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STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

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- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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CELEBRITY ADVERTISEMENT AND ITS IMPACT ON BUYING BEHAVIOUR**DR. S. BANUMATHY****HEAD****DEPARTMENT OF COMMERCE****V. V. VANNIAPERUMAL COLLEGE FOR WOMEN
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V. V. VANNIAPERUMAL COLLEGE FOR WOMEN
VIRUDHUNAGAR****ABSTRACT**

This paper deals with celebrity advertisements. Celebrities are popular in the field of sports, modeling and cinema. When celebrities are used in advertisements, the public are eager to buy the products/services. Celebrity advertising focuses upon using celebrity power, fame, money and popularity to gain recognition for the products and promote specific stores or products. Celebrity advertisements perform both primary and secondary functions. Thus, the celebrity advertisement influences the behaviour of the consumers to a very large extent. In order to measure the effectiveness of celebrity advertisement, memory recall test has been conducted. In addition to that the problems faced by the respondents towards celebrity advertisement are also studied. The present study is based on both primary and secondary data. The primary data has been analyzed by using statistical tools such as percentage analysis, mean, standard deviation, chi square test, ranking technique and Likert's five point scaling technique. On the basis of findings of the study, some suggestions are given to improve the effectiveness of celebrity advertisement.

KEYWORDS

Celebrity advertisement, Marketing, Buying Behaviour.

INTRODUCTION

Strategic positioning and effective communication are the two most important "mantras" guiding brand success in today's competitive marketing environment. In a market where advertising plays a vital role in coordinating consumer purchases, it becomes pertinent for companies to induct all possible measures to influence, motivate and inculcate desire to purchase, in the customer's mind through an effective advertising campaign.

CELEBRITY ADVERTISING

Celebrity advertising focuses upon using celebrity power, fame, money and popularity to gain recognition for the products and promote specific stores or products. It is that activity by which visual or oral messages are addressed to the general public. The success of advertising greatly depends upon effective advertising programme. An effective advertising naturally necessitates mass production, thereby reduces unit cost by lowering the price of goods in favour of consumers.

Celebrities enjoy public recognition. For e.g., Sachin Tendulkar is loved by millions for his wonderful performance in the cricket fields. Furthermore, they appear in public by attending special celebrity events. – Film fare star awards and Videocon screen awards etc.

FUNCTIONS OF CELEBRITY ADVERTISING

The various functions of celebrity advertising may be grouped into two classes.

- ★ Primary functions
- ★ Secondary functions

PRIMARY FUNCTIONS

Among the primary functions, the following are more important.

- ◆ To increase sales
- ◆ Persuasion of dealers
- ◆ Help to dealers
- ◆ Increase in per capita use
- ◆ Receptiveness of new product or model
- ◆ Insurance for manufacturer's business
- ◆ Confidence in quality
- ◆ To eliminate seasonal fluctuations
- ◆ More business for all
- ◆ Raise in standard living

SECONDARY FUNCTIONS

- ◆ To encourage salesman and lead the moral support
- ◆ To furnish information
- ◆ To impress executives
- ◆ To impress factory workers
- ◆ Feeling of security
- ◆ To get better employees

STATEMENT OF THE PROBLEM

Marketers pay millions to celebrities hoping that they will bring magic to their brands they endorse and make them more appealing and successful. The effectiveness of using a celebrity to endorse a firm's product can generally be improved by matching the image of the celebrity with the quality of the product and the actual or desired concept of the target market. There is a high correlation between the appearance, knowledge, liking, credibility and advertising believability and purchase intentions. In a competitive market, a famous face can give a brand an added appeal and helps it to stand out.

SCOPE OF THE STUDY

The present study "Celebrity advertisement and its impact on buying behaviour" has confined to measure the level of impact towards buying behaviour. It also aims to examine the relationship between socio economic profile of the respondents and their level of impact towards buying behaviour. In order to measure the effectiveness of celebrity advertisement, memory recall test has been conducted. In addition to that the problems faced by the respondents towards celebrity advertisement are also studied. Due to time and cost constraints, only respondents from Virudhunagar alone are selected.

OBJECTIVES OF THE STUDY

The objectives of the present study are as follows:

- ★ To examine the relationship between socio economic profile of the respondents and the impact on celebrity advertisement
- ★ To evaluate the effectiveness of celebrity advertisement through memory recall tests.
- ★ To study the problems faced by the respondents through celebrity advertisement
- ★ To offer suggestions on the basis of findings of the study to improve the effectiveness of celebrity advertisement

RESEARCH METHODOLOGY

The present study is based on both primary and secondary data. The primary data has been collected for 425 respondents through well structured questionnaire. Convenience sampling technique has been adopted for the selection of 425 respondents. However, care has been taken to include all categories of the people. The secondary data has been collected from books, journals, magazines, newspapers and websites. The primary data has been analyzed by using statistical tools such as percentage analysis, mean, standard deviation, chi square test, ranking technique and Likert's five point scaling technique.

ANALYTICAL FRAMEWORK

Six statements have been framed and Likert's five point scaling technique has been adopted to measure the level of impact towards celebrity advertisement. Word jargons, effective music, Artist, costumes and styles, facial expression and movements, clarity of the advertisement. In order to examine the relationship between socio economic profile of the respondents and their level of impact towards celebrity advertisement, chi square test has been employed.

LEVEL OF IMPACT TOWARDS CELEBRITY ADVERTISEMENT

Depending upon the scores obtained by the respondents, level of impact has been classified into three viz., high, medium and low which are given in Table 1.

TABLE 1: LEVEL OF IMPACT TOWARDS CELEBRITY ADVERTISEMENT

Level	No. of respondents	Percentage
High	139	32.71
Medium	198	46.59
Low	88	20.70
Total	425	100

Source: Primary data

Out of 425 respondents, 198 (46.59%) have medium level impact, 139 (32.71%) have high level impact and 88 (20.7%) have low level impact towards celebrity advertisement.

SOCIO ECONOMIC PROFILE OF THE RESPONDENTS AND THEIR LEVEL OF IMPACT TOWARDS CELEBRITY ADVERTISEMENT

Socio economic profile such as age, sex, education, occupation, marital status and monthly income influence respondents towards celebrity advertisement. Chi square test has been applied to examine the relationship between socio economic profile of the respondents and their level of impact towards celebrity advertisement.

TABLE 2: RELATIONSHIP BETWEEN SOCIO-ECONOMIC PROFILE AND LEVEL OF IMPACT TOWARDS CELEBRITY ADVERTISEMENT

Socio economic variables		Level			Calculated value	Table value	df	Result
		High	Medium	Low				
Age (in years)	Below 20	48	92	56	31.42	12.59	6	Significant
	20 – 30	50	44	20				
	30-40	26	12	8				
	Above 40	25	36	8				
Sex	Male	110	80	26	17.198	5.991	2	Significant
	Female	67	104	38				
Education	School level	44	70	18	6.79	9.49	4	Not significant
	College level	50	84	36				
	Others	55	40	28				
Occupation	Students	44	92	30				
	Business men	28	20	14				
	Employed	32	52	24				
	Others	35	30	24				
Marital status	Married	77	94	66	15.94	5.991	1	Significant
	Unmarried	69	71	48				
Monthly Income (in Rs.)	Below 10,000	50	30	16	61.53	12.59	6	Significant
	10,000-20,000	42	80	30				
	20,000 – 30,000	32	44	27				
	Above 30,000	20	40	14				

Source: Primary data

It is clear from table 2 that out of six socio economic variables age, sex, education, occupation, marital status and monthly income, five variables age, sex, occupation, marital status and monthly income are significantly related to the level of impact towards celebrity advertisement. The remaining one variable education is not significantly related to level of impact towards celebrity advertisement.

EFFECTIVENESS OF CELEBRITY ADVERTISEMENT

Right use of celebrity plays a vital role for the success of the brand along its advertising over the target market. In order to assess the effectiveness of celebrity advertisement, memory recall test has been conducted. The memory recall test has been conducted in 3 ways.

- ❖ Memory recall test by showing the celebrity
- ❖ Memory recall test by showing the product
- ❖ Memory recall test regarding slogan writing

MEMORY RECALL TEST BY SHOWING THE CELEBRITY

The picture of the celebrity in an advertisement is shown to the respondents. They are asked to find out the product name in which they appear. Table 3 shows the results of memory recall test by showing the celebrity.

TABLE 3: MEMORY RECALL TEST BY SHOWING THE CELEBRITY

Response	No. of respondents	Percentage
Positive response	378	88.94
Negative response	47	11.06
Total	425	100

Source: Primary data

Out of 425 respondents, 378 (88.94%) give positive response and the remaining 47 (11.06%) gave negative response towards celebrity advertisement.

MEMORY RECALL TEST BY SHOWING THE PRODUCT

The picture of the product is shown to the respondents. They are asked to find out which celebrity appears in the advertisement. Table 4 shows the results of memory recall test by showing the product.

TABLE 4: MEMORY RECALL TEST BY SHOWING THE PRODUCT

Response	No. of respondents	Percentage
Positive response	348	81.88
Negative response	77	18.12
Total	425	100

Source: Primary data

Out of 425 respondents, 348 (81.88%) give positive response and the remaining 77 (18.12%) are not able to find out the celebrity by seeing the product.

MEMORY RECALL TEST REGARDING SLOGAN

In this test, the product name is given to the respondent and they are asked to recall the slogan of the product. Table 5 depicts the results of memory recall test regarding slogan.

TABLE 5: MEMORY RECALL TEST REGARDING SLOGAN

Response	No. of respondents	Percentage
Positive response	306	72
Negative response	119	28
Total	425	100

Source: Primary data

Out of 425 respondents, 306 (72%) give positive response and the remaining 119 (28%) gave negative response regarding slogan writing test.

FINDINGS OF THE STUDY

The findings of the present study are as follows:

- ⌋ Out of 425 respondents, 198 (46.59%) have medium level impact towards celebrity advertisement.
- ⌋ Five socio economic variables age, sex, occupation, marital status and monthly income are significantly related to the level of impact towards celebrity advertisement.
- ⌋ Memory recall test by showing the celebrity - 378 (88.94%) give positive response.
- ⌋ Memory recall test by showing the product - 348 (81.88%) give positive response.
- ⌋ Slogan writing test - 306 (72%) respondents give positive response.

SUGGESTIONS

On the basis of findings of the study, the following suggestions are given to improve the effectiveness of celebrity advertisement.

- ⌋ The celebrity advertisement should be designed to cover all age group of people in the society.
- ⌋ The consumers should decide whether the product is essential for them or not while buying the product. They should not buy the non essential product by watching the celebrity advertisement.
- ⌋ The celebrity in an advertisement should not highlight the false information. They should expose the real facts about the product.
- ⌋ While preparing the advertisement copy, enough attention should be given for focusing the brand and not for the celebrity.
- ⌋ The celebrity in an advertisement should be patriotic and they should concentrate on home country products.
- ⌋ The celebrities should consider the health facts about the products and they act only in the advertisement when the product is good for the health of the people.

CONCLUSION

Advertising is necessary in the modern business world as it does number of services to the customers and businessmen. Genuine advertisement expressing facts only is a must for success. The merits of an advertisement should be borne in mind to achieve fruitful results. If drawbacks mentioned in the study are corrected, celebrity advertisement can be taken as one of the best method of advertisement.

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