

**Impact of Celebrity Endorsement through Advertisements on College Students
in Selecting Final Product**

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Abstract

Advertising industry has been remarkably utilizing various strategies for promoting the products. Following this connection, the celebrity endorsement has become a trend and an apparent fascinating formula for the marketers because of celebrity's charismatic personality along with other captivating traits. Hence, celebrity endorsement has been accepted globally as an imperative attribute of the modern marketing strategy. The perception of the target group of consumers towards celebrities and the brands they endorse prove to be of much significance in designing promotional, pricing, and a host of other marketing strategies. The perception of college going students regarding celebrity endorsement is a concern for the firms targeting the youth market. This study highlights the perception of college going students regarding celebrity endorsement. The study also focuses on influences of celebrity endorsement on purchasing behavior of college goers. Since the study includes the primary data, a pre-designed questionnaire has been used for collecting the responses of 120 respondents of 2 colleges situated in Kaithal District of Haryana. For the purpose of analysis, final presentation of data and its interpretation, frequency distribution using percentage method, cross- tabulation and charts have been used.

Key Words: Celebrity, Celebrity Endorsement, Advertisements, College Going Students

1. Introduction

Endorsement is a technique where a renowned or an esteemed individual such as a celebrity or an expert of the product or service area gives a nod or authenticates some product or service. So the endorser in an advertisement is a person, celebrity, spokesman, announcer and so on who endorses some product or service of some specific company. Celebrities are the

alluring characters that are well known in community either because of their believability or of their appeal or because of both of these. To influence the target consumers the advertisers utilizes the celebrities in their advertisements to increase the efficiency and to intensify the trustworthiness of advertisements. Nowadays, celebrity endorsement has become an integrated part of the advertisement industry. In fact, celebrity endorsement is an ever-present attribute of the modern marketing era. And this is true for Indian viewpoint as well. To catch the attention and to get responsiveness and remembrance of the consumers, celebrities are all the time being used by marketers. Marketers also anticipate their products to profit in many other ways by connecting them to the celebrities.

It is widely spread that the average person is exposed to more than 800 advertisements per day. Everyday probable customers are bombarded by thousands of voices and images in the variability of print and electronic media. Every brand endeavors to grab some attentive thoughtfulness in this rat race. Against the framework of highly mixed-up market conditions, companies try different tactics to get the attention and create consciousness about their offerings. Celebrity endorsement is one amongst them. Celebrities in TV advertisements generate persistent appeal, which may remain in the subconscious brain of TV viewers long after the duration of the advertising campaign. Now-a-days, advertising has been spread in our entire culture, influences society and our fundamental patterns of life profoundly. In nearly all of the advertisements of products right from the small tooth brush, cloths, shoes, food products and electronics items (mobiles, TVs, etc.) to high level automobiles youth icons are involved. Hence, the stardom of these public figures in advertisements attracts youth and influences their decision in the selection and purchase of the final product. Today youth want to eat, drink, wear dresses, accessories, use mobiles and ride the automobiles which are endorsed in advertisements.

2. Review of Literature

- [1] Kaushik and Baliyan (2017) presented a study after enquiring the issue of comparison between celebrity and non-celebrity endorsement and their impact on the purchase behavior of the consumers by recording the response of 300 people (respondents were employees of MNCs and housewives of Gurgaon region of NCR). Researchers concluded that celebrity endorsement has more impact over buying behavior of audiences and celebrities convey their message in more meaningful way than the non-celebrities.

- [2] Zipporah and Mberia (2014) found that marketers utilize the celebrity endorsement for influencing the purchase intentions of the consumers as it establishes the brand credibility, brand recognition and brand recall and thus improves the sales while exploring the factor of influence of celebrity on audience. However the researchers also found that celebrity endorsement in advertisement has negative impact in the form of lowering the moral and behavioral values of the audience in the society.
- [3] Chan, et. al. (2013) conducted a study to identify the most appealing attributes of celebrity endorsers and to explore how celebrity endorsement works. Researchers found after conducting a focus group study among 76 Chinese adolescents that expressive, attractive and funny celebrity endorsers were most of the times recalled and using a celebrity in advertisements would increase the brand awareness and purchase confidence. Researchers also presented a theoretical model on functioning of celebrity endorsements in advertisements from the point-of-view of adolescents.
- [4] Budhiraja (2012) studied to judge and understand the customers' attitude towards celebrity endorsement on 148 youngsters of Delhi and NCR region and found that 61 percent respondents like celebrity endorsed advertisements whereas 12 percent respondents are neutral about it. The researcher also found that celebrity endorsed advertisement leaves a moderate impact on consumer's minds.
- [5] Muthukumar N. (2014) conducted a survey to explore the effectiveness of Celebrity endorsement through TV Medium. Primary data from 546 respondents was collected through a well-structured questionnaire and interview schedule. In this research rural, semi urban and urban areas of Virudhnagar were selected to collect the data. This survey reveals that, there is an important difference between locality and celebrity characteristics like physical attraction and there is an association between locality and level of purchase intension.
- [6] Abirami and Krishnan (2015) had an interrogation on influence of endorser's attributes on attitude of consumers towards celebrity endorsement. Primary data was collected from 118 respondents by recording 27 statements and by applying the convenience sampling method. The study confirmed that the celebrity endorsement is influenced by consumers' perception towards endorsement and attributes of the endorsers.
- [7] Chaudhary and Asthana (2011) conducted a study on "Impact of celebrity endorsements on consumer brand loyalty: Does it really matter?" with objectives to

find the influence of celebrity endorsement on consumer brand loyalty, how important celebrity endorsement is to consumers, does it affect their awareness and responsiveness towards the brands and also to find out the consumers' perception towards the effectiveness of celebrity endorsements. The present study has been conducted on 70 respondents ranging from age group of 18-35 years. Convenience sampling technique has been adopted for collecting the primary data. The researchers reveal that the use of celebrities to endorse a marketing offer is perceived to enhance the awareness, responsiveness and brand image of products and creates a connection which forces a consumer to patronize a product. Also the celebrity endorsement is a powerful and useful tool that magnifies the effect of a campaign but celebrities alone do neither guarantee success nor do a great advertising campaign on the best possible product. The factors of price and many other elements are responsible for the acceptance of the product in the minds of consumers.

3. Celebrity Endorsement in India:

The idea of celebrity endorsement is not very new in India. With the emergence of contemporary media, the concept of celebrity endorsement came into existence. Rise of cinema proved to be the milestone in the field of celebrity endorsements. The Indian marketers realized the importance of celebrity endorsements long back due to the faith of Indian consumers in their favourite celebrities like film stars or sportspersons etc.

“Back in 1941, Leela Chitnis was the first Indian actress to endorse the soap brand, Lux but the real growth of celebrity endorsements in India happened in the late 80s when a number of stars like Tabassum (Prestige Pressure Cooker), Jalal Agha (Pan Parag) and Kapil Dev (Palmolive Shaving Cream) started endorsing brands. As per GroupM's Showbiz marketing report 2017, the celebrity endorsers' market in India has grown steadily from 665 celebrity engagements in 2007 to a total of 1660 in 2017.” (Gupta, 2018).

“In the last 10 years, 25% of brand advertising on television did feature a famous face or celebrity. We see celebrities playing the role of active influencer to the brands rather than just endorsing them” (Showbiz Report, 2017).

In India, people are easily led by celebrities who are generally from the field of films, sports and politics. People have faith in these icons and accept them as role models.

When celebrities like Virat Kohli, M.S. Dhoni, Akshay Kumar, Amitabh Bacchan, Hritik Roshan, Ranbir Kapoor, Sachin Tendulkar, Salman Khan, Deepika Padukone, Katrina Kaif endorse some product they grab the attention of common man due to their high degree of fame and can influence and motivate them for final purchase. This is the reason of growth in the market of celebrity endorser in India.

“Today, most brands perceive endorsements as a winning formula for corporate image building and product marketing. ‘Bigger the influencer on board, bigger the market share gained’ is still the belief which brands have to stay ahead of their competition.” (Kasbekar, 2017)

4. Statement of the Problem:

Today consumers are over exposed to the media. In Indian situation, consumers are exposed to thousands of advertisements every day. But viewers forget information given in the advertisements very fast and this is how the concept of celebrity endorsement emerged. India is the second most populated country thus is a big market. More than 60% population of the country is below the age of 40. So it is important to know the perception of youngsters about the celebrity endorsement because this is one of the major factors which influence the purchasing decision of consumers. The study deals with impact of celebrity endorsement on college students through advertisements in Kaithal district of Haryana. This Study also explores the influence that celebrities create on the purchasing decisions of the students. The study is important because it is an effort to explore the traits of celebrities who endorse the products.

5. Significance of the Study:

The study highlights the perception of college going students in Kaithal district regarding celebrity endorsement. This study focuses on influences of celebrity endorsement on purchasing behavior of college going students as well. The study is also important because it will help to understand the effectiveness of celebrity endorsement vis-à-vis the consolidation of opinion regarding final product and its purchase decision along with other factors. This study would be helpful knowing brand endorsing traits or ideal types of a celebrity for endorsement. This study would furthermore be advantageous to know how youth is fascinated more towards those products which are connected with captivating personalities.

6. Objectives

1. To assess the influence of celebrity endorsement on decisions of the youngsters while selecting the product.
2. To understand the perception of college going students regarding the celebrity endorsement.
3. To explore whether products endorsed by celebrities enhance the brand image of the product as well as attract the youth to purchase the specific product.
4. To understand stirring factors of celebrities which influence the college goers to purchase the product.
5. To know whether popular celebrities create more interest for the advertisements.

7. Methodology

The study entitled, “Impact of Celebrity Endorsement Through Advertisements on College Students in Selecting Final Product” focuses mainly to identify the attributes of celebrities that influence the students’ perception regarding celebrity endorsement and to access the impact of the same on purchasing behavior. The students’ response has been measured and recorded through a pre-designed questionnaire. The sample size for the present study is 120 which was selected on the basis of convenience sampling. These respondents are from various colleges of Kaithal district. Both types of data i.e. primary as well as secondary data has been used in the present study. Primary data for the current study was accumulated using self-administered questionnaires with closed ended questions and the literature sources for secondary data were journals, magazines, textbooks and internet. One hundred twenty questionnaires (120) were distributed out of which one hundred (100) have been retrieved and this data forms the basis of analysis.

Selected Sample Size: Response of total 100 students has formed the sample size; 100 students were chosen from Dr. B. R. Ambedkar Govt. College, Jagdishpura and R.K.S.D. College, Kaithal (both situated in Kaithal District of Haryana)

Sampling Technique: For the present study, convenience sampling is employed to select the respondents.

Statistical Tools: For the current study percentage method is used to analyze the data.

8. Results and Discussion:**Table 1: Demographic Profile of the Respondents (N=100)**

Sr. No.	Variables	Category	No of Respondents	Percentage (%)
1	Gender	Male	61	61.0
		Female	39	39.0
	Total		100	100
2	Age Group	18-21	59	59.0
		21-24	41	41.0
	Total		100	100
3	Educational Qualification	Under Graduate	79	79.0
		Post-Graduate	21	21.0
	Total		100	100

Table 1 and Figure 1 shows that there are 61% male respondents and 39% female respondents. Majority of respondents 59% are from the age- group of 18-21 years and 41% respondents are from the age group of 21-24 years. 79% respondents are under-graduate and 21% are post graduate. Hence this study primarily represents the viewpoints of the young generation

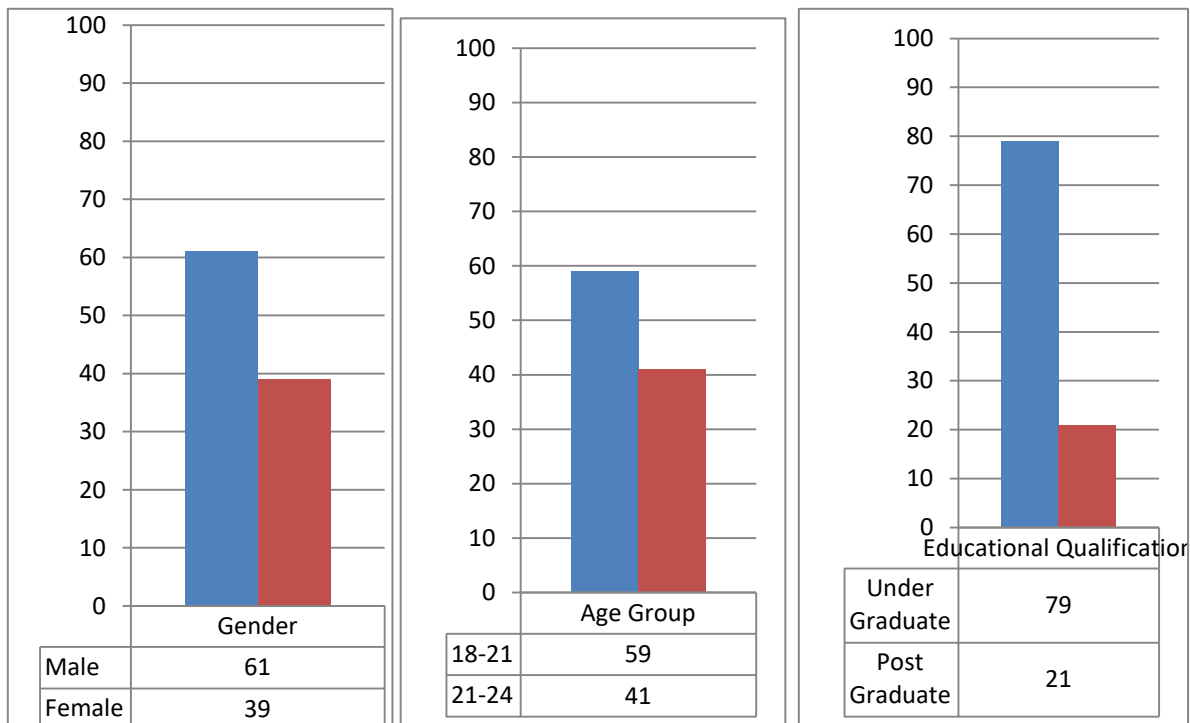
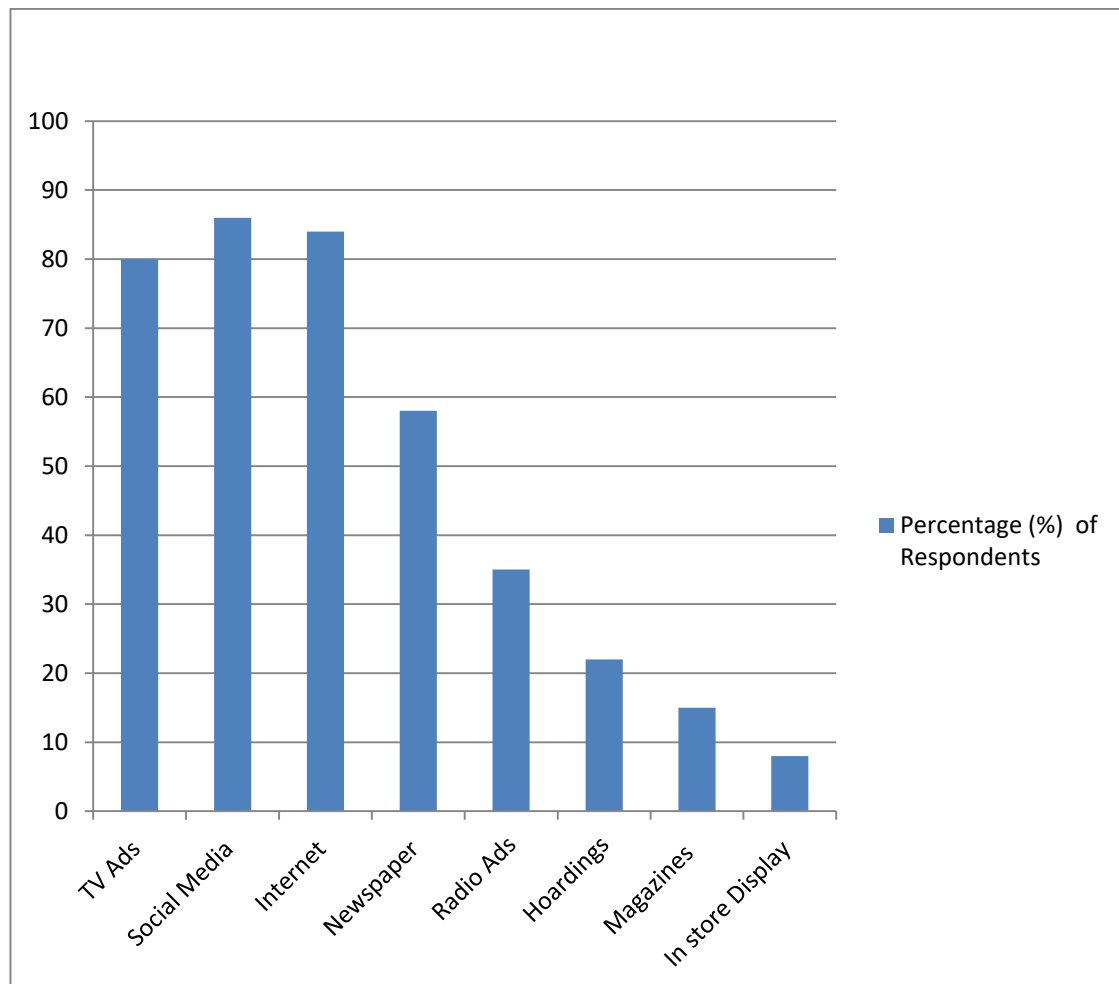
**Figure 1: Demographic Profile of the Respondents (N=100)**

Table 2: Source/ Media of getting Information about Product

SR. No	Source/ Media	Percentage (%) of Respondents
1	TV Ads	80
2	Social Media	86
3	Internet	84
4	Newspaper	58
5	Radio Ads	35
6	Hoardings	22
7	Magazines	15
8	In store Display	8

**Figure 2: Source/ Media of getting Information about Product**

Regarding source/ media of information from where respondents get product information, most of the respondents opined from social media (i.e. 86%), followed by internet i.e. 84%, followed by TV advertisements which is 80% which is further followed by newspaper 58% then by radio advertisements 35%. Also the respondents have given value to the hoardings (22%), magazines (15%) and in store display only 8 %.

Table 3: Excessive usage of Celebrities in Advertisements leads to more Product Popularity

Sr. No.	Category	Yes (%)	No (%)
1	Male	87	13
2	Female	85	15

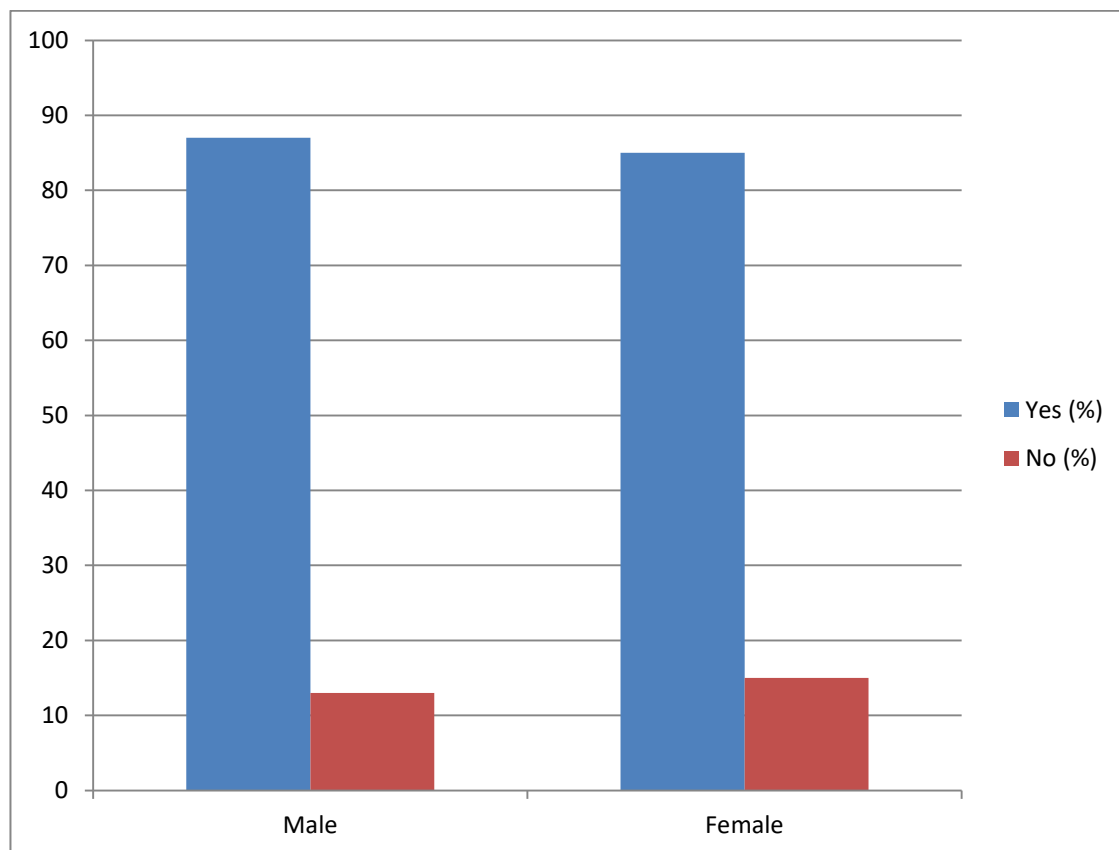


Figure 3: Excessive usage of Celebrities in Advertisements leads to more Product Popularity

It is observed from the table 3 that maximum number of respondents believes that excessive usage of celebrities in advertisements leads to more product popularity. It can be seen from chart 3 that 87 % male respondents and 85% female respondents have shown their interest in those ads which are using more number of celebrities. Therefore, it is agreed that celebrity is a reason for product popularity.

Table 4: Enhancement of the Brand Image and Motivation to the Youth to select a specific Product by Celebrity Endorsement

Category	Strongly Agree (%)	Agree (%)	Neither Agree nor Disagree (%)	Disagree (%)	Strongly (%) Disagree
Male	73	16	1	7	3
Female	69	12	2	10	7

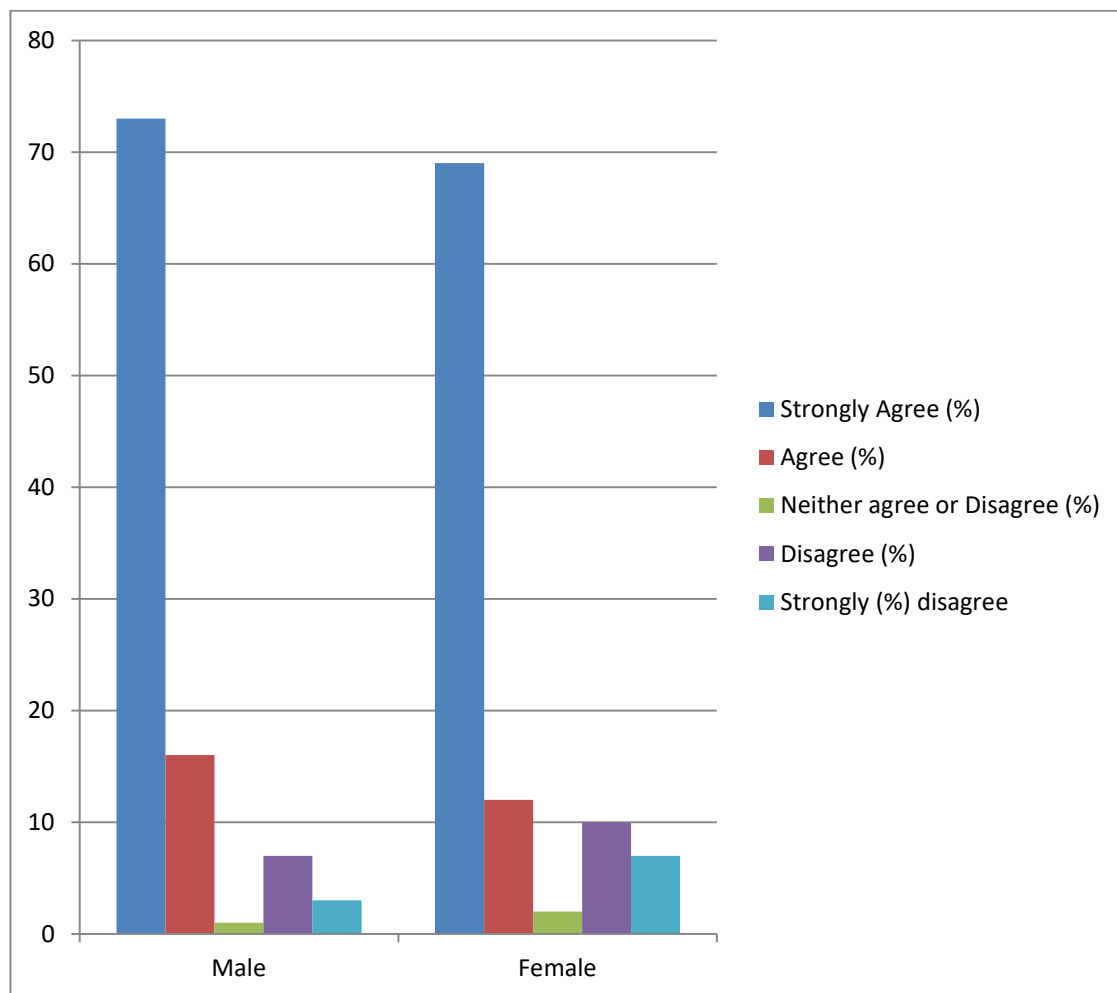


Figure 4: Enhancement of the Brand Image and Motivation to the Youth to select a specific Product by Celebrity Endorsement

It can be seen from table 4 that 73% male and 69 % female respondents strongly agree and accepted that they frequently choose celebrity endorsed brands and consider it as product selection. It can be seen from above chart that majority of respondents agreed with the idea that youth select the product that are endorsed by their favourite celebrities and with this celebrity add value to the product selection. There is very less % age of respondents who disagree or strongly disagree. Therefore, it is agreed that percentage of respondents is maximum who choose specific product endorsed by the celebrities. Hence celebrities are stimuli to enhance the brand image of the product resulting in motivating the youth to select a specific product.

Table 5: Stirring Factors of Celebrities in Specific Product Endorsement which influence the Students to purchase the Product (N=100)

Stirring Factors of Celebrities in specific Product/ Brand Endorsement	Strongly Agree (%)	Agree (%)	Neither Agree nor Disagree (%)	Disagree (%)	Strongly Disagree (%)
Appearance of Celebrity	60	30	0	7	3
Character of Celebrity	70	25	2	3	0
Attractiveness of Celebrity	85	10	0	5	0
Celebrity as Spokesperson for the Brand	80	12	0	5	2
Believability of Celebrity	60	25	5	6	4
Corporeal Appeal and Role in the Advertisement of Celebrity	76	20	10	4	0
Stylishness of Presentation	88	10	0	2	0
Elegance of Celebrity	68	21	8	2	1
Promptly Recognise and Recall a Product Endorsed by Celebrity	73	10	6	11	0
Attracted towards a Product that has a Familiar Face in its Advertisement	77	10	5	5	3
Charismatic Appearance of Celebrity in Advertisement	80	10	0	8	2

Acting as an Observer of the Product	65	20	10	5	0
Celebrity Comments Well about the Product	55	25	10	5	5
Celebrity's Image is Incorporated in the Advertisement as a Storyline	54	20	0	20	6

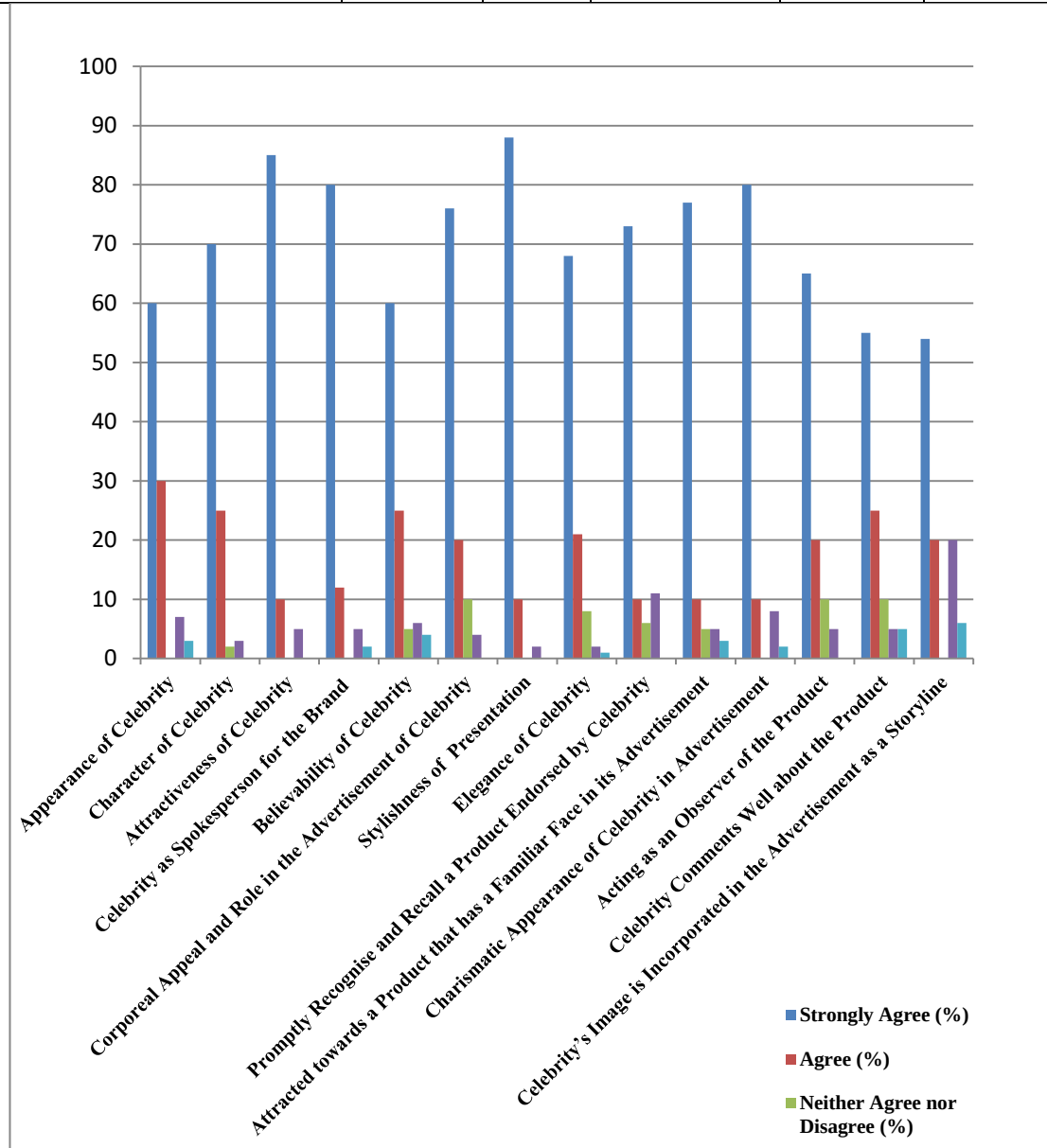


Figure 5: Stirring Factors of Celebrities in Specific Product Endorsement which influence the Students to purchase the Product (N=100)

From table 5 it has been observed that most of the respondents strongly agree upon stirring factors of celebrities in specific product /brand endorsement which influence the students to purchase the product. If we go through the specific chart values it is clear that ratio of number of respondents in factors like Attractiveness of celebrity, Celebrity as spokesperson for the brand that is being endorsed, Stylishness of presentation, Charismatic appearance of celebrities in advertisement shoots. They get attracted to a product that has a familiar face in its advertisement. More than 80% respondents strongly agree with these factors. Nevertheless, more than 70% respondents also strongly agree with various other factors like character of celebrity, corporeal appeal and role in the advertisement of celebrity they promptly recognise and recall a product endorsed by celebrity. In remaining factors also the respondents strongly agree with their acceptance with more than 55%. Therefore, it is acceptable to say that celebrities play vital role in product brand endorsement which influences the college going students to purchase the product.

Table 6: More Popular Celebrities Create Interest for the Advertisements that provide Customer Loyalty to the Product Endorsed along with a Positive Image

Category	Strongly Agree (%)	Agree (%)	Neither Agree nor Disagree (%)	Disagree (%)	Strongly (%) Disagree
Male	83	11	1	3	2
Female	85	10	3	2	0

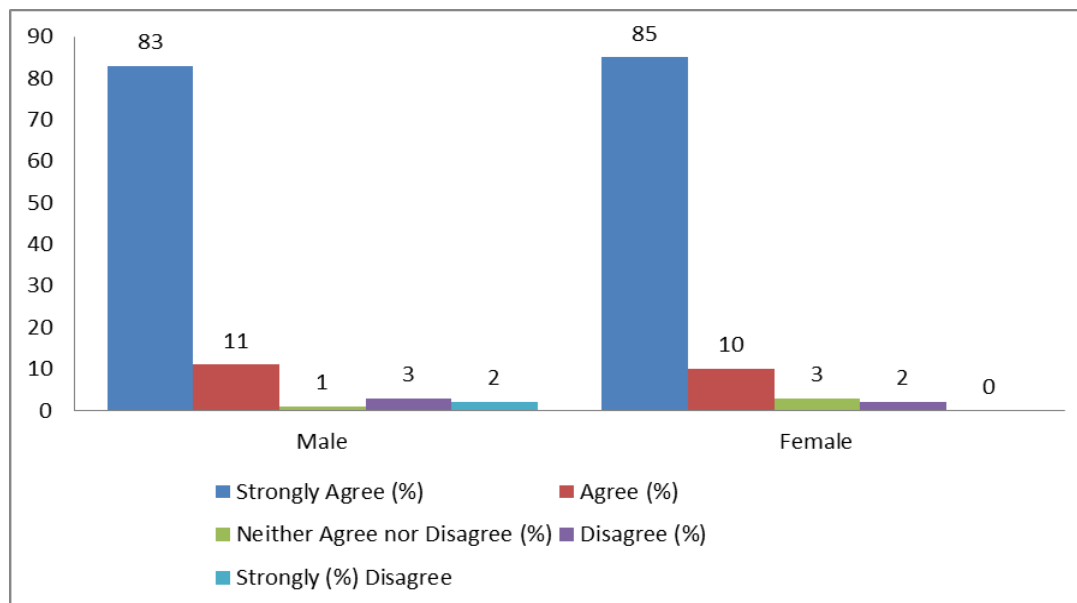


Figure 6: More Popular Celebrities Create Interest for the Advertisements that provide Customer Loyalty to the Product Endorsed along with a Positive Image

It can be observed from the above shown chart that 83% males and 85% females of the total respondents strongly agree that the celebrities enhance the consumer loyalty along with positive image of the brand and consequently build up the trust and credibility through endorsement of the brand. Only 3% of the respondents disagree mere 2% of the respondents strongly disagree with the statement. Therefore, it is agreed that more popular celebrities create interest for the advertisements that provide customer loyalty to the product endorsed along with a positive image.

9. Limitations of the Study: Although the findings obtained from the study are very important, there are some limitations associated with this study. This study is confined to two colleges of Kaithal district of Haryana (India) and no. of respondents is limited up to 100 only which may not be representative for the whole. Although this study has been conducted on college students of Kaithal district but even within whole Haryana urban, semi-urban and rural factors, cultural and sub-cultural aspects can reveal very different results. This research is focused on target student respondents of 18-25 years age. The same study may result in different consequences when accompanied with different age and class of people. Hence this study is needed to be explored on a vast level.

10. Conclusion: Conclusion can be drawn from this study that celebrities have a significant impact on the purchase decision and perception-framing of the young college students. Using celebrities for endorsing some product has become a trend for building brand's as well as company's image. It is found that majority of respondents agreed that appearance, character, attractiveness, stylishness of presentation and elegance of celebrity etc. are stirring factors which influence them to purchase the product. Majority of respondents agreed that they select the products that are endorsed by their favourite celebrities and with this celebrity add value to the product selection. It is also found that among the entire students group, the routine of reading newspapers, magazines are very poor. Thus a very few respondents have been found to be motivated by any advertisements demonstrated

in these print mass media. Hence, advertisers are advised to focus more on using innovative and creative practices while designing print media advertisements having celebrities in them.

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