

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

I  
J  
R  
C  
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

*Indexed & Listed at:*

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.

Open J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)].

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 2255 Cities in 155 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

# CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	<b>THE CONTRIBUTION OF FINANCIAL MANAGEMENT PRACTICES TO FINANCIAL CHALLENGES FACING LOCAL AUTHORITIES IN SERVICE DELIVERY IN KENYA</b> <i>JOHN NTOITI, ROSELYN W. GAKURE, DR. ANTONY WAITITU &amp; DR. MOUNI GEKARA</i>	1
2.	<b>OUTBOUND INDIAN TOURIST'S PERCEPTION OF SINGAPORE TOURISM : A LESSON FOR INDIAN TOURISM</b> <i>DR. RAVINDER VINAYEK &amp; ARCHANA BHATIA</i>	14
3.	<b>EVALUATION OF PRODUCTIVITY AND PROFITABILITY OF SELECT SCHEDULED COMMERCIAL BANKS IN INDIA</b> <i>DR. U.JERINABI &amp; LALITHA DEVI.T</i>	22
4.	<b>CHARACTERISTICS OF LAISSEZ-FAIRE LEADERSHIP STYLE: A CASE STUDY</b> <i>DR. L. JIBON KUMAR SHARMA &amp; DR. S. KESHORJIT SINGH</i>	29
5.	<b>TOTAL QUALITY MANAGEMENT AND CREATIVE THINKING IN THE HEALTH CARE INDUSTRY</b> <i>DR. CHRIS EHIUBUCHE</i>	32
6.	<b>IMPACT OF CSR INITIATIVES ON CONSUMER BEHAVIOR</b> <i>PUSHKALA MURALIDHARAN, DR. C. MADHAVI &amp; DR. SITALAKSHMI RAMANAN</i>	37
7.	<b>CAPITAL STRUCTURE (DEBT-EQUITY) OF INDIAN REAL-ESTATE INDUSTRY (IREI): A STUDY</b> <i>K KISHORE KUMAR REDDY &amp; C. SIVARAMI REDDY</i>	42
8.	<b>CONSUMER BEHAVIOR, ATTITUDE &amp; COGNITIVE DISSONANCE TOWARDS MWO: AN EMPIRICAL STUDY WITH SPECIFIC RELEVANCE TO URBAN MIDDLE CLASS OF KOCHI</b> <i>ANIL KUMAR.N &amp; DR. JELSY JOSEPH</i>	47
9.	<b>VENTURE CAPITAL INVESTMENTS IN INDIA</b> <i>SRINIVAS K T</i>	57
10.	<b>CHILDREN'S UNDERSTANDING OF TV ADVERTISING: A STUDY OF THE CHILDREN IN DELHI AND NCR</b> <i>ZUHAIB MUSTAFA, DR. RESHMA NASREEN &amp; DR. FAROOQ AHMAD SHAH</i>	61
11.	<b>IMPACT OF CELEBRITIES ADVERTISEMENT TOWARDS COLLEGE STUDENTS</b> <i>S.JEYARADHA &amp; DR. K. KAMALAKANNAN</i>	66
12.	<b>DETERMINANTS OF PROFITABILITY OF COMMERCIAL BANKS IN INDIA</b> <i>DR. UPASNA JOSHI &amp; NEETI KHULLAR</i>	71
13.	<b>A STUDY ON ENVIRONMENT FRIENDLY MARKETING</b> <i>AVINASH PAREEK &amp; DR. SATYAM PINCHA</i>	77
14.	<b>EMERGING TRENDS OF UNIVERSAL BANKING IN INDIA</b> <i>RENU SINGLA &amp; KALIKA JAIN</i>	81
15.	<b>THE IMPACT OF THE PERCEIVED QUALITY, CUSTOMER SATISFACTION, BRAND TRUST AND CONTEXTUAL FACTORS ON BRAND LOYALTY</b> <i>MUHAMMAD RIZWAN, ALI USMAN, TAJAMUL HUSSAIN, AKASHA SHAFIQ, SANA RAUF &amp; QURAT UL AIAN AYAZ</i>	83
16.	<b>HOW TO REMOVE THE UNCERTAINTY CONCERNING THE CONTINUITY OF ENTITY: THE STRONGEST EVIDENCE FROM THE VIEW POINT OF THE AUDITORS IN SAUDI ARABIA</b> <i>DR. BADI SALEM ALRAWASHDEH</i>	90
17.	<b>EMPIRICAL INVESTIGATION OF SERVICE QUALITY IN RETAIL BANKING: COMPARISON OF STATE BANK OF INDIA AND ICICI BANK, AHMADABAD</b> <i>RASHI M. GOPLANI</i>	93
18.	<b>CONSUMER LITERACY REGARDING CONSUMER PROTECTION ACT, 1986</b> <i>SUDESH KHARB</i>	97
19.	<b>A STUDY ON ETHICAL ASPECTS OF ACCOUNTING PROFESSION- AN EXPLORATORY RESEARCH IN MSMEs</b> <i>CHANDRA HARIHARAN IYER &amp; DR. G.RAVINDRAN</i>	105
20.	<b>THE ROLES AND CHALLENGES OF SHARE COMPANIES IN ETHIOPIA</b> <i>NIGUS ABERA</i>	110
21.	<b>CONSUMER MARKET PURCHASE DECISION: A STUDY ON DURABLE GOODS IN JAFFNA DISTRICT</b> <i>SATHANA.VAIKUNTHAVASAN</i>	115
22.	<b>RELATIONSHIP BETWEEN CAPITAL STRUCTURE AND FINANCIAL PERFORMANCE: EVIDENCE FROM INDIAN STOCK MARKET</b> <i>POOJA V. MEHTA</i>	121
23.	<b>AN EMPIRICAL STUDY ON FACTORS AFFECTING CONSUMER SATISFACTION</b> <i>IRSHAD AHMAD BHAT, NAFEES AHMAD RATHER &amp; FAROOQ AHMAD MIR</i>	125
24.	<b>RISKS IN HOUSING FINANCE THE COMMERCIAL BANKS EXPOSED TO – AN OVERVIEW</b> <i>RAJU D</i>	129
25.	<b>THE CAPITAL STRUCTURE PUZZLE</b> <i>SHIVI KHANNA</i>	134
26.	<b>FOREIGN DIRECT INVESTMENT IN INDIA: A CRITICAL ANALYSIS</b> <i>BHUSHAN AZAD</i>	137
27.	<b>CONSTRAINTS IN FINANCING OF SMEs: A CONCEPTUAL PAPER IN THE PERSPECTIVE OF PAKISTAN</b> <i>AAMIR AZEEM &amp; ASMA RAFIQUE CHUGHTAI</i>	143
28.	<b>A SIMPLE PRICING MODEL FOR CALL OPTIONS TRADED IN NSE NIFTY OPTION MARKET: THEORY, MODEL &amp; EMPIRICAL TEST</b> <i>JAYAPALAN.C</i>	147
29.	<b>AFFECT OF SALES PROMOTIONAL TOOLS ON PURCHASE INTENTIONS OF CONSUMERS</b> <i>MUHAMMAD RIZWAN, MUHAMMAD ATIF MAHAR, NOMAN SHOUKAT, RANA ZEESHAN JAVID, GULAN KHAN, MUHAMMAD DILSHAD BHATTI &amp; MUSAB MAMOON KHICHI</i>	156
30.	<b>SOCIAL MEDIA MARKETING: AN IMPORTANT PHASE IN MODERN BUSINESS MANAGEMENT</b> <i>MAHESH L &amp; DR. AMULYA.M</i>	162
	<b>REQUEST FOR FEEDBACK</b>	165

**CHIEF PATRON**

**PROF. K. K. AGGARWAL**

Chancellor, Lingaya's University, Delhi  
Founder Vice-Chancellor, Guru Gobind Singh Indraprastha University, Delhi  
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

**FOUNDER PATRON**

**LATE SH. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana  
Former Vice-President, Dadri Education Society, Charkhi Dadri  
Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

**CO-ORDINATOR**

**DR. SAMBHAV GARG**

Faculty, Shree Ram Institute of Business & Management, Urjani

**ADVISORS**

**DR. PRIYA RANJAN TRIVEDI**

Chancellor, The Global Open University, Nagaland

**PROF. M. S. SENAM RAJU**

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

**PROF. M. N. SHARMA**

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

**PROF. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

**EDITOR**

**PROF. R. K. SHARMA**

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

**CO-EDITOR**

**DR. BHAVET**

Faculty, Shree Ram Institute of Business & Management, Urjani

**EDITORIAL ADVISORY BOARD**

**DR. RAJESH MODI**

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

**PROF. SANJIV MITTAL**

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

**PROF. ANIL K. SAINI**

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

**DR. SAMBHAVNA**

Faculty, I.I.T.M., Delhi

**DR. MOHENDER KUMAR GUPTA**

Associate Professor, P.J.L.N.Government College, Faridabad

**DR. SHIVAKUMAR DEENE**

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

## *ASSOCIATE EDITORS*

**PROF. NAWAB ALI KHAN**

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

**PROF. ABHAY BANSAL**

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

**PROF. V. SELVAM**

SSL, VIT University, Vellore

**PROF. N. SUNDARAM**

VIT University, Vellore

**DR. PARDEEP AHLAWAT**

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

**DR. S. TABASSUM SULTANA**

Associate Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad

## *TECHNICAL ADVISOR*

**AMITA**

Faculty, Government M. S., Mohali

## *FINANCIAL ADVISORS*

**DICKIN GOYAL**

Advocate & Tax Adviser, Panchkula

**NEENA**

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

## *LEGAL ADVISORS*

**JITENDER S. CHAHAL**

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

**CHANDER BHUSHAN SHARMA**

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

## *SUPERINTENDENT*

**SURENDER KUMAR POONIA**

## CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the area of Computer, Business, Finance, Marketing, Human Resource Management, General Management, Banking, Insurance, Corporate Governance and emerging paradigms in allied subjects like Accounting Education; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Monetary Policy; Portfolio & Security Analysis; Public Policy Economics; Real Estate; Regional Economics; Tax Accounting; Advertising & Promotion Management; Business Education; Management Information Systems (MIS); Business Law, Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labor Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; Public Administration; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism, Hospitality & Leisure; Transportation/Physical Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Digital Logic; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Multimedia; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic and Web Design. The above mentioned tracks are only indicative, and not exhaustive.

Anybody can submit the soft copy of his/her manuscript **anytime** in M.S. Word format after preparing the same as per our submission guidelines duly available on our website under the heading guidelines for submission, at the email address: [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com).

## GUIDELINES FOR SUBMISSION OF MANUSCRIPT

### 1. **COVERING LETTER FOR SUBMISSION:**

DATED: \_\_\_\_\_

**THE EDITOR**  
IJRCM

**Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF**

(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)

**DEAR SIR/MADAM**

Please find my submission of manuscript entitled ' \_\_\_\_\_ ' for possible publication in your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our contribution in any of your journals.

#### **NAME OF CORRESPONDING AUTHOR:**

Designation:

Affiliation with full address, contact numbers & Pin Code:

Residential address with Pin Code:

Mobile Number (s):

Landline Number (s):

E-mail Address:

Alternate E-mail Address:

#### **NOTES:**

- a) The whole manuscript is required to be in **ONE MS WORD FILE** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
- b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:  
**New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)**
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is required to be below **500 KB**.
- e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

2. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

3. **AUTHOR NAME (S) & AFFILIATIONS:** The author (s) **full name, designation, affiliation (s), address, mobile/landline numbers**, and **email/alternate email address** should be in italic & 11-point Calibri Font. It must be centered underneath the title.

4. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

5. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
6. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
9. **MAIN TEXT:** The main text should follow the following sequence:

**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESES****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****SCOPE FOR FURTHER RESEARCH****ACKNOWLEDGMENTS****REFERENCES****APPENDIX/ANNEXURE**

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed **5000 WORDS**.

10. **FIGURES & TABLES:** These should be simple, crystal clear, centered, separately numbered & self explained, and **titles must be above the table/figure. Sources of data should be mentioned below the table/figure.** It should be ensured that the tables/figures are referred to from the main text.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:
  - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
  - Use **(ed.)** for one editor, and **(ed.s)** for multiple editors.
  - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
  - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
  - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
  - For titles in a language other than English, provide an English translation in parentheses.
  - The location of endnotes within the text should be indicated by superscript numbers.

**PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:****BOOKS**

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

**CONTRIBUTIONS TO BOOKS**

- 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.

**JOURNAL AND OTHER ARTICLES**

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

**CONFERENCE PAPERS**

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19-22 June.

**UNPUBLISHED DISSERTATIONS AND THESES**

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

**ONLINE RESOURCES**

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

**WEBSITES**

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

**IMPACT OF CELEBRITIES ADVERTISEMENT TOWARDS COLLEGE STUDENTS**

**S.JEYARADHA**  
**RESEARCH SCHOLAR**  
**P.G. & RESEARCH DEPARTMENT OF COMMERCE**  
**V.O.CHIDAMBARAM COLLEGE**  
**THOOTHUKUDI**

**DR. K. KAMALAKANNAN**  
**ASSOCIATE PROFESSOR**  
**P.G. & RESEARCH DEPARTMENT OF COMMERCE**  
**V.O.CHIDAMBARAM COLLEGE**  
**THOOTHUKUDI**

**ABSTRACT**

*In the present study efforts have been measured the effectiveness of celebrity advertisements from the college students point of view with consideration factors like effectiveness of celebrity advertisement in terms of Reaching of the product message, Remembrance, Ensures reliability, Attractiveness, Motivation by the product. Purchase intension of customers after watching an advertisement, recall value of the advertisement, tempting the customers to spend more, creating an impression on others by using a particular product, effectiveness of an advertisement when multiple celebrities are used to endorse the same product, celebrities' effectiveness in terms of regional appeal. It could be ascertained that celebrity advertisement is effective as it has a positive impact on various factors, which are essential reasons for a company to advertise in any media.*

**KEYOWRDS**

celebrities advertisement, marketing.

**INTRODUCTION**

Attractiveness of a source refers to similarity, familiarity and likeability. Similarity is an assumed resemblance between the source and the members of the audience. Familiarity means that customers have knowledge of the source through exposure. Likeability is the affection developed for the message source as a result of physical appearance (for instance, film stars like Katrina Kaif) and behavioural aspects (for instance, cricketers like Sachin Tendulkar who are a pride of the country). Celebrity like film stars and cricketers are popular message sources because of their attractiveness and likeability. The marketers use celebrities to endorse their products because of many other reasons too. At the same time, celebrity endorsements have their own disadvantages.

**REVIEW OF LITERATURE**

**AnaghaShukre, (2010)** in her article, "Reality Television Shows: Entertaining, Money Minting or Tantalizing?", found that reality shows seem to have gripped the imagination of the nation. The audiences have become tired of the never ending saga of the family dramas and most of them are switching over to the reality shows. The popularity of the Indian reality shows lies in the fact that these are short termed yet these present the perfect dose of entertainment. From the above findings, it is clear that there are mainly five factors because of which people like to watch reality shows. These are concept, emotional connect, entertainment, celebrity and social relatedness. Reality television is a ray of hope for the ordinary people. It not only gives them the courage to dream but also the assistance to turn their dreams into reality. Though it is difficult to say whether reality shows are a passing phase, but the media has been cashing in on the real shows and is busy minting money. **Smita Sharma, (2005)** in his article "Celebrity Endorsement" reveals that as a part of marketing communication strategy are common among organizations around the globe. The celebrity endorsements industry today is estimated to be a one fifty two to two hundred crores industry, and growing. Celebrities are the million dollar babies of the advertising world, attracting a lot of money for themselves and the products they endorse. However, companies need to choose celebrities carefully, a wrong decision will tarnish the company's image, while a right choice will result in benefits that are unimaginable. **Shakti Prakash, Meenu Kumar, GyanPrakash, (2012)** in their article, "An Analysis Of TV Advertising And Usage Of Celebrity Endorsers: A Content Analysis Approach", found that around 59.00% advertisements had celebrities who were used as endorsers, actors or spokespersons. So, it can be concluded that Indian advertisements have been using celebrities to a large extent. Maximum number of celebrities were being used in the ads of medicine and toiletries category; home products, appliances and furnishing, and drinks and confectionery category. However, chi-square analysis revealed no significant relationship among the various product categories' advertisements as far as relative use of celebrities was concerned. This shows that the use of celebrities is not product specific. Female celebrities are being used more frequently than male celebrities. Here, the use of celebrities, in terms of sex of the celebrity was not found to be product specific. As far as the use of different types of celebrities is concerned, film stars are being used quite frequently in TV advertisements. The use of different types of celebrities is related to product category. The analysis revealed that non-humorous appeal is used more in TV advertisements and appeals are product specific. The analysis showed that advertisers are using humorous and emotional appeal for low involvement product categories; however, non-humorous and rational appeal are being used for high involvement product categories. **VirendraChavda (2012)** in his article "A Study Of The Role & Effectiveness Of Celebrities In Advertisements" found that efforts have been made to measure the effectiveness of celebrity advertisements from the customer's point of view with consideration of factors like effectiveness of celebrity advertisement in terms of creating an impression, attracting audiences, survival in competition, purchase intention of customers after watching an advertisement, recall value of the advertisement, tempting the customers to spend more, creating an impression on others by using a particular product, effectiveness of an advertisement when multiple celebrities are used to endorse the same product, celebrities' effectiveness in terms of regional appeal.

**IMPORTANCE OF THE STUDY**

This study creates an awareness about the product, services and other facilities to college students. This study creates an awareness about the misleading advertisement.

**STATEMENT OF PROBLEM**

The "College Students" are the important segment of consumers of the most of the product or service of a business organization. Many marketers consider college students as they are most vulnerable group and they often patronize products with novelty and creativity. Most of the brands today are targeted on youth market and like to their emotions, feelings and behaviour. The advertisers also try to attract college students by various means of media. Since the advent of television, it has become a major for advertising and many prefer to advertise their products through television as it has wider viewers. In average, the college

students spend three to four hours a day in watching television. With the emergence of world wide web, these days college students have started using the internet and browse through hundreds of websites of their own interest.

## OBJECTIVES

1. To measure the impact of celebrity advertisements towards college students
2. To measure the celebrities' effectiveness for aspects such as Reaching of the product message, Remembrance, Ensures reliability, Attractiveness, Motivation by the product.

## HYPOTHESES OF THE STUDY

H<sub>0</sub>1: There is no significant relationship between the demographic profile of the respondents and the impact of celebrity advertisement towards the awareness of college students.

## METHODOLOGY

Research methodology is the way to systematically solve a problem. A research methodology consists of various steps. A researcher should have detailed knowledge before implementing all the steps of the research methodology. The researcher must design the steps of research methodology focusing on the research objectives and the logic behind it.

### QUESTIONNAIRE DESIGN

The data was collected through a stretched questionnaire, which has been pretested among the researchers and faculties before posting the final one. The research was carried out using maximum closed entered question designed to collect the requisite information from the respondents. The questionnaire designed in view that it would be administered by the interviewer face to face and as such, the questions and the answers need to be clear and unambiguous and should take less time to answer.

### COLLECTION OF DATA

Both primary and secondary data was collected. Primary data was collected through questionnaire. This questionnaire aims to gather information related to advertising awareness among college students. Secondary data was collected through published articles, journals, books, newspapers, magazines and websites.

### POPULATION AND SAMPLE DESIGN

The population of the present study comprises of all the college students who are studying in Arts and Science colleges affiliated by ManonmaniamSundaranar University in the academic year 2011-2012. There are a total of 62 colleges affiliated to ManonmaniamSundaranar University. The random sampling technique had been used in selecting the sample of the present study. The Sample comprises of 500 college students drawn from the 25 colleges affiliated to ManonmaniamSundaranar University.

### FRAME WORK ANALYSES

After the completion of the data collection, the filled up questionnaire were edited. A master table was prepared to sum up all the information contained in the questionnaire. With the help of the master tables, classification tables were prepared which were taken directly for analysis. Version 19.0 of statistical package for social science (SPSS) was used to analyse the data. The collected data has been analysed by using appropriate statistical tools like percentage, chi-square test for arriving at conclusion.

## CELEBRITY ADVERTISEMENT CONVEYS THE PRODUCT

Indian advertisements have been using celebrities to a large extent. Maximum number of celebrities were being used in the ads of medicine and toiletries category; home products, appliances and furnishing, and drinks and confectionery category. Advertising agencies use more than one technique to sell merchandise to the general public because of consumer differences. The techniques used by advertisers to convey messages to consumers are based upon demographics studies during product development. Data relating to influence of celebrities is presented in table 1.

## ANALYSIS

TABLE – 1: CELEBRITY ADVERTISEMENT CONVEY THE PRODUCT

Celebrity Advertisement	Frequency	Percent
Yes	475	95.0
No	25	5.0
<b>Total</b>	<b>500</b>	<b>100</b>

Source: Primary Data

Table 1 shows that 95 percent of the respondents are accept that celebrity advertisement convey the product message and remaining 5 percent of the respondents are reject this statement of celebrity advertisement convey the product message. Hence it can be concluded that 95 percent of the respondents are like to celebrity advertisement.

### IMPACT OF CELEBRITY ADVERTISEMENT

A huge amount of money is being spent on celebrity endorsements, which source its importance for the advertising industries. A recent estimate notes that one quarter all commercial screened in U.S.A include celebrities. Data relating to influence of models is presented in table 2.

TABLE – 2: IMPACT OF CELEBRITY ADVERTISEMENT

Impact of Celebrity Advertisement	Frequency	Percent
Reaching of the product message	142	28.4
Remembrance	93	18.6
Ensures reliability	106	21.2
Attractiveness	101	20.2
Motivation by the product	58	11.6
<b>Total</b>	<b>500</b>	<b>100</b>

Source: Primary Data

Table 2 reveals that 28.4 percent of the respondents are accept celebrity advertisement make impact on reaching of the product message. This is followed by 21.2 percent and 20.2 percent of the respondents are accept that celebrity advertisement make reliability and attractiveness. Besides, 18.6 percent and 11.6 percent of the respondents are accept that celebrity advertisement make remembrance and motivation to buy the product. Hence it can be concluded that 28 percent of the respondents are influenced by the reaching of the product message.

### AGE AND IMPACT OF CELEBRITY ADVERTISEMENT

Advertisers use celebrities as endorsers to break through the advertising clutter. They believe that celebrities have arresting power and draw attention to advertising messages. For instance, commercials that use Amitabh Bachchan or Shahrukh Khan as the endorsers are more likely to be effective in capturing the



attention of the target audience. Marketers think that a popular celebrity not only can influence the audience feelings, attitudes, and purchase behaviour positively, but can also enhance the product image or performance in consumers' perception.

TABLE – 3: AGE AND IMPACT OF CELEBRITY ADVERTISEMENT

Age	Impact of Celebrity Advertisement					
	Reaching of the product message	Remembrance	Ensures reliability	Attractiveness	Motivation by the product	
18 – 21	93(30.30)	52(16.90)	79(25.7)	53(17.3)	30(9.8)	307
21 – 24	49(25.40)	41(21.20)	27(14.00)	48(24.90)	28(14.50)	193
<b>Total</b>	<b>142</b>	<b>93</b>	<b>106</b>	<b>101</b>	<b>58</b>	<b>500</b>

Source: Primary Data

Out of 500 respondents, 30.30 percent of the respondents are in the age group of 18 – 21 years get impact by reaching of the product message through celebrity advertisement. It is followed by 25.7 percent and 17.3 percent of the respondents get ensure reliability, remembrance and attractiveness of the celebrity advertisement. Very few of 9.8 percent of the respondents get impact through motivation by the product. Secondly 25.40 percent and 24.90 percent of the respondents are in the age group of 21 – 24 years get impact by celebrity advertisement for reaching of the product message and attractiveness whereas, 21.20 percent and 14.50 percent of the respondents are belong to the age group of 21 - 24 years. Finally 14 percent of the respondents get impacts by celebrity advertisement through ensure reliability. Hence, it can be concluded that majority of the respondents are in the age group of 18 - 21 years get impact by reaching of the product message through celebrity advertisement.

**GENDER AND IMPACT OF CELEBRITY ADVERTISEMENT**

Advertisers often use physically attractive persons in their ads as a passive or decorative model to attract attention. Attractiveness positive influence and can lead to favourable evaluations of products as well as ads. The relevance and suitability of the model depends on the nature of the product.

TABLE – 4: GENDER AND IMPACT OF CELEBRITY ADVERTISEMENT

Gender	Impact of Celebrity Advertisement					Total
	Reaching of the product message	Remembrance	Ensures reliability	Attractiveness	Motivation by the product	
Male	59(28.92)	35(17.16)	47(23.04)	37(18.14)	26(12.74)	204
Female	83(28.04)	58(19.60)	59(19.93)	64(21.62)	32(10.81)	296
<b>Total</b>	<b>142</b>	<b>93</b>	<b>106</b>	<b>100</b>	<b>58</b>	<b>500</b>

Source: Primary Data

The above table 4 shows that gender of the respondents in relation to celebrity advertisements. Out of 500 respondents 28.92 percent of the male and 28.04 percent of the female respondents get impact by reaching of the product message. Besides 23.04 percent of the male and 19.93.percent of female respondents get ensure reliability about the product. Whereas, 18.14 percent and 21.62 percent of male and female respondents get impact by celebrity advertisement for remembrance and attractiveness. Finally 12.74 percent and 10.81 percent of the male and female respondents get motivation by the product. Hence it is proved majority of the male respondents get impact by reaching of the product message.

**EDUCATION AND IMPACT OF CELEBRITY ADVERTISEMENT**

Celebrity endorsements are less likely to influence knowledgeable consumers about a product or service or those holding strong attitudes compared to consumers with little knowledge or neutral attitudes. Charles Atkin and M. Block have reported ("Effectiveness of Celebrity Endorsers", Journal of Advertising Research 23, (February/March 1983) that college-age students were more likely to have a positive attitude toward a celebrity-endorsed product than older consumers.

TABLE – 5: EDUCATION AND IMPACT OF CELEBRITY ADVERTISEMENT

Education	Impact of celebrity advertisement					Total
	Reaching of the product message	Remembrance	Ensures reliability	Attractiveness	Motivation by the product	
U.G.	94(30.20)	54(17.40)	79(25.40)	51(16.40)	33(10.60)	311
P. G.	48(25.40)	39(20.60)	27(14.30)	50(26.50)	25(13.20)	189
<b>Total</b>	<b>142</b>	<b>93</b>	<b>106</b>	<b>101</b>	<b>58</b>	<b>500</b>

Source: Primary Data

The above table 5 depicts the level of education and their impact towards celebrity advertisement. Out of 500 respondents, majority of the students from U.G. Among them 30.20 percent of students get impact by reaching the message of the product. It is followed by 25.40 of the respondents ensures the reliability through celebrity advertisement where as 17.40 percent and 16.40 percent of the respondents get impact by the celebrity advertisement for remembrance and attractiveness. Only least 10.60 percent of the respondents get motivation by the product through celebrity advertisement. Secondly, out of 500 respondents, 188 respondents are in P.G. Among them 26.50 percent of the P.G respondents attract by the celebrity advertisement. It is followed by 25.40 percent of the students get message about the product. Besides 20.60 percent of the respondents get remembrance through celebrity advertisement and finally 14.30 percent and 13.20 percent get ensures reliability and motivation by the product. Hence it can be prove that majority of the U.G. respondents get impact by reaching the message of the product.

**SUBJECT AREA AND IMPACT OF CELEBRITY ADVERTISEMENT**

In order to arrest quick attention of the audience and consumers, the advertisers use individual spokespersons or endorsers as a source component. Companies marketing consumer durable & non-durable products often use popular sports persons & film stars in their advertising to endorse their products.

TABLE – 6: SUBJECT AREA AND IMPACT OF CELEBRITY ADVERTISEMENT

Subject Area	Impact of Celebrity Advertisement					Total
	Reaching of the product message	Remembrance	Ensures reliability	Attractiveness	Motivation by the product	
Arts	61(27.20)	39(17.40)	59(26.30)	42(18.80)	23(10.30)	224
Science	59(30.70)	36(18.80)	35(18.20)	39(20.30)	23(12.00)	192
Commerce	22(26.20)	18(21.40)	12(14.30)	20(23.80)	12(14.30)	84
<b>Total</b>	<b>142</b>	<b>93</b>	<b>106</b>	<b>101</b>	<b>58</b>	<b>500</b>

Source: Primary Data

The above table 6 depicts the level of education and their impact towards celebrity advertisement. Out of 500 respondents majority of them from the area of science. Among them 30.70 percent of science students get impact by reaching of the product message. It is followed by 20.30 percent of the science students get attractiveness of the celebrity advertisement. Whereas 18.80 and 18.20 percent of the science students get impact by celebrity advertisement for remembrance and ensure reliability. Only least 12 percent of science students get motivation by the product secondly out of 500 respondents, 224 respondents are in the area of arts. Among them 27.20 and 26.30 percent of the respondents get impact by celebrity advertisement through reaching of the product message and ensure reliability. It is followed by 18.80 and 17.40 get attractiveness and remembrance through celebrity advertisement. At last 10.30 of the arts respondents get motivation by the product. Finally out of 500 respondents, 84 respondents are in the area of commerce. Among them 26.20 percent of respondents get impact by reaching of the product message. It is followed by 21.40 percent and 23.80 percent of the respondents get impact by celebrity

advertisement through remembrance and attractiveness. At last 14.30 percent of the respondents get attractiveness and motivation by the product. Hence it can be proved that majority of the science students get impact by reaching of the product message.

**CHI-SQUARE TEST**

**AGE AND IMPACT OF CELEBRITY ADVERTISEMENT**

A celebrity is an icon of the masses. A celebrity’s popularity in the masses turns out to be criteria in selling a particular product. It is more the trust and love for the celebrity than the quality or durability of a product to be sold. Consumers perceive the brand as having superior quality because it has been endorsed by a credible source. This makes an endorsement as one of the indicators of quality for any brand. Advertisers have recognized the value of using spokespersons who are admired: TV and movie stars, athletes, musicians and other public figures. It is estimated that nearly 20% of all TV commercials are featuring celebrities and advertises pay hundreds of millions of dollars for their services.

**NULL HYPOTHESIS**

It is framed the null hypothesis that there is no significant difference between the age and impact of celebrity advertisement.

**TABLE – 7: CHI-SQUARE TESTS**

	Value	df	P Value
Pearson Chi-Square	16.085 <sup>a</sup>	5	0.007
Likelihood Ratio	16.756	5	0.005
Linear-by-Linear Association	2.730	1	0.098
N of Valid Cases	500		

a. 2 cells (16.7%) have expected count less than 5. The minimum expected count is .39.

As per this analysis, the ‘p’ value is less than 0.05 at 5% level of significance, the null hypothesis is rejected. It is concluded that there is a significant relationship between age of the respondents and impact of celebrity advertisement.

**GENDER AND IMPACT OF CELEBRITY ADVERTISEMENT**

A company might highlight new-product features, price reductions, or other important product information in order to get former customers of its product to switch back. To accomplish their advertising objectives, the company has to attract their customers or users or several media to see the advertisement and buy the product. For this, a new trend started by these producers was to use a celebrity in their product’s advertisement – a celebrity on whom the audience have blind faith.

**NULL HYPOTHESIS**

It is framed the null hypothesis that there is no significant difference between the gender and impact of celebrity advertisement.

**TABLE – 8: CHI-SQUARE TESTS**

	Value	df	P Value
Pearson Chi-Square	3.509 <sup>a</sup>	5	0.622
Likelihood Ratio	3.855	5	0.571
Linear-by-Linear Association	.078	1	0.780
N of Valid Cases	500		

a. 2 cells (16.7%) have expected count less than 5. The minimum expected count is .41.

As per this analysis, the ‘p’ value is greater than 0.05 at 5% level of significance, the null hypothesis is accepted. It is concluded that there is no significant relationship between gender of the respondents and impact of celebrity advertisement.

**LEVEL OF EDUCATION AND IMPACT OF CELEBRITY ADVERTISEMENT**

A person who enjoys public recognition from a large share of a certain group of people and uses this recognition on behalf of a consumer good by appearing with it in advertisement is known as celebrity. Today, celebrity endorsement is being seen more and more essential part in an integrated marketing communication strategy.

**NULL HYPOTHESIS**

It is framed the null hypothesis that there is no significant difference between the level of education and impact of celebrity advertisement.

**TABLE – 9: CHI-SQUARE TESTS**

	Value	Df	P Value
Pearson Chi-Square	15.562 <sup>a</sup>	5	0.008
Likelihood Ratio	16.125	5	0.006
Linear-by-Linear Association	2.484	1	0.115
N of Valid Cases	500		

a. 2 cells (16.7%) have expected count less than 5. The minimum expected count is .38.

As per this analysis, the ‘p’ value is less than 0.05 at 5% level of significance, the null hypothesis is rejected. It is concluded that there is a significant relationship between level of education of the respondents and impact of celebrity advertisement.

**SUBJECT AREA AND IMPACT OF CELEBRITY ADVERTISEMENT**

The use of celebrity endorsers for an effective way of transferring meaning to brands as it is believed that celebrity endorsers bring their own emblematic meaning to the endorsement process and that this cultural meaning residing in the celebrity is passed on to the product, which in turn is passed onto the consumer.

**NULL HYPOTHESIS**

It is framed the null hypothesis that there is no significant difference between the subject area and impact of celebrity advertisement.

**TABLE – 10: CHI-SQUARE TESTS**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.302 <sup>a</sup>	8	.405
Likelihood Ratio	8.325	8	.402
Linear-by-Linear Association	.205	1	.651
N of Valid Cases	500		

As per this analysis, the 'p' value is greater than 0.05 at 5% level of significance, the null hypothesis is accepted. It is concluded that there is no significant relationship between subject area of the respondents and impact of celebrity advertisement.

### SUMMARY OF FINDINGS

The study concluded that 28 percent of the respondents are influenced by the reaching of the product message. The study concluded that majority of the respondents are in the age group of 18 - 21 years get impact by reaching of the product message through celebrity advertisement. The study framed that majority of the male respondents get impact by reaching of the product message. The study proved that majority of the U.G. respondents get impact by reaching the message of the product. The study proved that majority of the science students get impact by reaching of the product message.

### SUGGESTIONS

The study framed that 95 percent of the respondents are like celebrity advertisement. Hence it is suggested that a celebrity is an icon of the masses, so business organization shall to choose celebrities carefully, a wrong decision will tarnish the company's image, while a right choice will result in benefits that are unimaginable.

### CONCLUSION

In the present study efforts have been measured the effectiveness of celebrity advertisements from the college students point of view with consideration factors like effectiveness of celebrity advertisement in terms of Reaching of the product message, Remembrance, Ensures reliability, Attractiveness, Motivation, by the product. Purchase intension of customers after watching an advertisement, recall value of the advertisement, tempting the customers to spend more, creating an impression on others by using a particular product, effectiveness of an advertisement when multiple celebrities are used to endorse the same product, celebrities' effectiveness in terms of regional appeal. It could be ascertained that celebrity advertisement is effective as it has a positive impact on various factors, which are essential reasons for a company to advertise in any media.

### LIMITATIONS OF THE STUDY

This study was conducted in all the college students who are studying in Arts and Science colleges affiliated by Manonmanium Sundaranar University, so the canvases narrow and scope of the analysis limited. Findings of this study may not be applicable to students belongs to professional colleges and other area.

### REFERENCES

1. Shakti Prakash, Meenu Kumar and Gyan Prakash, (2012) An Analysis of TV Advertising and Usage of celebrity Endorsers: A Content Analysis Approach, Indian Journal of Marketing Volume: 42, Number: 7, July, 2012, pp: 36 - 44.
2. Smita Sharma, (2005) "Celebrity Endorsement" *Indian Journal Of Marketing*, March 2005, Vol. XXXVI, No. 16, pp 40-52.
3. Virendra Chavda, (2012) "A Study Of The Role & Effectiveness Of Celebrities In Advertisements" *Indian Journal Of Marketing*, Volumre: 42, No: 6, June, 2012, P 35.

## **REQUEST FOR FEEDBACK**

**Dear Readers**

At the very outset, International Journal of Research in Commerce and Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail i.e. [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com) for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com).

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

**Academically yours**

Sd/-

**Co-ordinator**

## ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

### *Our Other Journals*

