



CELEBRITY ENDORSEMENT: IT'S IMPACT ON TELEVISION COMMERCIAL

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ABSTRACT

This research report is about the consumer survey of dual celebrity endorsers in TV commercials. For the research purpose, questionnaire was being used and people of Ahmedabad city were being surveyed. The researchers were of opinion that people are mostly aware about the bollywood celebrities more than any other celebrities. Apart from this, various dimensions for the purchase decisions and celebrity endorsement are considered for the research. For this research researchers took Age group as a base for the comparing it with the results and accordingly the data analysis is done. This report is made with the usage of SPSS software by using different tests and comparison Methods.

Keywords TV Advertisements, Celebrity Endorsement

Paper type Research paper

INTRODUCTION

Advertising is any paid form of non-personal presentation & promotion of ideas, goods, or services by an identified sponsor. Celebrity Endorsement in Advertisement is very popular.

Using a famous person's image to sell products or services by focusing on the person's money, popularity, or fame to promote the products or services. If the famous person agrees to allow his or her image to be used, it is termed a celebrity endorsement. If the famous person's image is used without his or her permission, the products are termed "bootleg" or "knock-offs." ¹

CONCEPTUAL ROOTS

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. It is easy to choose a celebrity but it is tough to establish a strong association between the product and the endorser. According to Friedman and Friedman, a “celebrity endorser is an individual who is known by the public for his or her achievements in areas other than that of the product class endorsed”. Compared to other endorser types, famous people always attach a greater degree of attention, recall and loyalty.

McCracken's (1989) definition of a celebrity endorser is, "any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement (marcoms), is useful, because when celebrities are depicted in marcoms, they bring their own culturally related meanings, thereto, irrespective of the required promotional role."

Dissertation Report on Celebrity Endorsements & Brand Building, Kokil, 2010 Celebrity endorses are being used in about 25 percent of all television advertisements in order to promote all brands (Erdogan et al, 2001) as according to (Reynolds, 2000), celebrity endorsement can give a brand a touch of glamour and can leave an impressive impact on the minds of the customer

Celebrity Endorser can be:

- Actors (e.g., Amitabh Bachchan, Shahrukh Khan, Aishwarya Rai., Preity Zinta, Aamir Khan and Pierce Brosnan)
- Models (e.g., Mallaika Arora, Milind Soman, etc),
- Television Personalities (e.g.Husain, Smriti Irani),

¹ <http://www.businessdictionary.com/definition/celebrity-advertising.html#ixzz28hWPyjSp>

- Sports figures (e.g., Sachin Tendulkar, Sania Mirza, Anna Kournikova, Michael Schumacher, Tiger Woods, etc),
- Entertainers (e.g., Cyrus Broacha, Oprah Winfrey,),
- Pop-stars (e.g., Madonna, Shakira).
- Businessmen (e.g., Vijay Mallya, Bill Gates)

Celebrity Couples in Advertisement

²That Bollywood power couples Ajay Devgn-Kajol, John Abraham-Bipasha Basu, Abhishek Bachchan-Aishwarya Rai Bachchan and Saif Ali Khan-Kareena Kapoor have used the advantage of their off-screen chemistry to the fullest in commercials to promote top brands and are raking in the big bucks is old news. In a star struck nation, advertisers are in a mad rush to cash in on the celeb power and willingly rope in these couples to endorse their brands for astronomical sums.

The danger in using couples is that they may not be together during the contract tenure.

Says Rajnish Sahay, CEO of a top celebrity management firm, "In many cases a single celeb has not been able to hold a brand for a long period. Families are important in India and a celeb couple endorsing a brand cuts down the gender bias and makes it a family brand. Besides celeb couples lend power and credibility to a brand. There are players in the market who have a herd mentality, so you see celeb couples endorsing products even if their spouses are non-celebs.

Research objectives

This research paper attempts to examine the awareness and influence of Dual Celebrity Endorsement in TV commercials

Methodology

A survey has been used to collect primary data and 250 questionnaires were used in final analysis.

² http://articles.timesofindia.indiatimes.com/2011-07-01/tv/29722209_1_celeb-jewellery-brand-endorsements

Data Analysis

SPSS and Microsoft Excel have been used to analyze and interpret the data. Descriptive and inferential data were used for analysis.

DATA ANALYSIS AND INTERPRETATIONS- Descriptive Statistics:

Table: 1/Figure: 1: Gender of the respondents

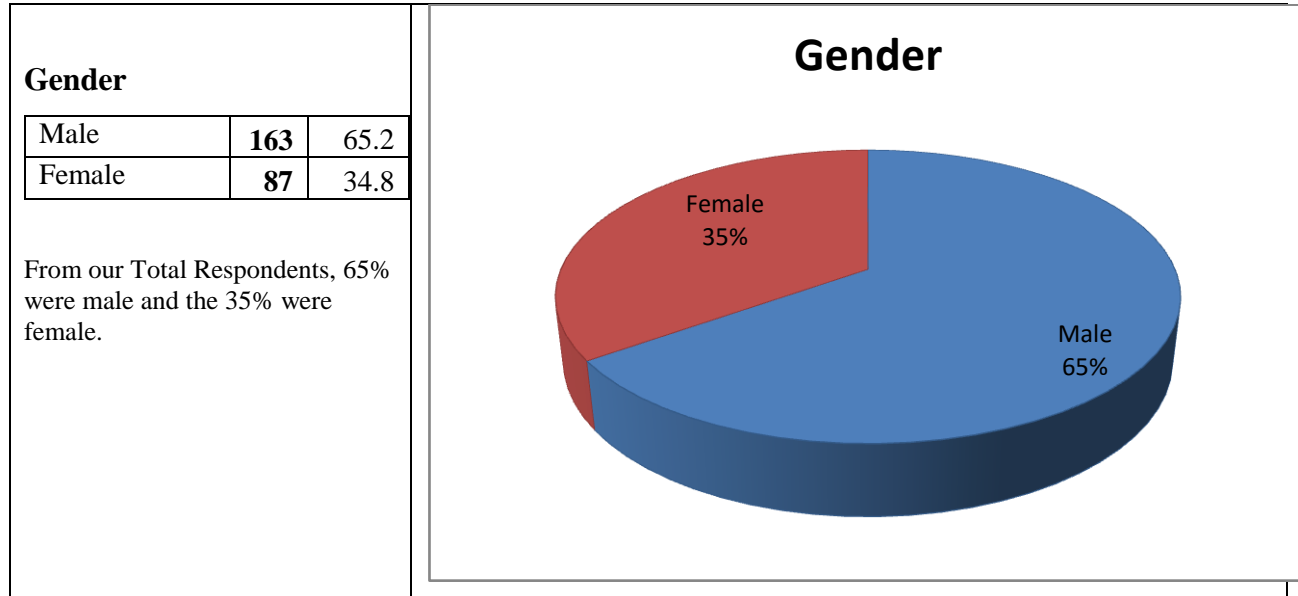
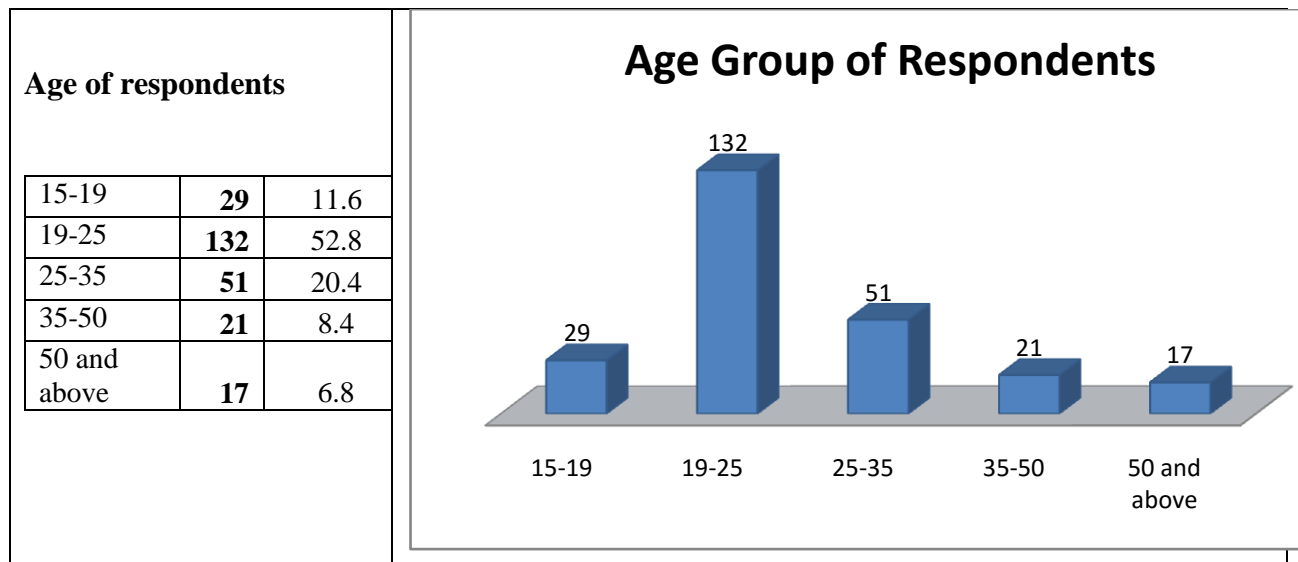
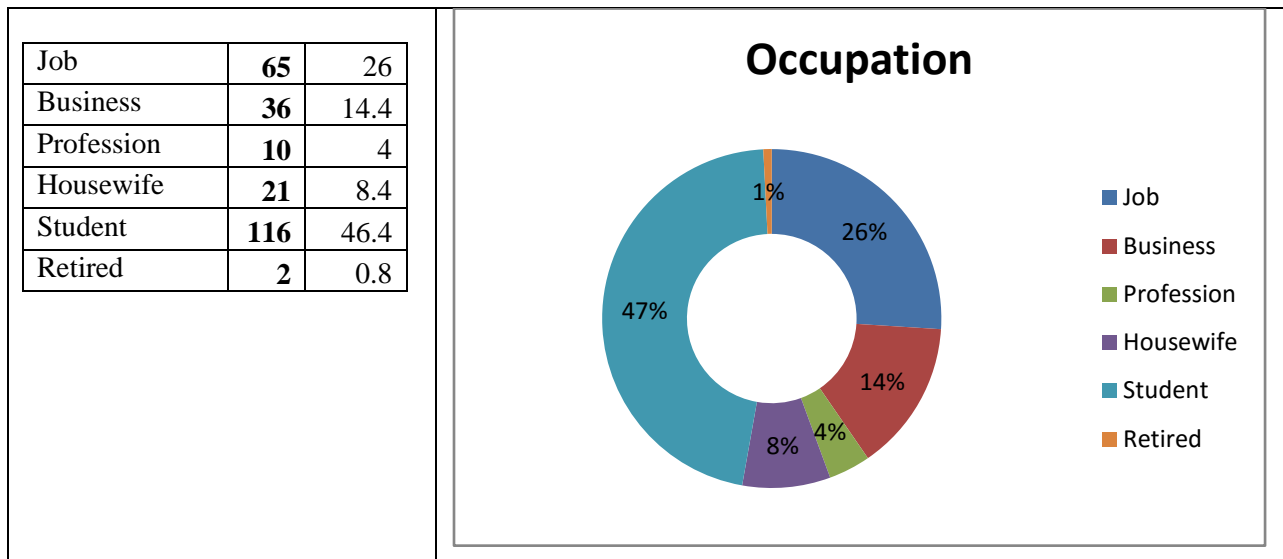


Table: 2/Figure: 2: Age of the respondents



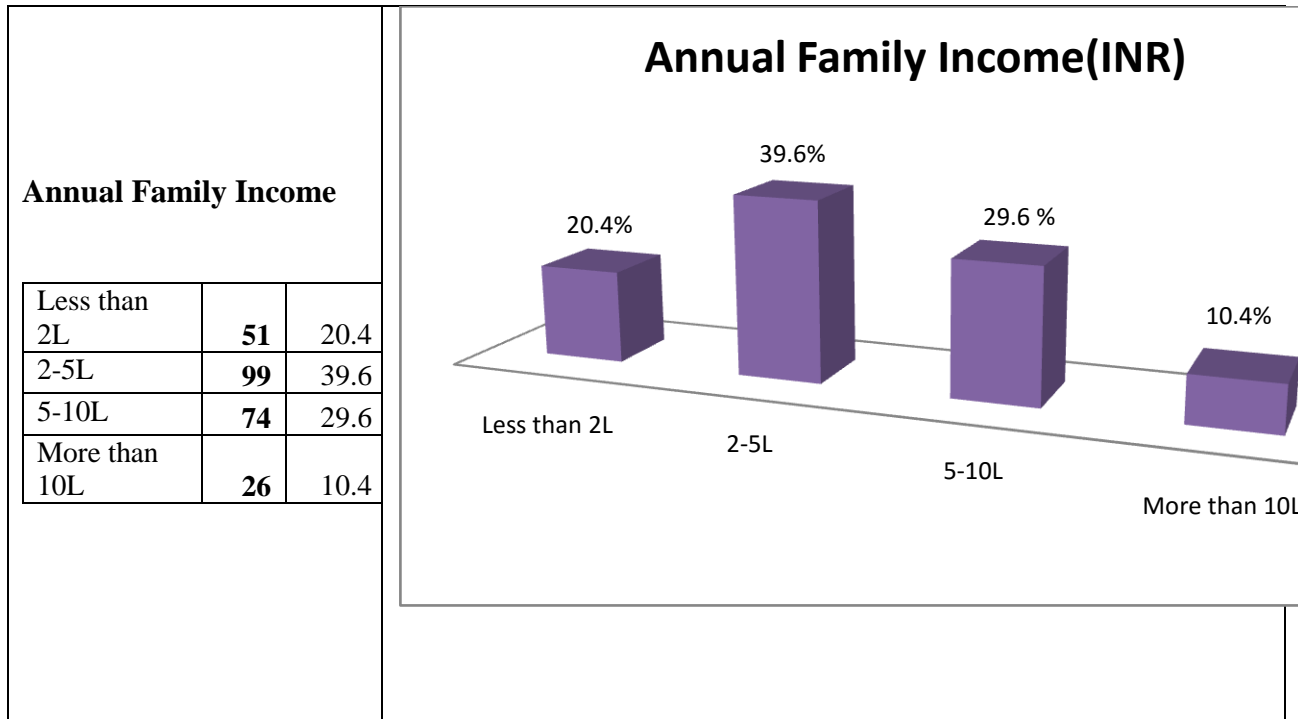
Age group of 19- 25years is the Highest among all the respondents followed by age group of 25-35, 15-19 years.

Table: 3/Figure: 3: Occupation of the respondents



Students were the highest respondents for the research, followed by persons doing Job and Business persons.

Table: 4/Figure: 4: Annual Family Income of the respondents



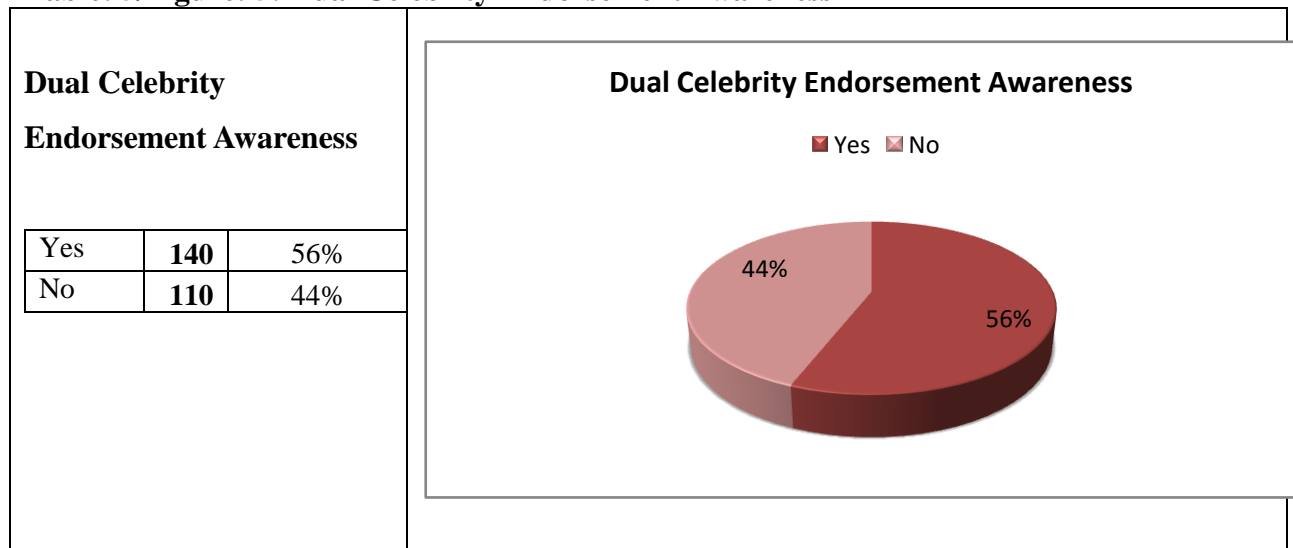
The researchers found our respondents having Annual Family Income ranges between Rs. 2Lacks to 5 Lacks are highest than any other income group. Rs. 5 Lacks to 10 Lacks income group takes second place.

Which celebrities are more influential as per Indian markets (give rank where 1 being highest influential) (give rank where 1 being highest influential)

Bollywood celeb	1
Sport celeb	2
Child Celeb	3
Social Leaders	4
Tellywood Celeb	5

Indian Television viewers are mostly influenced by Bollywood Celebrities, followed by sports celebrities, Child Celebrity, Social leaders and Tellywood celebrities

Table: 5/Figure: 5: Dual Celebrity Endorsement Awareness



The result says that more than 50% of our respondents are aware of dual celebrity endorsement.

Which relations between the two celebrities do you think are the most influencing for endorsing a product/service? (Select any one)

Table: 6

Relation	Frequency
Parent-Child (Ex. Hema Malini –Esha Deol)	31
Siblings (Ex. Shilpa Shetty-Shamita Shetty)	17
Couple (Ex. Saif Ali Khan – Kareena Kapoor)	162
Unrelated (Ex. M.S. Dhoni-Amitabh Bachchan for Chavanprash)	40

Celebrity couples are having the highest influence for product endorsement followed by Unrelated Celebs.

Table: 7 : Analysis of various statements with respect to awareness and acceptance of DCE

Statement	Agreement Level	Interpretation
Celebrities give true picture of product/service through advertisements.	Rarely (2.73 Mean)	Respondents rarely believe that celebrities show true picture of their endorsement.
Celebrity him/her self is using the brand.	Rarely (2.20 Mean)	Respondents rarely believe that celebrities are actual users of the product/Service
Celebrity's personality matches the product/services.	Neutral (3 Mean)	Neutral response towards personality match and endorsement
Celebrity's controversy risk affects your purchase decision.	Rarely(2.27 Mean)	Respondents rarely believed that celebrities show true picture of their endorsement
Real life couple is more influential than reel life	Agree (41.2%)	Most of the respondents agreed that Real life couple is more influential than reel life
Compatibility between the pairs matters in endorsing the product/service.	Agree(35.2%)	Most of the respondents agreed that Compatibility between the pairs matters in endorsing the product/service.
It is easier to remember the brand in case of dual celebrity endorsement.	Neutral (33.6%)	Most of the respondents gave neutral response for the easy to remember if it is endorsed by dual celebrity.
Negative information related to the relation of celebrities affect the brand image.	Agree (25.6%) Neutral (22.8%)	Most of the respondents agreed that Negative information related to the relation of celebrities affect the brand image.
Product becomes costly when endorsed by dual celebrities.	Agree (23.6%) Neutral (21.2%)	Here there is mixed response for this question because almost the same no. of responses is there for disagreement and also for agreement.
Products specifically advertised by dual celebrities are of good quality.	Disagree(37.2%)	Respondents are disagreeing that products are of good quality if advertised by celebrity.
Products endorsed by dual celebrities have better recall power.	Agree (27.2%)	Respondent agreed that if products are endorsed by dual celebrities have more reorganization.

INFERENCE STATISTICS

Product or services influenced by the celebrity endorsement, for these researchers have used correlation test between age and various categories of products.

Hypothesis: There is no co-relation between age and buying decision of different products endorsed by celebrity

Table: 8 : Correlation between age and various products.

Sr No	Product	Significant Value	Results	Hypothesis Acceptance/Rejection
1	Correlation between Age & Fast food	.459	.459 > .05	Accepted
2	Correlation between Age & Dairy Items, Chocolates & Sweets	.905	.905 > .05	Accepted
3	Correlation between Age & Apparels	.624	.624 > .05	Accepted
4	Correlation between Age & Technology driven items	.744	.744 > .05	Accepted
5	Correlation between Age & Automobiles	.330	.330 > .05	Accepted
6	Correlation between Age & Services like Spa, Restaurants	.809	.809 > .05	Accepted
7	Correlation between Age & Real Estate	.227	.227 > .05	Accepted
8	Correlation between Age & Tourism	.204	.204 > .05	Accepted
9	Correlation between Age & Beauty Products	.822	.822 > .05	Accepted

Here in all categories of product, Hypothesis is accepted which means as age increases, the buying decision based on celebrity endorsement get decreases.

MAJOR FINDINGS

- When it is asked, what is the reason for buying product and services, Product Quality, Brand Name, Price etc. factors are shown but very few people mentioned that their purchase is influenced by celebrity endorsement.
- TV commercials and Newspaper ads are the most rated means of advertisement for purchase decision.
- Age group of 19-25 years are the most influenced of celebrity endorsement.
- Amithabh Bachhan, Shah Rukh Khan, Aishwarya Rai Bacchan, M S Dhoni are the very famous celebrities for TV commercials.
- Individual age group purchase different products or services influenced by celebrity endorsement, so the selection of the endorser should be accordance to the age of target audience.
- Many people purchase the products if the advertisement is endorsing, Shah Rukh Khan, Priyanka Chopra, Amitabh Bacchan.
- Though the concept of dual celebrity is famous, but it does not turn the actual purchase all time, so it should be either promoted or present it in different manner.
- Ritesh Deshmukh & Genelia, Salman Khan & Katrina, Kareena Kapoor and Ranbeer Kapoor are the expected couple for advertisement. So if possible, they should be taken.

LIMITATIONS

- The sample size is too small to infer the results.
- The survey is limited with Ahmedabad city only.
- There is change in the mind set of people if a newly actress or actor or player get success so for a particular time only the research can be used. Plus people judge their reviews based on the current issues (Virat Kohli, Anushka Sharma) only, so results get affected hence the reliability of this research is less.
- The research is limited to TV commercials only so if we consider all the means of advertisement, the results can be differing.

CONCLUSION

Dual celebrity endorsement is highly accepted concept in TV advertisement. The celebrities those are endorsing a brand have good chemistry between them (as couple celebs are preferred the most) and having good fan following influence the most to the buyers' purchase decision. Hence provided findings will helpful to organization who are using or planning to use celebrity endorsement for their product/Service.

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