IMPACT OF CELEBRITIES ADVERTISEMENT TOWARDS COLLEGE STUDENTS IN POLLACHI, TAMIL NADU

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Abstract
Marketers have been using celebrities in commercials, print campaigns and promotions for years, because done properly, it works. Celebrities get the viewer's attention, but whether they work to sell the product depends on proper celebrity casting. 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, celebrity’s effectiveness in terms of regional appeal. It could be ascertained that celebrities’ advertisement is effective as it has a positive impact on various factors, which are essential reasons for a company to advertise in any media. 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.

KEY WORDS - Purchase Intension, Recall Value, Regional Appeal, Remembrance, Ensures Reliability, Attractiveness

Introduction
Business have long sought to distract the attention of the potentials customers that live in a world of ever increasing commercial bombardment. Every day consumers are Exposed to thousands of voices and images in magazines, newspaper, and on billboards, websites, radio and television. Every brand attempts to steal a fraction of an unsuspecting person’s time to inform him or her of the amazing and different attributes of the product at hand. Because of the constant media saturation that most people experience daily, they eventually become numb to the standard marketing techniques. The challenge of the marketer is to find a hook the subject attention.

Also from the marketing communications perspective, It is vital that firms design strategies that help to underpin competitive differential advantage for the firm’s product or services. Accordingly, the Marcum activities back up other elements in the marketing mix such as designs branding.
The Effect of Celebrities in Advertisements

Advertising for small business that features celebrities that appeal to your local community can spark the kind of results you are looking for. Because many consumers are interested in celebrity activities, they are more likely to notice your product when a famous person professes to like and use it. However, celebrity endorsements have potential disadvantages.

- **Awareness**
  
  Advertising that features a celebrity creates attention and generates awareness of the product your company can gain new customers from the celebrity's fan base. For instance, a well-loved local guitarist could draw attention to your musical instruments shop.

- **Credibility**
  
  A celebrity who appears sincere can lend credibility to a product. Consumers are more likely to believe the statements the personality makes in the ad and view the product and the brand positively.

- **Reputation**
  
  A celebrity's reputation is tied to that of the company after appearing in the company's advertising. If a respected celebrity appears in advertising for an imperfect brand, the views of the brand could improve or the celebrity's reputation could worsen.

- **Brand Recall**
  
  The market provides an array of competing choices for a product. The consumer is more likely to choose a product that is memorable. Advertising that features celebrities can ensure this brand.

- **Sales**
  
  Celebrity endorsements can affect sales positively or negatively. Consumers are likely to purchase the product if they feel that the celebrity is likable, sincere and appropriate for the item.

Factors Influencing Customers to Buy Products Endorsed by Celebrities

Celebrities are well known public figures and almost all of us are attracted by some or the other celebrity. There are various factors, which we have studied through this research, which attracts us towards products endorsed by the celebrity as if we relate properties of the product with the properties of the celebrity.

Another factor is quality; we believe that product endorsed by celebrities are of
superior quality as compared to other products. Which is did research based on three different industries. Celebrity endorsement helps us to recall the products in the market and it is not possible for consumers to remember all the products. We remember Lakme in a cosmetic industry as the products are endorsed by Kareena Kapoor Khan but could not recall any other brand on the immediate basis. The impact of Celebrity endorsement is huge on the consumers in the Indore Market as the City is growing and people are becoming more fashion conscious.

The Role of Celebrities in Advertising Techniques

Without endorsers, the product is lifeless and faceless. However, when endorsers become the advertising techniques used in introducing the product, then said product has brought to life. Moreover, if businesses use the face of famous celebrities, then the product has an instant fame and profits are expected to skyrocket. The brand is projected to be living and credible with the presence of celebrities. Analysts believe that famous celebrities are more capable catching the attention of consumers.

This principle particularly holds true if the celebrity has ascending popularity or career. Many businesses capitalize on such fame by selling a part of that dream. They project an attractive image with hidden message that if consumers patronize their products, they are likely to be leveled with celebrities; that they can also share and live up the dream and success. This is among the principle of creative advertising techniques.

STATEMENT OF THE PROBLEM

The college students are the important segment 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 behavior. 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 or four hours a day in watching television. With the emergence of World Wide Web, these days college students have using internet and browse through hundreds of websites of their own interest.

Objectives of the Study

- To know the social profile of the college students.
- To measure the impact of celebrity advertisements towards college students.
- To measure the celebrities effectiveness such as reaching of the product message.
- To measure the remembrance, reliability, attractiveness, motivation by the celebrities.
Hypothesis

- There is no significant associated between gender wise classification and level of satisfaction towards celebrity give a positive image on endorsed brand.
- There is no significant associated between gender wise classification and customers opinion towards male endorser is more effective as compared to female endorser.
- There is no significant associated between gender wise classification and factors influencing for buying of celebrity advertisement.

RESEARCH METHODOLOGY

Research design

A descriptive method was used for this study. Bearing in mind the objective of the study and secondary data analysis the research was carried out using a structured questionnaire.

Sampling design

The research was conducted by structured questionnaire, which investigated the impact of celebrity’s advertisements on the college students. Stratified random sampling technique is adopted in this study.

Sample size

The survey was conducted in pollachi taluk and the sample was chosen from the students in different colleges. The sample size for this study was 377 respondents.

Data collection

The data was collected daytime, evening time and weekends. Data collection comprises of

- Primary Data
- Secondary Data.

SCOPE OF THE STUDY

The sample area taken for this study is pollachi taluk. To know the viewers perception about an advertisement for further improvement of the advertisement about the product, to find which feature of men and women celebrities makes an advertisement a successive one. To study and analyze the role of the advertisements, which may cause negative results. In addition, to identify the prime factors of a successful advertisement.

- Celebrity advertising has become an integral part of every big brands promotional effort.
- Celebrities are not only recognized but also appreciated.

LIMITATIONS OF THE STUDY

- The study is restricted to the area near to the pollachi taluk. Therefore, it cannot be generalized.
- The study is based on stratified random sampling only.
REVIEW OF LITERATURE

Sathish and Rajamohan (2012) the research was focused on the “A study of factors that motivates and affects the purchase attitude of consumers at Villupuram” and to access the extent of influence created by celebrity endorsed advertisement on consumer durables. Various factors have been studied which influence the customers to buy the products endorsed by the celebrities such as favorite celebrity’s presence in the advertisement, Celebrity’s conviction of the durable’s promising performance/attribute, Celebrities vouching of the durable features and quality convincing factors.

Zohrasabunwala (2013) Implied that “impact of celebrity brand endorsements on brand image and product purchases -a study for pune region of India” Celebrity endorsement has been established as one of the most popular tools of advertising in recent time. It has become a trend and perceived as a winning formula for product marketing and brand building. The study attempted to evaluate the celebrity endorsements as effective brand management strategy and to analyze the factors that contribute to the building up of positive brand image for the product.

Jyoti Kasana (2014) has conducted the study on “impact of celebrity endorsement on consumer buying behavior: a descriptive study” The practice of celebrity endorsements had proliferated over time. Now days it has become a pervasive element of advertising industry especially in India. Celebrity endorsement business has become a multi-million industry in India.

ANALYSIS AND INTERPRETATION

IMPACT OF CELEBRITY ADVERTISEMENT

<table>
<thead>
<tr>
<th>Impacts</th>
<th>5</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1</th>
<th>Total</th>
<th>Average</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reaching Product Message</td>
<td>31</td>
<td>54</td>
<td>113</td>
<td>87</td>
<td>92</td>
<td>976</td>
<td>195.2</td>
<td>V</td>
</tr>
<tr>
<td>Remembrance</td>
<td>40</td>
<td>73</td>
<td>92</td>
<td>89</td>
<td>83</td>
<td>1029</td>
<td>205.8</td>
<td>I</td>
</tr>
<tr>
<td>Ensures Reliability</td>
<td>47</td>
<td>111</td>
<td>94</td>
<td>28</td>
<td>97</td>
<td>1114</td>
<td>222.8</td>
<td>II</td>
</tr>
<tr>
<td>Attractiveness</td>
<td>79</td>
<td>95</td>
<td>32</td>
<td>114</td>
<td>57</td>
<td>1156</td>
<td>231.2</td>
<td>I</td>
</tr>
<tr>
<td>Motivation of the product</td>
<td>71</td>
<td>84</td>
<td>69</td>
<td>40</td>
<td>113</td>
<td>1091</td>
<td>218.2</td>
<td>III</td>
</tr>
</tbody>
</table>

Source: Primary Data

The table depicts the impact of celebrity advertisement. The highest weightage (231.2) is given to attractiveness, ensures reliability (222.8), motivation of the products (218.2), remembrance (205.8), and lowest weightage is reaching product message (195.2).
LEVEL OF SATISFACTION TOWARDS CELEBRITY GIVE A POSITIVE IMAGE ON ENDORSED BRAND

<table>
<thead>
<tr>
<th>Response</th>
<th>SDA</th>
<th>DA</th>
<th>N</th>
<th>A</th>
<th>SA</th>
<th>Score</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Culture</td>
<td>-126</td>
<td>-65</td>
<td>0</td>
<td>77</td>
<td>156</td>
<td>42</td>
<td>V</td>
</tr>
<tr>
<td>Brand loyalty &amp; trust</td>
<td>-42</td>
<td>-44</td>
<td>0</td>
<td>109</td>
<td>198</td>
<td>221</td>
<td>I</td>
</tr>
<tr>
<td>Brand promise &amp; belief</td>
<td>-56</td>
<td>-47</td>
<td>0</td>
<td>111</td>
<td>194</td>
<td>202</td>
<td>II</td>
</tr>
<tr>
<td>Attitude&amp; opinions</td>
<td>-64</td>
<td>-57</td>
<td>0</td>
<td>80</td>
<td>182</td>
<td>141</td>
<td>III</td>
</tr>
<tr>
<td>Value and norms</td>
<td>-88</td>
<td>-69</td>
<td>0</td>
<td>84</td>
<td>166</td>
<td>93</td>
<td>IV</td>
</tr>
</tbody>
</table>

Source: Primary Data

The table shows that out of 377 respondents, customers have stated that they are strongly agree with brand loyalty and trust and the scale point seemed is (221). The next customers agree with the Brand promise and belief and scaling points is (202) get second rank. The Attitude and opinions that get third rank and the scale point seemed is (141). Value and norms get fourth rank and the scale point seemed is (93) and last rank is culture and the scale point seemed is 42.

Majority (221 points) of the respondents is highly agreed with Brand loyalty & trust is give positive image.

GENDER AND CUSTOMER PERCEPTIONS TOWARDS POSITIVE IMAGE OF ENDORSED BRAND

<table>
<thead>
<tr>
<th>Reasons</th>
<th>X² VALUE</th>
<th>TABLE VALUE</th>
<th>DF</th>
<th>S/NS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Culture</td>
<td>7.77</td>
<td>9.488</td>
<td>4</td>
<td>S</td>
</tr>
<tr>
<td>Brand loyalty &amp; trust</td>
<td>6.54</td>
<td>9.488</td>
<td>4</td>
<td>S</td>
</tr>
<tr>
<td>Brand promise &amp; belief</td>
<td>6.44</td>
<td>9.488</td>
<td>4</td>
<td>S</td>
</tr>
<tr>
<td>Attitude&amp; opinions</td>
<td>8.31</td>
<td>9.488</td>
<td>4</td>
<td>S</td>
</tr>
<tr>
<td>Value and norms</td>
<td>9.66</td>
<td>9.488</td>
<td>4</td>
<td>NS</td>
</tr>
</tbody>
</table>

Source: Primary Data

Note: DF-Degree of freedom(r-1)*(c-1) = 4
S-Significant, NS- Not significant @ 5% level

The chi square analysis on level of satisfaction on customer perceptions towards positive image of endorsed brand with gender wise classification. It is inferred that Culture, Brand loyalty and trust, Brand promise and belief, Attitude and opinions these factors are significant at 5 percentage level. So, the null hypothesis is rejected. Whereas value and norms is not significant at 5 percentage level, the null hypothesis is accepted. It is inferred that the most significant factors are Culture, Brand loyalty and trust, Brand promise and belief, Attitude and opinions and not significant factor is value and norms.
GENDER AND FACTORS INFLUENCING FOR BUYING OF CELEBRITY ADVERTISEMENT

<table>
<thead>
<tr>
<th>Reasons</th>
<th>X² VALUE</th>
<th>TABLE VALUE</th>
<th>DF</th>
<th>S/NS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Problem recognition</td>
<td>8.11</td>
<td>9.488</td>
<td>4</td>
<td>S</td>
</tr>
<tr>
<td>Information search</td>
<td>10.84</td>
<td>9.488</td>
<td>4</td>
<td>NS</td>
</tr>
<tr>
<td>Generation of alternatives</td>
<td>7.59</td>
<td>9.488</td>
<td>4</td>
<td>S</td>
</tr>
<tr>
<td>Evaluation of alternatives</td>
<td>9.66</td>
<td>9.488</td>
<td>4</td>
<td>NS</td>
</tr>
<tr>
<td>Purchase decision</td>
<td>6.44</td>
<td>9.488</td>
<td>4</td>
<td>S</td>
</tr>
</tbody>
</table>

Source: Primary Data

Note: DF-Degree of freedom(r-1)*(c-1) = 4
Significant, NS- Not significant @ 5% level

The chi square analysis on level of satisfaction on factors influencing for buying of celebrity advertisement with gender wise classification. It is inferred that Problem recognition, Generation of alternatives, Purchase decision these factors are significant at 5% level. So, the null hypothesis is rejected. Whereas Information search, Evaluation of alternatives is not significant at 5% level, the null hypothesis is accepted.

It is inferred that the most significant factors are Problem recognition, Generation of alternatives, Purchase decision and not significant factor is Information search, Evaluation of alternatives.

FINDIGS

- The study discloses that majority of the respondents were belongs to the age group of 19-21 (29.97%).
- The study discloses that (53.85%) of the respondents are female.
- The studies proved that majority (49.60%) of the respondents were residing in rural areas.
- The study reveals that majority (30.06%) of the respondents are postgraduate students.
- (66.05%) of the respondents are feel that celebrity advertisement encourage in buying a product and services.
- In Likert scale, the persuasion of buying products the familiarity is ranked first (295), credibility is ranked second (249) and personal relevance is ranked last (95).
- There is no significant associated between gender and Culture, Brand loyalty and trust, Brand promise and belief, Attitude and opinion. However, the value and norms has significant relationship.
- The most significant factors are Problem recognition, Generation of alternatives, Purchase decision and not significant factor is Information search, Evaluation of alternatives.
SUGGESTIONS

- The students are like to celebrity advertisement so, the manufacture should more concentrate about their celebrities before selecting the personality and also theme because they are prefer more innovative concepts, convey the message, and attributes of the products.
- 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 aright choice will result in benefits that are unimaginable.
- This suggests that celebrity athlete endorsers have an impact on young student’s decisions to switch brands, their tendency to talk about brands in a positive manner and their inclination to complain about products.

CONCLUSION

The world of today is changing very fast and India is no exception. Especially after the opening up of the economy, the pace of change that India and its people are experiencing in their socio-cultural is so different. Students at this age are more serious about the celebrities’ beauty, reliability and honesty and their buying behavior depends upon their favorite celebrity advertisement. 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.

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