Age and Most Liked Endorsers of Viewers

Co-efficient of correlation is used to find out the relationship between Ages and endorses mostly liked by viewers

X	Y	xy	x ²	y ²
14	35	490	196	1225
44	30	1320	1936	900
23	9	207	529	81
12	24	288	144	576
7	2	14	49	4

$$r = \frac{\sum xy}{N \bar{x} * \bar{y}} = \frac{\sum x}{\sqrt{\sum x^2} * \sqrt{\sum y^2}}$$

$$= + 0.8226$$

There is an association between two variables existing relationship between age group & like liners of celebrities. Hence it is positively correlated.

Findings:

It is found that most of viewers impressed by their favorite personality in the television commercials and the impact are high. There is an association between age of the viewers and endorses they like most and the attractiveness of the celebrity is the influencing factor and success of the respective commercial. The viewers are much interested to watch ‘sports personality’ endorses in television commercials. It is clear that the automotive sector is getting maximum benefits of television celebrity endorsed television commercials than any other sectors. The celebrity endorsement gain more public coverage that any other ads.

Suggestions:

Multi brand endorsements by the same celebrities may be avoided to get the message clarity of the particular brand. Credibility of the celebrity may be enhanced by adding more competitive brands features & benefits of the product. More number of celebrities may be included for social cause related commercials. The relevance of the celebrity and his/her respective brand may be increased.

Conclusion:

The celebrity endorsed television commercials are having greater impact on viewers. By seeing their favorite celebrity on TV screen the people are getting excited and because of their favourite celebrities it influences in purchasing and product choices. It is clear that celebrity endorsed television commercials are having much fame and charisma than other form of advertisements. At the same time because of the more number of celebrity endorsements may spoil the actual essence of the brand.

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