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## CELEBRITY ENDORSEMENT-AN EVALUATION OF COLLEGE STUDENT'S PERCEPTION

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### Abstract

The use of celebrities in advertising has become an ever-present phenomenon in modern advertising. Celebrity endorsement today is the ultimate and ideal promotional strategy for marketers as the consumers get attracted towards those brands that reflect their inner lives, values, beliefs and their desires. Currently in India the use of celebrity advertising for companies has become a trend and also become a winning formula of corporate image building and product marketing .It can create linkages with the stars appeal thereby adding refreshing and new dimensions to the brand image. The practice of celebrity endorsements has proliferated over time. Now days it has become a pervasive element of advertising industry especially in India. Celebrity endorsement business has become a multi-million industry in India. Marketers use celebrity endorsers to influence the purchase decision of consumers in order to increase their sales and extend their market shares. Many celebrities are used in various

marketing campaigns and in most cases; the use of celebrities as endorsers is seen from mainly positive aspects. This made the author curious to explore the effect of celebrity endorsements on college student's perception and buying behavior.

Key words: celebrity endorsement, perception, buying behaviour

### Introduction

Advertisements are meant to communicate to the consumer how the product or service can satisfy their needs in a meaningful way. Advertisements serve purpose of not only developing brand awareness but also helps in building brands. As a component of promotion mix Advertising is said to be the most influential and effective mode of communication. Advertising is defined as any non-personal form of mass communication paid for and controlled by the sponsor (Swanson and Everett, 2000; Du Plessis and Rosseau, 2003). Advertising is —any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor.(Kotler

,2003). Advertising is believed to have long lasting impact on consumers mind and helps build brands. An effective advertisement serves multiple purposes. Advertisements educate the market and consumers about uses and benefits of a product and removing apprehension, if any. Advertising helps marketer in creating a brand image and positioning. An effective advertisement ensures trials and thus helps improve sales. Advertising is used to draw the attention to the products and services of the organisation and to provide a personality to the brand in order to make the product stand out amongst its competitors. One way to draw attention to the product is to make use of an endorser. Advertisers have often chosen to use endorsement as a promotional strategy to communicate the merits of their products or brand. The dictionary meaning of endorsement is backing, support or approval. Consumers are always seeking some support so as to reduce dissonance and risk perception towards a product or brand. A small gesture of approval provides support or assurance to the buyer. Basic preposition of branding is to differentiate from others and endorsements serve the purpose of not only differentiating the brand but also create brand imagery and quality perception.

Celebrities are the individuals who are well known amongst the target audience because of their exceptional performance in their own field and are popular amongst people. Most of the celebrities come from entertainment or sports world but recently politicians, reporters, religious leader and consumer advocates have also started endorsing brands. Thus we can say that anyone who is popular and visible in public domain and gets wide publicity can be considered as a celebrity. Although from endorsement point of view celebrities from entertainment and sports world have been most successful.

A celebrity endorsement as defined earlier in types of endorsements is one of the type of endorsement. This type of endorsement uses a celebrity to endorse a brand or a claim and thus is known as celebrity endorsement. Celebrity endorsement is said to be the most widely used form of endorsement. Celebrities could be from various fields like sports, film, politics, art and craft, television, etc. Celebrities most successful in endorsing brands generally come from film and sports field. Television actors are also becoming popular as celebrity endorsers these days. Sometimes social activists are also seen as endorser in advertisements especially for social cause marketing.

### **Statement of the Problem**

In the last one decade most of the popular brands were being endorsed by a famous personality either from entertainment industry or sports arena. So far celebrity endorsement has been perceived as a tried and true strategy, if the endorsement is properly designed and executed. Competition for hiring high notched celebrity is increasing among the companies and also the cost associated with the celebrities. It is expected to create positive effect in consumers, but sometimes it proves out to be a negative publicity. The fact to be emphasised is that celebrities alone do not guarantee success, as consumers nowadays understand advertising, know what advertising is, and how it works. Validity of the successful side of the celebrity endorsement should have to be measured considering the present mind set of the youth consumers, who are very educated and picky about the products they use. Indian youth's perception of celebrities and celebrity endorsements are analyzed in this study.

### **Objectives of the Study**

1. To understand the effectiveness of celebrity endorsement.
2. To explore the students' perception towards celebrity endorsements.

### **Methodology**

The study is descriptive and empirical in nature. The primary data is collected from the students of Sree Narayana College, Kollam. The data is randomly chosen. Data were collected from the respondent using closed ended questionnaire. Personal interview method was also used for data collection. The method used is simple random sampling. For the study 150 samples were selected from the total population. The survey was conducted during the period of June 2016 to November 2016. The secondary data has been gathered from the published works and studies.

### **Limitations of the Study**

1. The biasness of the respondents may affect the result of the study so far as primary data is concerned. Because of the biases of the respondents the result of the study may not be the same for all cities and at all places.
2. The survey has been conducted in S.N College, Kollam only. It may not reflect the public opinion at large.
3. The sample size has been small  $n = 150$  which may not reflect the broader picture.
4. Time and cost constraints.

## Analysis and Findings of the Study

The analysis of the study is given below:

### Demographic Profile of Respondents

**Table 1: Gender of respondents**

	Frequency	Percent	Cumulative Percent
<b>Male</b>	75	50	50
<b>Female</b>	75	50	100
<b>Total</b>	150	100	

From the above table, Out of total respondents surveyed, 50% are male and 50% respondents are female students.

**Table 2: Type of degree of respondents**

	Frequency	Percent	Cumulative Percent
<b>graduate</b>	110	73	73
<b>Post graduate</b>	40	27	100
<b>Total</b>	150	100	

From the above table, Out of total respondents surveyed, 73% are graduate and 27% respondents are post graduate students.

**Table 3: subject wise classification of respondents**

	Frequency	Percent	Cumulative Percent
<b>BCom</b>	60	40	40
<b>B.Sc</b>	25	16.7	56.7
<b>BA</b>	25	16.7	73.4
<b>MCom</b>	20	13.3	86.7
<b>MSc</b>	20	13.3	100
<b>Total</b>	150	100	

From the above table, Out of total respondents surveyed, 40% are BCom students, 16.7% are B.Sc students, 16.7% are BA students, 13.3% are MCom students and 13.3% are M.Sc students.

**Table 4 : Time spent in media**

<b>Type of media</b>	Less than 30 minutes(%)	31 minutes to 1 hour(%)	More than 1 hour(%)	Total
TV	17(11.33%)	58(38.7%)	75(50%)	150
Magazines	102(68%)	38(25.3%)	10(6.67%)	150
Internet	9(6%)	62(41.3%)	79(52.7%)	150
Radio	118(78.7%)	23(15.3%)	9(6%)	150
News paper	123(82%)	19(12.7%)	8(5.3%)	150

The results of the media survey show that out of the five media (television, radio, magazines, newspapers and computers/Internet) students devoted the most time on internet and then television. From the above table, in Television majority of the students spent i.e., 50%, more

than 1 hour in watching television, 38.7% students spent 31 minutes to 1 hour, while only 11.33% of students spent less than 30 minutes in watching television. While in magazines, 68% of majority of the students spent only less than 30 minutes in reading magazines. Same situation repeats in radio, 78.7% students spent less than 30 and 82% students spent less than 30 minutes in reading newspapers. From the above table, it is cleared that 52.7% of students spent more than 1 hour on surfing on internet. Internet is the most preferred media by the students for spending time.

**Table 5: Type of Celebrity (Influenced by)**

	Frequency	Percent	Cumulative Percent
Film celebrities	84	56	56
Cricketers	51	34	90
Others	15	10	100

From the above table, Out of total respondents surveyed, 56% of the students are influenced by film celebrities and 34% of the students are influenced by celebrity cricketers.

**Table 6: Time Spent on watching Advertisements on Media**

Media	Often	Occasionally	Rarely	Never	Total
TV	97(64.7%)	37(24.7%)	11(7.3%)	5(3.3%)	150(100%)
Magazines	10(6.7%)	20(13.3%)	52(34.7%)	68(45.3%)	150(100%)
Internet	74(49.3%)	59(39.3%)	12(8%)	5(3.33%)	150(100%)
Radio	15(10%)	27(18%)	67(44.7)	41(27.3%)	150(100%)
News paper	9(6%)	29(19.3%)	54(36%)	58(38.7%)	150(100%)

From the above table, the result shows that 64.7% of students watch advertisements on televisions and 49.3% watch advertisements on internet. Very few students see the advertisements on magazines, radio and newspapers.

**Table 7: Perception towards celebrity endorsement**

In order to evaluate the perception of students towards celebrity endorsement a number of questions were asked .By getting answers to these questions; the researcher can illustrate the clear picture of their perception towards celebrity endorsements. The results are given below.

Statements	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total
Celebrity endorsed advertisements helps to get an awareness about the product.	48(32%)	82(54.7%)	11(7.3%)	9(6%)	0	150
Celebrity endorsed products captures attention	37(24.7%)	89(59.3%)	13(8.7%)	10(6.7%)	1(.7%)	150
Celebrity endorsed advertisement gives life to failing brand	30(20%)	84(56%)	23(15.3%)	9(6%)	4(2.7%)	150

Celebrity endorsed advertisement creates a long lasting impact in the consumer's mind.	40(26.7%)	88(58.7%)	8(5.3%)	10(6.7%)	4(2.7%)	150
celebrity endorsed advertisements help to recognize the products more quickly	26(17.3%)	102(68%)	10(6.7%)	9(6%)	3(2%)	150
Builds Trust and Credibility for the Brand	27(18%)	79(52.7%)	19(12.7%)	22(14.7%)	3(2%)	150
Celebrity endorsed products promise better features	18(12%)	64(42.7%)	31(20.7%)	23(15.3%)	14(9.3%)	150
Consumers have a better brand recall at the point of purchase when celebrities are present in the advertisements.	24(16%)	82(54.7%)	17(11.3%)	20(13.3%)	7(4.7%)	150
Celebrity endorsed products promise better quality	13(8.7%)	65(43.3%)	20(13.3%)	39(26%)	13(8.7%)	150
Celebrity endorsed products promise better performance	9(6%)	68(45.3%)	34(22.7%)	27(18%)	12(8%)	150
Modern celebrity endorser motivates the people.	22(14.7%)	70(46.7%)	25(16.7%)	19(12.7%)	14(9.3%)	150
Adverting through celebrities is the most effective medium of promotion.	25(16.7%)	89(59.3%)	20(13.3%)	13(8.7%)	3(2%)	150

1. The respondents were asked whether celebrity endorsed advertisements create faster awareness about the product. The frequency analysis shows 7.3% of the respondents are “Not sure (Neutral)” about the statement and only 9% of the

respondents are “disagree”. Overall 86.7% of the respondents “agree” that celebrity endorsed advertisements create faster awareness about the product.

2. The respondents were asked whether celebrity endorsed advertisements

captures the consumer's attention easily. The frequency analysis shows that 8.7% of the respondents are "Not sure (Neutral)" about the statement and only 7.4% of the respondents are either "strongly disagree" or "disagree". Overall 84 % of the respondents "agree" that celebrity endorsed advertisements captures the consumer's attention easily.

3. The respondents were asked whether Celebrity endorsed advertisement gives life to failing brand. The frequency analysis shows that 15.3% of the respondents are "Not sure (Neutral)" about the statement and only 8.7% of the respondents are either "strongly disagree" or "disagree". Overall 76 % of the respondents "agree" that Celebrity endorsed advertisement gives life to failing brand.
4. The respondents were asked whether celebrity endorsed advertisements creates a long lasting impact in the consumer's mind. The frequency analysis shows that 5.3% of the respondents are "Not sure (Neutral)" about the statement and only 9.4% of the respondents are either "strongly disagree" or "disagree". Overall 85.4 % of the respondents "agree" that celebrity

endorsed advertisements creates a long lasting impact in the consumer's mind.

5. The respondents were asked whether celebrity endorsed advertisements help them to recognize the products more quickly. The frequency analysis shows that only 6.7% of the respondents are "Not sure (neutral)" about the statement and only 8% of the respondents are either "strongly disagree" or "disagree". Overall 85.3% of the respondents "agree" that they can more promptly recognise a product if a celebrity is associated or endorsing it.
6. The respondents were asked whether celebrity endorsed advertisements builds trust and credibility for the brand more quickly. The frequency analysis shows that only 12.7% of the respondents are "Not sure (neutral)" about the statement and only 16.7% of the respondents are either "strongly disagree" or "disagree". Overall 70.7% of the respondents "agree" that celebrity endorsed advertisements builds trust and credibility for the brand more quickly.
7. The respondents were asked whether Celebrity endorsed products promise better features. The frequency analysis shows that only 20.7% of the respondents are "Not sure (neutral)"

- about the statement and 24.6% of the respondents are either “strongly disagree” or “disagree”. Overall 54.7% of the respondents “agree” that associating celebrities with the product promise better features for a certain product.
8. The respondents were asked whether celebrity endorsed advertisements help them to recall the products more quickly. The frequency analysis shows that only 11.3% of the respondents are “Not sure (neutral)” about the statement and only 18% of the respondents are either “strongly disagree” or “disagree”. Overall 70.7% of the respondents “agree” that they can more promptly recall a product if a celebrity is associated or endorsing it.
  9. The respondents were asked whether Celebrity endorsed products promise better quality. The frequency analysis shows that only 13.3% of the respondents are “Not sure (neutral)” about the statement and 34.7% of the respondents are either “strongly disagree” or “disagree”. Overall 52% of the respondents “agree” that associating celebrities with the product promise better quality for a certain product.
  10. The respondents were asked whether Celebrity endorsed products promise better performance. The frequency analysis shows that only 22.7% of the respondents are “Not sure (neutral)” about the statement and 26% of the respondents are either “strongly disagree” or “disagree”. Overall 51.3% of the respondents “agree” that associating celebrities with the product promise better performance for a certain product.
  11. The respondents were asked whether the modern celebrity endorser motivates them to purchase the product. The frequency analysis shows 16.7% of the respondents are “Not sure (Neutral)” about the statement and only 22% of the respondents are “disagree”. Overall 61.4% of the respondents “agree” that celebrity endorsed advertisements motivates them to purchase the product.
  12. The respondents were asked whether advertizing through celebrities is the most effective medium of promotion. The frequency analysis shows 13.3% of the respondents are “Not sure (Neutral)” about the statement and only 10.7% of the respondents are “disagree”. Overall 76% of the respondents “agree” that celebrity endorsed advertisements



advertising through celebrities is the most effective medium of promotion.

### **Findings of the Study**

1. Most of the respondents are of the opinion that celebrity endorsed advertisements create faster awareness about the product.
2. Almost all the respondents opined that celebrity endorsed advertisements captures the consumer's attention easily.
3. 76 % of the respondents "agree" that Celebrity endorsed advertisement gives life to failing brand.
4. Majority of the respondents agreed that celebrity endorsed advertisements creates a long lasting impact in the consumer's mind.
5. Most of the respondents are of the opinion that celebrity endorsed advertisements help them to recognize the products more quickly.
6. Almost all the respondents opined that celebrity endorsed advertisements builds trust and credibility for the brand more quickly.
7. Only 54.7% of the respondents are of opinion that celebrity endorsed products promise better features.
8. Most of the respondents are of the opinion that celebrity endorsed

advertisements help them to recall the products more quickly.

9. Only 52% of the respondents "agree" that associating celebrities with the product promise better quality for a certain product.
10. Overall 51.3% of the respondents "agree" that associating celebrities with the product promise better performance for a certain product.
11. Most of the respondents are of the opinion that modern celebrity endorser motivates them to purchase the product.
12. Almost all the respondents opined that advertising through celebrities is the most effective medium of promotion.

### **Conclusion**

The study is conducted in S.N College, Kollam. The aim was to analyze the perception of college students towards celebrity endorsed advertisements. Through the findings of the study, it is found that celebrity endorsement is a powerful marketing tool which is always a centre of attraction to most of the students. The students perceive celebrity endorsed advertisement positively as compared to non-celebrity advertisements. According to the respondents, celebrity endorsed advertisements are more powerful than non-celebrity endorsed advertisements due to

which they preferred trustworthiness of celebrity to be the influencing factors in their mind. Therefore through this feature celebrities deliver their image to the target market effectively. According to the respondents it is concluded that celebrity endorsed advertisements have an influence on their purchase decision.

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