

A Study on Impact of Celebrity Endorsement among Youth with Special Reference to Calicut City

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Abstract

Celebrity endorsed advertisements has a positive impact on consumers while purchasing goods and services. The demand of goods and services will show an increasing tendency if it is endorsed by a popular celebrity. Celebrity endorsement makes the advertisement attractive and it is very helpful in getting a wider audience. It is a marketing strategy used by many companies for getting mass attention. Many research studies has indicated that celebrity endorsement are effective and it will affect the purchase decision made by the consumers. The present study focuses on understanding the impact of celebrity endorsements on advertisement effectiveness & purchase decision among youth of Calicut city. Simple random sampling technique is used select the respondents. The data of 100 respondents is collected through questionnaire. The students of different colleges of Calicut city as respondents have been taken to know their perception regarding the celebrity and its attributes and the impact of celebrity endorsement on their buying behavior. It is concluded that celebrity endorsed advertisements are more eye-catching than the non-endorsed advertisements

KEYWORDS: Celebrity endorsement, consumers, advertisements

INTRODUCTION

Today's market scenario has become quite wide in terms of purchasing power and this has also leaded to increase in competition between/among firms. This change in the market has created a more wide and broader perspective for marketing, this field of marketing has become more dynamic and looking for various ways to attract customers toward their products or at least encourage them for trial. This has also changed the way products are advertised and it has increased the demand of showing celebrities as endorsers of the products/services which company is selling, also the demographic profile of customers have changed drastically now customer is more aware and have more access to information, which has also lead to increase in competition among firms, and have focus has grown on to use a celebrity to endorse the products.

Who is a Celebrity

If we go with Dictionary meaning of Celebrity, it means a distinguished person. A celebrity is a person who has some good positive public figure and is well accepted by people for the act which they do, such as Film stars, sportspersons, television personalities, models etc. Need for Celebrity Endorsement Depending on the product

position in product life cycle, the main intention of company is to get attention of the customers, as because celebrities add some glamour and extra attention towards the product. Following reasons can be counted as reasons for using celebrity in promotion

Quick strikingness.

Good connect

Good credibility

LITERATURE REVIEW

Debiprasad Mukherjee(2009) this paper is an effort analyze the impact of celebrity endorsement on brands. This paper aims at studying relation between brands and celebrity and also to know the impact on purchase decision. Amit Kumar(2011) came to a conclusion in his study that celebrity has gained quite popularity in India and it has become a multi – dollar industry and gaining popularity. Jayant,Manohar,Anuradha(2011) found out that in India celebrities become major opinion leaders for customers and help in creating mass level awareness. P.Rengarajan,R.Sathya (2014) said that celebrity can increase point of impact if delivered in proper manner by matching proper attributes of celebrity and products. Supreet Kaur(2014) in her paper said that engaging a celebrity with a product is a expensive job but it make a huge impact in terms of making awareness among customers.

OBJECTIVE OF STUDY

To study the impact of celebrity endorsement by celebrities in purchasing decisions of young customers age group between 18 to 23

Hypothesis

Endorsement by celebrities does not make any impact on purchase decision of young customers

RESEARCH METHODOLOGY

Study area

The study has been conducted in Calicut city of kerala

Sampling method

Simple random sampling method

Sample size

Customer base of 100 respondents was chosen as sample size and all respondents were between age group of 18 to 23 years and were pursuing their graduation.

Period of study

The study was conducted between JULY 2018 to AUGUST 2018

Limitations of the study

- Time constrains
- Response bias
- Average response rate

DATA ANALYSIS AND INTERPRETATION

TABLE 1: GENDER

	FREQUENCY	PERCENT
MALE	64	64
FEMALE	36	36
TOTAL	100	100

As per table 1, the number of male respondents were 64 and the number of female respondents were 36. This shows that the male participated the maximum in the study

TABLE NO:2 KNOWLEDGE OF CELEBRITIES

RESPONSE	FREQUENCY
YES	100
NO	0
TOTAL	100

The study revealed that all sampled participants in the study had knowledge of the celebrities they were quizzed about.

TABLE:3 PREFER CELEBRITY IN ADVERTISEMENTS

	FREQUENCY
YES	53
NO	30
CANT SAY	17
TOTAL	100

TABLE 3 shows that the preferences about the celebrities in the advertisements. The respondents are categorized in three categories namely yes, no and cant say. The numbers of respondents who prefer the celebrities in the advertisements are 53 which contribute 53% of the responded population. Further, 30 respondents responded that they do not prefer celebrity in the advertisements which contribute to 30% of the responded population. 17 respondents replied can't say which is 17% of the responded population.

THE MOST IMPORTANT FACTOR IN AN ADVERTISEMENT

OPTIONS	FREQUENCY
HUMOUR	18
CELEBRITY	19
CREATIVITY	38
INFORMATION	25
TOTAL	100

The table shows that creativity leads as the most important characteristics in an advertisement (38%) humor (18%) celebrity(19%) information (25%)

TABLE NO: 4 CELEBRITIES AS GOOD BRAND AMBASSIDORS

O	E	(O-E) ²	(O-E/E) ²
45	33.3	136.89	4.11
18	33.3	234.09	7.02
37	33.3	13.69	0.41

Celebrities as good brand ambassadors

Chi-square value 11.54

d.f 2

TV 5.991

The table above provides the actual result of the chi-square goodness of fit. It can be deduced from the table that the test statistic is chi-square value of 11.54 which is greater than the table value. Therefore the null hypothesis can be rejected with the conclusion that endorsement by celebrities does make impact on purchase decision of young customers.

FINDINGS AS PER PRIMARY OBJECTIVE

- Most of the respondents are male
- The study revealed that all sampled participants in the study had knowledge of the celebrities they were quizzed about.
- The numbers of respondents who prefer the celebrities in the advertisements are 53 which contribute 53% of the responded population. Further, 30 respondents responded that they do not prefer celebrity in the advertisements which contribute to 30% of the responded population. 17 respondents replied can't say which is 17% of the responded population.
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CONCLUSION

Based on the findings of the data collected from the students of Calicut city, it can be concluded that celebrity endorsement has a potential of being noticed and liked by the viewers. It is evident from the study that celebrity does catch the attention of consumers and that the main purpose of a celebrity endorsement is making the product popular, so that people may recognize it easily and it is because of the presence of these celebrities that the product is noticed and remembered by the consumers.

SUGGESTIONS FOR FUTURE RESEARCH

The study has focused only on young consumers within the age group bracket 18-23 years; future research can be undertaken targeting different age groups in Calicut city.

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