IMPACT OF PRODUCT AWARENESS GENERATED BY CELEBRITY ENDORSEMENTS WHILE PURCHASING LAPTOP

Ridhi Gupta
Teaching Assistant
B.P.S Mahila Vishwavidyalaya, Khanpur Kalan, Sonipat
Haryana-131305
ridhigupta09@yahoo.com

ABSTRACT

In today’s volatile and complex business environment, businesses are growing more and more competitive day. Their survival depends upon only one aspect “‘Competitive advantage’”. If an organization follows unique and innovative advertising strategy it gives that organization a competitive advantage. Organizations are increasingly learning the positive influence ‘Celebrity endorsement’ can have on the Marketed Brands. Approximately 20 percent of Advertisements feature celebrities and the numbers are growing. Several Studies have also been conducted to investigate the effectiveness of Celebrity advertising on the product awareness. However not much work has been undertaken to identify the impact of product awareness generated by celebrity endorsement on Youth buying behavior while purchasing laptop, the paper presents the results of the survey of 490 respondents. Hypothesis is tested as to whether celebrity advertisement is effective for influencing Youth Buyer Behavior. For this I am approaching college students and I have taken Laptop as the product because the major proportion of consumers is taken their decision to purchase a particular brand of Laptop products after seeing their advertisements as it increase their awareness about the product.

Keywords:
Product Awareness, celebrity endorsement, Laptop, Advertisement

1.0 INTRODUCTION

Now a day’s whenever you want to purchase a product you have different variety available for this, how will you choose a particular product is a very difficult task. In order to make differentiation and gain competitive advantage one thing that big brands do is to spend the money on various things such as advertisements, giving best services to its customers, as well as make a relationship of trust with you customers as well as various other factors. In order to get competitive advantage advertising is considered to be the one of the most important tool in order to make differentiation which starts from choosing an agency for advertising and then choose a celebrity whom you considered is helpful to increase the revenue of the company. Taking celebrities in advertisements now a day is considered to be one of the essential way to increase sales as well as a way to compete on the basis of differentiation. These celebrities include various persons they may be film stars, sports personalities as well as people from modeling etc. They are very important in order to increase sales as well as to create a brand image. This is considered to be a useful strategy of marketing in order to promote the Brand and has proved in itself a boon in advertising world. However, it is not economical to take a celebrity in order to promote a product but in the long run it has helped in enhancing the Brand Image. Celebrities are also interested in endorsing
themselves as they get highly compensated and their visibility also increase. In fact several celebrities from Hollywood use these advertisements for Promoting their new releases and also vice-versa. They are the role models of many consumers. Marketer find out this hidden facts and take those celebrities in their advertisements which further helps to create a brand personality as well as helps to increase their market share as compare to their competitors. But the decision to choose a celebrity is a very difficult task, in order to take this decision marketing research and the estimated budget is considered to be the two essential things. By performing a research on this it is possible to choose appropriate celebrities for the purpose of promoting a brand. But what is the role of celebrity in the advertisement is the main concern.

Various companies used celebrities to perform the role of spokesperson in the advertisement. They perform the role of mediator between the company and its consumer in the long run and also helps to enhance its goodwill as well as reputation if the consumer considered that person as his role model (Seno and Lukas, 2007). But on the other hand if the consumer is having negative image of that celebrity in their mind it adversely affects their goodwill as well as reputation and it will create a wrong perception about that brand in the mind of consumer (White et al., 2009). So the decision related to choose a celebrity is very essential as it directly affects the brand image as well as reputation of the company. There are various ways through which celebrities are appeared in advertisement. Firstly they come in front of public for the purpose of fulfilling their promise related to their professions. Then they come in front of public in various events by attending various public events such as award ceremonies or movies premier worldwide. In addition, they present themselves in news, fashion, magazines, and tabloids’, which provide second information on events and the ‘private life’ of celebrities through mass-media channel. Last but not the least, celebrities act as spokes-person in advertising to promote products and services, which is referred to celebrity endorsement

For Instance:

Pepsi firstly in order to influence the buying behavior of consumer took Michael Jackson in their advertisements. Omega also used Celebrity in order to attract more consumers, in addition to Omega various brands such as Tag Huer( a Brand of watch), Rolex all such big brands used celebrities in order to influence the buying behavior . In Order to advertise Omega famous celebrity Cindy Crawford is endorsed, in 2007 James Bond also endorsed to advertise Omega (Adrian, 2008).

Companies spend huge amount of money on Celebrities to sell anything from a candy, hair oil, soaps colas, pens, paints, automobiles etc. Most companies know that celebrities have an appeal and a Brand can be best helped to reach out to the masses.

Review of literature

2.0 Introduction to Advertisement

As we all know that advertising is, after all, for the marketer, a powerful persuasive tool for creating a demand for his product. Consumers apparently feel that they have nothing to gain from these advertisements. Most of us do not have cent percent faith in the correctness of the advertising message. We have some sort of predetermined impression that advertisements are only highlighting the benefits of the product which are not too important
while try to hide the drawbacks which are more important for a customer to know. In short, we do not take any advertisement message seriously and have stereotyped reaction to almost all the advertisements. The basic purpose of advertisement to communicate effectively with the target market itself is not achieved (Bendixen, 1993). Advertising is closely linked to consumer behavior. So it affects personality of the consumer, his concept of self, his attitudes, beliefs and opinions, his life cycle and life style etc. Advertising appeals to our physiological and psychological motives. Its appeals may be rational or emotional. Some of the economists have argued that advertising helps to create product differentiation; through this the demand of a product becomes inelastic; it means nothing in simple words it refers to replacement of price competition by product differentiation through advertising. It is possible that the gain in eliminating price competition by covering a market segment for the advertised product may be much more than the expenditure incurred on advertising. Large firms have the power of huge money; they spend it on advertising, particularly when they introduce a product with a varying differentiation (Daft, 2008) which enables them to capture large market share. Not only in such pre-empting of a market possible; but such advertising has the power to create a barrier for new firms or a product to enter the market in competition. The result is that big companies continue to enjoy a large market share in a monopolistic competitive situation, getting high prices and high profits which, again, enable them to spend huge sums on advertising. And so a vicious circle develops (Hsu & McDonald, 2002). Advertising is primarily a means by which sellers communicate to prospective buyers the worth of their goods and services. Advertising is a basic tool of marketing for stimulating demand and for influencing the level and character of the demand. It has economic, social and psychological functions (Kim, 1992).

2.1 Celebrity endorser

There are various key points associated with celebrity endorser which are as follows:-

- **Performance of celebrity**

  Companies while deciding about the celebrities taken for ad campaign taking into consideration the performance of the celebrities and their achievement in their respective profession. Performance depends upon the type of profession in which he/she engaged. For instance if a celebrity main profession is doing acting in films then in that situation his/her success in their movies is taken into consideration and so on. But it is not sure that whether those actor/actress celebrities always get success or not (Basil & Brown, 1996).

- **Negative information about celebrity**

  If the consumer is having positive information about the celebrity then it affects the sales of the company in positive manner but if a consumer is having negative information about the celebrity then it will affect the sales of the company in negative manner (Erdogan, 1999).

- **Credibility of the celebrity**

  Celebrities are considered as an important and credible source of information for the consumer related to the product or brand that they endorsed. In this there are two most important models first one is Model of source credibility and model of Source attractiveness. Source credibility focuses on the characteristics of the person who communicate the message
to consumer and the way it delivers that message so that it is accepted by the receiver easily. The model main emphasis is on the expertness as well as trustworthiness of the communicator. Source attractiveness model emphasis on the familiarity, likeability with the communicator, it means that if they consider the celebrity familiar to them and also like the celebrity it affects the demand for the product in positive manner.

- Attractiveness of the celebrity

There is another important thing while endorsing a celebrity which is attractiveness of the celebrity because it will either increase or decrease the effectiveness of advertising. But the concept of celebrities’ attractiveness itself is a multidimensional topic (Baker & Churchhil , 1977). There are various aspects related to this topic first one is physical attractiveness and second one is arbitrary attractiveness which means attractiveness of celebrity due to its personality and his/her characteristics and ability (Caballero & Madden, 1989). In the research there is a conflict that which type of celebrities endorsement is more powerful some people considered if the celebrities are physically attracted then it will have a favorable effect on the company market share but some people considered the personality and ability of celebrities as an important aspect for increasing the effectiveness of the advertisement (Erdogan, 1999).

- Familiarity/likeability with the celebrity

If the consumer is familiar with the celebrity who is endorsed by the company in positive sense it affects the demand for the brand/product which is endorsed by the celebrity in positive way. On the other hand if the consumer likes a celebrity then it leads to be a positive sign for the company (Erdogan & Tagg, 2001).

- Match Up Hypothesis

It is an interesting area to study; it means that there should be a match between the celebrity endorsement and the product for which that celebrity is endorsed. It is also termed as Celebrity/product fit. It means that the celebrity which is endorsed by the company is matched with the product being endorsed because it is considered to be an effective way of celebrity endorsement (Kamins, 1990). But the effectiveness of celebrities is different for different brand. But the main point here is that the higher the celebrity product/fit higher will be effectiveness of that endorsement. So the company should be very careful while endorsing a celebrity for their ad campaign as it directly affects the demand for their brand (Louie & Obermiller, 2002).

2.2 Impact of celebrities advertisements on buying behavior of consumers

Whenever one want to purchase a product with numerous Brands available, how does one choose a particular Brand, may be a very difficult task. In order to make differentiation and gain competitive advantage one thing that big brands do is to spend the money on various things such as advertisements, giving best services to its customers, as well as make a relationship of trust with customers etc. In order to get competitive advantage advertising is considered to be the one of the most important tools in order to make differentiation which starts from choosing an agency for advertising and then choosing a celebrity is considered helpful to increase the revenue of the company. Taking celebrities in advertisements now a days is considered to be one of the essential ways to increase sales as well as a way to
compete on the basis of differentiation. These celebrities include various persons like film stars, sports personalities as well as famous personalities from any social sphere of life etc. They are very important in order to increase sales as well as to create a brand image. This is considered to be a useful strategy of marketing in order to promote the Brand and has proved in itself a boon in advertising world. However, it is not economical to take a celebrity in order to promote a product but in the long run it has helped in enhancing the Brand Image. Celebrities are also interested in endorsing themselves as they get highly compensated and their visibility also increase. In fact several celebrities from Hollywood use these advertisements for Promoting their new releases and vice-versa.

Celebrities may be the role models of many target consumers. Marketer find out this hidden facts and take those celebrities in their advertisements which further helps to create a brand personality as well as helps to increase their market share as compared to their competitors. But the decision to choose a celebrity is a very difficult task, in order to take this decision marketing research and the estimated budget is considered to be the two essential things. By performing a research on this it is possible to choose appropriate celebrities for the purpose of promoting a brand. But what is the role of celebrity in the advertisement is the main concern of our study.

Various companies used celebrities to perform the role of spokesperson in the advertisement. They perform the role of mediator between the company and its consumer in the long run and also helps to enhance its goodwill as well as reputation if the consumer considered that person as his role model (Seno and Lukas, 2007). But on the other hand if the consumer is having negative image of that celebrity in their mind it may adversely affect their goodwill as well as reputation and it will create a wrong perception about that brand in the mind of consumer (White et al., 2009). So the decision related to choosing a celebrity is very essential as it directly affects the brand image as well as reputation of the Brand.

There are various ways through which celebrities appear in advertisement. Firstly they come in front of public for the purpose of fulfilling their promise related to their professions. Then they come in front of public in various events by attending various public events such as award ceremonies or movies premier worldwide.

For Instance:

In order to influence the buying behavior of consumers, Pepsi took Michael Jackson in its advertisements. Omega also used Celebrity in order to attract more consumers, in addition to Omega various brands such as Tag Huer (a Brand of watch), Rolex etc. used celebrities in order to influence the buying behavior. In Order to advertise Omega famous celebrity Cindy Crawford was roped, in 2007 James Bond also endorsed Omega. Companies spend huge amount of money on Celebrities to sell anything from a candy, hair oil, soaps, colas, pens, to paints, automobiles etc. Most companies know that celebrities have an appeal and a Brand can be best helped to reach out to the masses by extending their personality factors on to the Brands. There is a perception in the mind of the marketer that if they endorsed any celebrity in their advertisement then it will increase the effectiveness of the advertisement. The main reason behind this perception is that they think it is possible for the celebrities to attract the attention of the consumer easily as they are the role models of many consumers and they think if their role model used that product so they should use that product. In short it means celebrities make the product liked by the consumer by attracting their attention towards that product.
(Metwally, 1993). So the trend of taking celebrities in advertisement is very much popular and it is evident from the fact that in US 15% of the advertisement is endorsed by celebrities and that will help to increase their sales as well as revenue as companies spent huge amount of funds in endorsing celebrities (Crutchfield, 2010). There was an article in the Ad Age which shows the benefits of taking celebrities for ad campaign as well as the relationship between announcing of any celebrities for their ad campaign and the result which leads to fluctuations in the stock market and impact of this on sales (Söderlund & Dahlén, 2010).

In relation to this advertisement endorsed by celebrities should be stylish and it is having a long history of advertisements but it is very difficult to decide whether the endorsements of celebrities actually having positive impact on the revenue and it will lead to positive ROI (Patsioura & Manthou, 2009). There is evidence related to this fact that endorsing celebrities in ad campaign is having positive relationship or correlation with returns of stock markets. But the main thing here is that not all celebrities are not of equal importance some are very helpful in increasing product awareness but some are not popular among the consumers. So the decision of choosing a celebrity should be taken very carefully (Farrell et al., 2000). Products which are ultimately sold by retailers are endorsed more frequently by celebrities in certain sports than others (Lear et al., 2009). The importance of fit between the endorser and the endorsed product has been described as the “Match-up Hypothesis”, research has focused on physical attraction (Till and Busler 1998). Celebrities can be used to gain attention and maintain sales, while spokesperson’s effectiveness is in establishing a lifelong link with the product (Tom et al., 1992). The perusal of above mentioned studies makes it very clear that endorsements advertisement does have strong impacts on consumers. Now a day’s taking celebrities in order to advertise a product become a fashion as well as a way to build corporate image as well as a good way of increasing sales and revenue (Salvador & Martínez, 2003).

Now days in order to increase its market share companies spent a huge amount on endorsing celebrities which plays an essential role in advertising industry (Daneshvary and Schwer 2000). There are various popular film stars such as Britney Spears, Liz Hurley as well as various athletes such as Venus Williams, companies now came into contract with all these celebrities in order to increase its market share and create a brand image of its product. There are various evidences which show that if the companies took these celebrities in their advertisements it will help them to create brand personality as well as it attracts the attention of public towards that product/service. This is a fact that companies spent a huge amount on advertisement with the main motive of increasing revenue and in addition to this some of the consumers considered these celebrities as their role model. They used that product because they think if their role model uses it so there is something unique in this so they purchased that product which in turn will increase the profitability of the company (Till & Shimp, 1998). Now it is important to know about the meaning of celebrity at this stage. Celebrities means those people having a large fan following and they are recognized by a large no of people in the society such as film stars, businessman, sports stars and so on. There are various things in these celebrities which make them special such as their style of living, their unique skills as well as characteristics make them different and give them a separate identity in front of public. The is true that the popularity of film stars as well as pop stars are more as compare to the businessman. There are no of forms in which Celebrities are appeared in front of public (Wilson & Sherrell, 1993). The main and the important manner are to come in front of public in order to fulfill their professional promises. They also come in various fashion shows as
well as TV programmes and in news channels in order to promote all those products as well as services which is endorsed by them. In last they play an important role in promoting the products as well as services (Kahle & Homer (1985).

2.3 Role of celebrities as Spokespersons

Now day’s companies are taken celebrities in order to communicate their message related to their advertisement to the large no of people as well as in order to convince their customers that their product is best among all other products. In this the most important way of spokes person is to endorse that celebrity. Endorsement of celebrity means a person who is recognized by the public for their achievement in their specialized area other than that product which is endorsed by them. For instance in order to influence the buying behavior of consumers, Pepsi took Michael Jackson in its advertisements (Caballero & Madden, 1989). Omega also used Celebrity in order to attract more consumers, in addition to Omega various brands such as Tag Huer (a Brand of watch), Rolex etc. used celebrities in order to influence the buying behavior. In Order to advertise Omega famous celebrity Cindy Crawford was roped, in 2007 James Bond also endorsed Omega. If the consumer is having a positive attitude towards the celebrity then it affects the sales of the company in positive manner but if a consumer is having negative attitude towards the consumer it will affect the sales of the company in negative manner (Chao & Werani, T, 2005).

Celebrities are considered as a means to communicate the information about the product or service to the consumer by the companies. The manner in which a celebrity is communicating the message affects the demand of that brand or product. There is another important thing while endorsing a celebrity which is attractiveness of the celebrity because it will either increase or decrease the effectiveness of advertising. But the concept of celebrities’ attractiveness itself is a multidimensional topic (Giffin, 1967).

3.0 RESEARCH METHODOLOGY

Research methodology is the methods & procedures used to conduct the research study. In simple terms, it is the systematic procedure followed to gain in-depth knowledge of a particular subject so as to take quality decisions. The main problem of this research is to know the impact of product awareness which is generated by celebrity endorsement while purchasing laptop.

3.1 Research philosophy

For the purpose of preparing any paper it is essential to decide about the philosophy used in research, the present topic is about Impact of product awareness generated by Celebrity Endorsements while purchasing Laptop, positivism research is used which is connected with the perception as well as feelings of respondents.

3.2 Research Design

The present research is descriptive in nature as it aims at comparatively studying whether endorsement advertising has an impact on buyer behavior at the time of purchasing laptops. It also aims to find out as to what type of consumers in terms of locality is more influenced by endorsements.

Sampling Design and Sampling Technique
490 questionnaires were administered. Therefore, data from 490 respondents have been collected and analyzed. In this convenience sampling method is adopted which means that the researcher choose the respondents on the basis of her convenience. But one important thing which is essential here is that the researcher should not be biased while selecting sample because it will not helpful in giving accurate results. – Non- probability sampling has been adopted for this research study and the sample has been selected on basis of convenience of researcher. Thus the sampling design is Non Probability Convenience Sampling.

**Population** – Population in this research study are the youth between the age group of 15-25 years which comprises a major portion in India’s population.

**Sampling Unit** – Sampling unit is Individual person.

### 3.3 Data Collection Method

In the present study, Structured Questionnaire method has been used to collect the data from the college students. In the current study we collect primary data through questionnaires which means a self-report data collection instrument that is filled out by research participants. Questionnaires are usually paper-and-pencil instruments, but they can also be placed on the web for participants to go to and “fill out.” Questionnaires are sometimes called a survey instrument, which is fine, but the actual questionnaire should not be called “the survey.”

### 3.4 Research Approach

In the present study inductive approach of research is used as in this approach first of all data collected by the researcher is matched with the objectives of the study.

### 3.5 Tools of Data Analysis

The data collected have been duly tabulated and classified. Thereafter it has been analyzed with the help of simple percentage technique to describe the present status of respondents. Chi-square test has been used by the researcher to study the association between various variables as well as to study the association between quantitative and qualitative variables. In this study chi square test is used in order to study whether Celebrity endorsements affects the likeability of the Brands or not.

### 3.6 Validity and Reliability

The techniques adopted for sampling totally depends upon an individual ability as well as its wish. While conducting a survey it is very essential that it should lead to reliable results. So in order to get proper response it is essential that in questionnaires certain open ended type of questions is asked. While designing the methodology related to market research time period as well as various other issues should be kept in mind. While designing sample it is essential that they should be reliable as well as valid enough to get the accurate response. Validity means that the accuracy as well as truthfulness of the sample. Reliability means your belief on the sampling design.
4.0 Demographic Profile

4.1 Gender

Table 4.1

<table>
<thead>
<tr>
<th>Gender</th>
<th>N(490)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>274</td>
<td>55.91</td>
</tr>
<tr>
<td>Female</td>
<td>216</td>
<td>44.09</td>
</tr>
</tbody>
</table>

4.2 Whenever you plan to buy a product, what are the factors that influence you to buy that product?

Table 4.2

<table>
<thead>
<tr>
<th>Factors that influence you to buy that product?</th>
<th>N(490)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Latest styles and trends</td>
<td>118</td>
<td>24.08</td>
</tr>
<tr>
<td>Available at fewer prices</td>
<td>98</td>
<td>20</td>
</tr>
<tr>
<td>Schemes such as discount</td>
<td>127</td>
<td>25.92</td>
</tr>
<tr>
<td>Celebrities</td>
<td>147</td>
<td>30</td>
</tr>
</tbody>
</table>

Interpretation

From the above table, it is concluded that whenever a consumer plans to buy a product various factors that affect him/her while purchasing a product are as follows first one is latest styles and trends, available at fewer prices, due to schemes related to discount and celebrities. From 490 respondents, 24.08% of the respondents said while purchasing a product they considered latest style and trends in consideration. 20% of the respondents considered availability at fewer prices as one of the important factors while purchasing a product, 25.92% of the respondents considered schemes such as discount one of the important factors while purchasing a product, 30% of the respondents considered celebrities as one of the important factor while purchasing a product. So majority of the Youth and University students considered Celebrities as an important factor while purchasing a product.
4.3 What is your opinion about the quality of product which is endorsed by the celebrities?

Table 4.3

<table>
<thead>
<tr>
<th>Opinion about the quality of product which is endorsed by the celebrities?</th>
<th>N(490)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good</td>
<td>235</td>
<td>47.96</td>
</tr>
<tr>
<td>Very Good</td>
<td>216</td>
<td>44.08</td>
</tr>
<tr>
<td>No opinion</td>
<td>39</td>
<td>7.96</td>
</tr>
</tbody>
</table>

Interpretation

From the above it comes to know that out of 490 respondents, 47.96% of the respondents said that the quality of product which is endorsed by the celebrities is good, 44.08% of the respondents said that the quality of product which is endorsed by the celebrities is very good and 7.96% of the respondents having no opinion about this question. So majority i.e. 47.96% of the respondents said that the quality of product which is endorsed by the celebrities is good.

4.4 In order to complete the research which type of product and services you target?

Table 4.4

<table>
<thead>
<tr>
<th>Type of product and services you target</th>
<th>N(490)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Luxury</td>
<td>137</td>
<td>27.96</td>
</tr>
<tr>
<td>Cosmetic</td>
<td>98</td>
<td>20</td>
</tr>
<tr>
<td>Clothing</td>
<td>59</td>
<td>12.04</td>
</tr>
<tr>
<td>Motor vehicle</td>
<td>147</td>
<td>30</td>
</tr>
<tr>
<td>Others</td>
<td>49</td>
<td>10</td>
</tr>
</tbody>
</table>

Interpretation

From the above table it is concluded that 27.96% of the respondents said that they target luxury products, 20% of the respondents said that they target cosmetics products, 12.04% of the respondents said that they target clothing product, 30% of the respondents said that they target Motor Vehicles, 10% of the respondents said that they target others.
4.5 Now a days in order to increase its market share companies are spending hug amount of money on Celebrities, do you think it help them to increase its sales?

Table 4.5

<table>
<thead>
<tr>
<th>In order to increase its market share companies are spending hug amount of money on Celebrities, do you think it help them to increase its sales</th>
<th>N(490)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>265</td>
<td>54.08</td>
</tr>
<tr>
<td>No</td>
<td>206</td>
<td>42.04</td>
</tr>
<tr>
<td>Don’t say</td>
<td>19</td>
<td>3.88</td>
</tr>
</tbody>
</table>

Interpretation

From the above it comes to know that out of 490 respondents, 54.08% of the respondents said that it is true that Celebrities endorsement helps to increase sales as companies spent a huge amount of money on celebrities, 42.04% of the respondents said that it is not true that Celebrities endorsement helps to increase sales as companies spent a huge amount of money on celebrities and 3.88% of the respondents having no opinion about this question i.e. they do not have an idea whether Celebrities endorsement helps to increase sales or not. So majority of the respondents agreed that Celebrities endorsement helps to increase sales as companies spent a huge amount of money on celebrities.

4.6 Does the presence of celebrities in advertisement influence consumer to buy a particular brand?

Table 4.6

<table>
<thead>
<tr>
<th>Does the presence of celebrities in advertisement influence consumer to buy a particular brand?</th>
<th>N(490)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>225</td>
<td>45.91</td>
</tr>
<tr>
<td>No</td>
<td>196</td>
<td>40</td>
</tr>
<tr>
<td>Don’t say</td>
<td>69</td>
<td>14.09</td>
</tr>
</tbody>
</table>
Interpretation

From the above it comes to know that out of 490 respondents, 45.91% of the respondents said that it is true that Celebrities endorsement helps to influence consumers to buy a product, 40% of the respondents said that it is not true that Celebrities endorsement helps to influence consumers to buy a product and 14.09% of the respondents having no opinion about this question i.e. they do not have an idea whether Celebrities endorsement helps to influence consumers to buy a product. So majority i.e. 45.91% of the respondents agreed that Celebrities endorsement helps to influence consumers to buy a product.

4.7 Which type of celebrities influence you to buy a product?

Table 4.7

<table>
<thead>
<tr>
<th>Which type of celebrities influence you to buy a product?</th>
<th>N(490)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Famous personalities</td>
<td>98</td>
<td>20</td>
</tr>
<tr>
<td>Sports personalities</td>
<td>206</td>
<td>42.04</td>
</tr>
<tr>
<td>Film star</td>
<td>186</td>
<td>37.96</td>
</tr>
</tbody>
</table>

Interpretation

From the above table it is concluded that 20% of the respondents said famous personalities influence them to buy a product, 42.04% of the respondents said sports personalities influence them to buy a product and 37.96% of the respondents said film stars influence them to buy a product.

Table 4.8(Various statements)

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Indicators</th>
<th>SA</th>
<th>SA (%)</th>
<th>AG</th>
<th>AG (%)</th>
<th>NU</th>
<th>NU (%)</th>
<th>DA</th>
<th>DA (%)</th>
<th>SD</th>
<th>SD (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>8)</td>
<td>Celebrity Advertisement is more noticeable.</td>
<td>137</td>
<td>27.96</td>
<td>98</td>
<td>20</td>
<td>118</td>
<td>24.08</td>
<td>98</td>
<td>20</td>
<td>39</td>
<td>7.96</td>
</tr>
<tr>
<td>9)</td>
<td>Celebrity Advertisement have high recall rate.</td>
<td>98</td>
<td>20</td>
<td>137</td>
<td>27.96</td>
<td>49</td>
<td>10</td>
<td>59</td>
<td>12.0</td>
<td>49</td>
<td>10</td>
</tr>
<tr>
<td>10)</td>
<td>Celebrity Advertisement positively motivates audience for product purchase.</td>
<td>88</td>
<td>17.96</td>
<td>108</td>
<td>22.04</td>
<td>147</td>
<td>30</td>
<td>78</td>
<td>15.91</td>
<td>69</td>
<td>14.07</td>
</tr>
<tr>
<td>11)</td>
<td>Audience enjoys watching Celebrity Advertisement.</td>
<td>147</td>
<td>30</td>
<td>88</td>
<td>18</td>
<td>127</td>
<td>26</td>
<td>69</td>
<td>14</td>
<td>59</td>
<td>12</td>
</tr>
</tbody>
</table>
Interpretation

- 27.96% of the respondents are strongly agree with the opinion that Celebrity Advertisement is more noticeable, 20% of the respondents are agree with the opinion that Celebrity Advertisement is more noticeable, 24.08% of the respondents is having a neutral opinion about Celebrity Advertisement is more noticeable or not. So majority of the respondents are strongly agreed with the opinion that Celebrity Advertisement is more noticeable.

- Majority of the respondents i.e. 27.96% of the respondent is agreeing with the opinion that Celebrity Advertisement have high recall rate.

- 22.04% of the respondents are agree with the opinion that Celebrity Advertisement positively motivates audience for product purchase, 30% of the respondents is having
a neutral opinion about the Celebrity Advertisement positively motivates audience for product purchase or not.

- 26% of the respondents is having a neutral opinion about the Audience enjoys watching Celebrity Advertisement or not, 14% of the respondents are disagree with the opinion that Audience enjoys watching Celebrity Advertisement

- 30% of the respondents are agree with the opinion that Audience have positive attitude towards product having Celebrity Advertisement, 18% of the respondents is having a neutral opinion about the Audience have positive attitude towards product having Celebrity Advertisement or not, 20% of the respondents are disagree with the opinion that Audience have positive attitude towards product having Celebrity Advertisement

- 32% of the respondents are strongly agree with the opinion that Celebrity Advertisement are remembered for a long time, 26% of the respondents are agree with the opinion that Celebrity Advertisement are remembered for a long time, 28% of the respondents is having a neutral opinion about the Celebrity Advertisement are remembered for a long time or not

- 26% of the respondents are strongly agree with the opinion that Use of Celebrity Advertisement enhances the credibility of Brands, 12% of the respondents are agree with the opinion that Use of Celebrity Advertisement enhances the credibility of Brands, 26% of the respondents is having a neutral opinion about the Use of Celebrity Advertisement enhances the credibility of Brands or not

- 30% of the respondents are strongly agree with the opinion that Celebrity Advertisement is used when brand performance is poor., 24% of the respondents are agree with the opinion that Celebrity Advertisement is used when brand performance is poor., 20% of the respondents is having a neutral opinion about the Celebrity Advertisement is used when brand performance is poor. or not, 20% of the respondents are disagree with the opinion that Celebrity Advertisement is used when brand performance is poor., 6% of the respondents are disagree with the opinion that Celebrity Advertisement is used when brand performance is poor. So majority of the respondents i.e. 30% of the respondents are strongly agree with the opinion that the Celebrity Advertisement is used when brand performance is poor.

- 24% of the respondents are strongly agree with the opinion that Celebrity Advertisement ignores product quality/feature, 26% of the respondents are agree with the opinion that Celebrity Advertisement ignores product quality/feature, 22% of the respondents is having a neutral opinion about the Celebrity Advertisement ignores product quality/feature or not

- 18% of the respondents are agree with the opinion that Customers only remember celebrities & not brands in Advertising, 24% of the respondents is having a neutral opinion about the Customers only remember celebrities & not brands in Advertising, or not, 26% of the respondents are disagree with the opinion that Customers only remember celebrities & not brands in Advertising, 22% of the respondents are
disagree with the opinion that Customers only remember celebrities & not brands in Advertising.

- 32% of the respondents are agree with the opinion that Use of Celebrity in advertisement increase the cost of brand sold in market, 28% of the respondents is having a neutral opinion about the Use of Celebrity in advertisement increase the cost of brand sold in market or not, 14% of the respondents are disagree with the opinion that Use of Celebrity in advertisement increase the cost of brand sold in market.

- 32% of the respondents are strongly agree with the opinion that Poorly performing celebrity affects the brand perception negatively, 28% of the respondents are agree with the opinion that Poorly performing celebrity affects the brand perception negatively, 20% of the respondents is having a neutral opinion about the Poorly performing celebrity affects the brand perception negatively or not.

- 34% of the respondents are strongly agree with the opinion that Social ideas may be promoted well by celebrities, 20% of the respondents are agree with the opinion that Social ideas may be promoted well by celebrities, 22% of the respondents is having a neutral opinion about the Social ideas may be promoted well by celebrities or not, 16% of the respondents are disagree with the opinion that Social ideas may be promoted well by celebrities.

### Table 4.9

#### TABLE OF INTERPRETATION

<table>
<thead>
<tr>
<th>NULL HYPOTHESIS</th>
<th>Calculated Value of Chi-Square</th>
<th>Tabulated value at 4 d.o.f</th>
<th>Hypothesis</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) There is no significant difference between Male and Female with respect to noticeability of Celebrity advertisement.</td>
<td>20.54</td>
<td>9.48</td>
<td>Rejected</td>
</tr>
<tr>
<td>2) There is no significant difference between Male and Female with respect to Celebrity Advertisement having high recall rate.</td>
<td>19.4</td>
<td>9.48</td>
<td>Rejected</td>
</tr>
<tr>
<td>3) There is no significant difference between Male and Female with respect to Celebrity Advertisement positively motivating audience for product purchase.</td>
<td>22.4396</td>
<td>9.48</td>
<td>Rejected</td>
</tr>
<tr>
<td>4) There is no significant difference between Male and Female with respect to enjoying watching Celebrity Advertisement.</td>
<td>26.87</td>
<td>9.48</td>
<td>Rejected</td>
</tr>
<tr>
<td>5) There is no significant difference between Male and Female with respect to</td>
<td>29.466</td>
<td>9.48</td>
<td>Rejected</td>
</tr>
</tbody>
</table>
Audience having positive attitude towards product having Celebrity Advertisement.

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>6) There is no significant difference between Male and Female with respect to Celebrity Advertisement being remembered for a long time.</td>
<td>23.754</td>
<td>9.48</td>
</tr>
<tr>
<td>7) There is no significant difference between Male and Female with respect to Use of Celebrity Advertisement enhancing the credibility of Brands.</td>
<td>20.09</td>
<td>9.48</td>
</tr>
<tr>
<td>8) There is no significant difference between Male and Female with respect to the use of Celebrity Advertisement when brand performance is poor.</td>
<td>16.4391</td>
<td>9.48</td>
</tr>
<tr>
<td>9) There is no significant difference between Male and Female with respect to Celebrity Advertisement ignoring product quality/feature.</td>
<td>83.4698</td>
<td>9.48</td>
</tr>
<tr>
<td>10) There is no significant difference between Male and Female with respect to remembering only celebrities &amp; not brands in advertising.</td>
<td>37.745</td>
<td>9.48</td>
</tr>
<tr>
<td>11) There is no significant difference between Male and Female with respect to Use of Celebrity in advertisement increasing the cost of brand sold in market.</td>
<td>8</td>
<td>9.48</td>
</tr>
<tr>
<td>12) There is no significant difference between Male and Female with respect to poorly performing celebrity affecting the brand perception negatively.</td>
<td>2.5154</td>
<td>9.48</td>
</tr>
<tr>
<td>13) There is no significant difference between Male and Female with respect to Social ideas being promoted well by celebrities.</td>
<td>19.764</td>
<td>9.48</td>
</tr>
</tbody>
</table>

**Inferences**

- It is taken notice ability of Celebrity advertisement do not remains same for male and female respondents as the null hypothesis are rejected because the calculated value is greater than the tabulated value.
- It is taken that Celebrity Advertisement having high recall rate do not remain same for male and female respondents as the null hypothesis are rejected because the calculated value is greater than the tabulated value.
• It is taken that the Celebrity Advertisement positively motivating audience for product do not remain same for male and female respondents as the null hypothesis are rejected because the calculated value is greater than the tabulated value.

• It is taken that enjoying watching Celebrity Advertisement do not remain same for male and female respondents as the null hypothesis are rejected because the calculated value is greater than the tabulated value.

• It is taken that Audience having positive attitude towards product having Celebrity Advertisement do not remain same for male and female respondents as the null hypothesis are rejected because the calculated value is greater than the tabulated value.

• It is taken that Celebrity Advertisement being remembered for a long time do not remain same for male and female respondents as the null hypothesis are rejected because the calculated value is greater than the tabulated value.

• It is taken that Use of Celebrity Advertisement enhancing the credibility of Brands do not remain same for male and female respondents as the null hypothesis are rejected because the calculated value is greater than the tabulated value.

• It is taken that Celebrity Advertisement ignoring product quality/feature do not remain same for male and female respondents as the null hypothesis are rejected because the calculated value is greater than the tabulated value.

• It is taken that Use of Celebrity in advertisement increasing the cost of brand sold in market remain same for male and female respondents as the null hypothesis is accepted because the calculated value is less than the tabulated value.

• It is taken that Use of Celebrity in advertisement increasing the cost of brand sold in market remain same for male and female respondents as the null hypothesis is accepted because the calculated value is less than the tabulated value.

• It is taken that poorly performing celebrity affecting the brand perception negatively remain same for male and female respondents as the null hypothesis is accepted because the calculated value is less than the tabulated value.

• It is taken that Social ideas being promoted well by celebrities do not remain same for male and female respondents as the null hypothesis are rejected because the calculated value is greater than the tabulated value.

From the table above, one may see that out of total 13 statements, to comparatively study the effect of endorsement advertisement on male and female youth, we reject 11 hypotheses and accept only two. Thus it may be safely concluded that there is a significant difference between the male and female is more likely to be affected by celebrity advertisements.
Conclusion

Advertising is primarily a means by which sellers communicate to prospective buyers the worth of their goods and services. Advertising is a basic tool of marketing for stimulating demand and for influencing the level and character of the demand. It has economic, social and psychological functions. The advertising campaign clearly invokes all types of motivation such as Achievement motive, Power motive, Affiliation motive, Affiliation motive. This is actually imperative for the company, since they have as their audience people of all ages, gender, races, and culture. Taking celebrities in advertisements now a day is considered to be one of the essential way to increase sales as well as a way to compete on the basis of differentiation. These celebrities include various persons they may be film stars, sports personalities as well as people from modeling etc. They are very important in order to increase sales as well as to create a brand image. This is considered to be a useful strategy of marketing in order to promote the Brand and has proved in itself a boon in advertising world. However, it is not economical to take a celebrity in order to promote a product but in the long run it has helped in enhancing the Brand Image From the above analysis it may be concluded that the Celebrity Endorsement does have a positive impact on the Youth Brand perception. The Brands endorsed by celebrities are more noticeable and the recall rate of such Brands is higher. Majority of the respondents held that watching a celebrity in the advertisement is enjoyable, tends to create a positive attitude towards a brand and enhances the credibility of the brands thus endorsed. However, at the same time, most of the respondents also feel that the use of celebrity makes the audience ignore the features and quality of the product while also sacrificing the recall of the brand name being endorsed.

There is awareness amongst the respondents that use of celebrity in a brands promotion increases the cost of the Brand. Respondents maintained that as positive so does negative information about a celebrity affects the brand being endorsed. At the same time there is a significant difference between the Male and female perception on the issue.

References


