

CELEBRITY ADVERTISEMENTS AND BUYING BEHAVIOUR OF TELEVISION VIEWERS

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Abstract

The use of celebrities as sponsors is an important concept of modern marketing strategy for product promotion. Celebrity accreditation increases sales and benefits organizations / products, celebrities themselves, and advertisement companies that produce attractive, influential, and mind-boggling advertising. Some of the factors which influence the celebrity endorsement image and popularity of celebrities, relevant match between brand and celebrity, advertisement attractiveness, advertisement popularity on electronic and print media. The usefulness of celebrity advertisements to control the viewers and persuade them towards buying different products by the buying intentions of Indian youth (n=200). The finding of the study signifies the relationship between celebrity endorsement and purchasing capacity of the respondents. It has been found that the presence of celebrity in television advertisement influence the buying behavior the attractiveness and expertise of the superstars modeled in the advertisements. Results of the study show that physical beauty and expertise of endorser/celebrity have been found considerably influences attention of the respondents. The role of celebrity recognition in product value, consumer behavior in shopping, comparisons and differences between celebrities and product, and the pros and cons of allowing celebrities to be discussed in this paper.

Keywords:

Celebrity Advertisement, Celebrity Endorsement, Purchase Intention, Credibility

1. INTRODUCTION

Among the various forms of media, advertising is an important way of appealing to the public to understand certain products and services. Advertising is primarily used as a marketing tool to attract customers and improve product sales. Everyday consumers are exposed to a wide variety of communication messages through printed and electronic media [1]. Therefore, it is to give up a challenging situation for the advertiser to capture the person's attention. As a result of this global trend, advertisers tend to use a variety of tactics to capture the attention of their target audience. As technology grows up there has been drastic change in the products and services are being marketed [2]. The producer and various agencies use more tools to make people get attracted by providing the information which was not helped the agencies. The main purpose of using a variety of techniques is to make the ads effective [3].

Various advertisements engage various features for different image or aspects of promotional product. India's market based on middle-class advertising encourages the celebrity advertisement. The television, magazine, internet, newspaper are different forms of advertisement which influence the celebrities of their own fans [7]. Pharmaceuticals and baths, home products and electronics, beverage and ingredients, personal care occupies a major position in the Indian market. To achieve this goal, using celebrities for the

purpose of receiving a token, has become a prominent marketing strategy [10].

1.1 AIMS AND OBJECTIVES OF THE STUDY

- The main purpose of the study is to examine the effects of the television advertisements on viewers with reference to their buying behavior.
- To examine the types of size is significant so that it could be examined whether or not the advertisement contents and endorsements of celebrities keep power to influence the purchase choices of the viewers; and in case advertisement contents and presence of celebrities affect the behavior of the viewers then to what extent.
- Considering the above objectives, there is the need for advertisements to discourse conceptual background of celebrity advertisement.

1.2 CELEBRITY ENDORSEMENT

Celebrity endorsements are considered an important technique for the aim of advertising i.e., in order to influence the purchase behavior of consumers [13]. As technology grows up there has been drastic change in the products and services are being marketed [14]. The producer and various agencies use more tools to make people get attracted by providing the information which was not helped the agencies [15]. All the qualities may not to be shown they wanted to make aware of the product with some special quality. A celebrity will be popular in different types of areas such as sports, business, film, modeling etc. Amitabh Bachan, Priyanka Chopra, Rekha, Kartina Kaif etc. are the most widely used celebrities in brand endorsement. Various advertisements engage various features for different image or aspects of promotional product. India's market based on middle-class advertising [17]. The television, magazine, internet, newspaper are different forms of advertisement which influence the celebrities of their own fans. Pharmaceuticals and baths, home products and electronics, beverage and ingredients, personal care occupies a major position in the Indian market [20]. Beverages and chemical components had the largest share of the market including personal care products are expected to grow rapidly on account of consumer's buying behavior [21]. NexBrands, Cineyug, Approach Entertainment, Globosport, Armaans Events Pvt Ltd, ATI Talents, Cine Dreams Film Corporation India and SkyWalk Entertainment offering Indian celebrity market.

2. LITERATURE REVIEW

Friedman and Friedman [9] pointed out on celebrity refers actors, sports for achievement in area that the product class endorsed. Copper [6] examined that the common idea among advertisers with the help of messages delivered by celebrities a

sky-scraping degree of demand including awareness. Ohanian [18] found that the television and print advertising which attractive communicators to be more doing well in influence consumers. Laferty and Goldsmith [16] observe credibility is one of the methods in promotion to influence customers. The usefulness of celebrity to endorse which can be superior by similar the reflection of the celebrity with the behavior of the product and the preferred self-idea of the target market.

India celebrity endorsement market is projected to grow at a strong CAGR during the estimate period owing to the varying degree of consumer everyday life and growing influence of media and communication. Further, the ever-increasing metropolitan population with increasing number of social media users has made these digital mediums a useful tool of marketing. Celebrity endorsement increases the attention of audience easily and helps to connect with the target audience.

Celebrity endorsement is a key aspect of marketing in India. Around 50% of endorsements in India feature celebrities as compared to around 20% in the United States. Additionally, the increasing penetration of digital cable television in both urban and rural areas is a major factor propelling the growth of India celebrity endorsement market. Film stars currently dominate the Indian celebrity endorsement industry followed by sports persons. The increasing penetration of internet is further expected to drive the India celebrity endorsement market by 2025.

3. THEORETICAL FRAMEWORK

Celebrities are seen as successful sponsors because of the organizations that are a symbol of aspiration. Taking into account of India where celebrities were made an idol and regarded as heroes and ideological leaders. Advertisers secretly use celebrities to advertise their products and services. As mentioned earlier in book reviews, celebrities have different qualities like attractiveness, honesty etc.

Celebrity acclaim is no longer a thing in the world and almost all brands use celebrities to promote their products. Consumers today are well aware of these marketing strategies that advertisers use to influence their decision-making. In addition, because of its excessive and aggressive nature consumers may change their attitudes and opinions with the approval of celebrities. Instead of all these controversies celebrity recognition is a widespread part of the advertising industry.

The reliability of the source is the level at which the consumer perceives the sponsor as having relevant knowledge, ability or experience and trusts the source to provide impartial and purposeful information. Integrity refers to the general authoritative belief and, to the extent possible; the technology refers to the product's authorized information associated with its claims about the product. Professionalism is believed to be a factor that enhances the effects of honest persuasion.

Attraction involves things like similarity and familiarity. Matching refers to the similarity between a source (celebrity) and a recipient (consumer). Similarities appear in source information through repeated exposure. Therefore, celebrities have a great deal of potential to acquire consumers due to their exposure to different media.

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3.1 HYPOTHESES

H₁: Attractiveness of celebrity is related with purchase intentions of consumers.

H₂: Celebrity of celebrity is related with purchase intentions of consumers.

H₃: Expertise of celebrity is related with purchase intentions of consumers.

H₄: Demographic characteristics of consumers are linked with attractiveness, credibility and expertise of celebrity.

4. METHODOLOGY

In order to determine the hypotheses of the study, survey method was adopted. A total of 200 respondents were selected (age, $M = 21.1$, $SD = 1.775$ and female 54%); the data was collected from the residents of Berhampur city of Odisha with a non-probability convenience sampling technique. The details of scale development have been mentioned as under.

- **Exposure to advertisements:** In order to determine the exposure to TV, the respondents were asked to self-report the amount of time (i.e., hours) they usually spend to watch television in a week ($M = 12.55$, $SD=9.582$) and frequency of seeing celebrities in advertisement(s) in a day ($M = 2.83$, $SD = 1.118$). The response options ranged from once a day (coded as 1) to more than 5 times a day (coded as 4).
- **Source-credibility scale:** Source-credibility scale was used in the study. This scale is based on three-dimensions i.e., attractiveness, credibility / trustworthiness and expertise. This scale was used in this study with minor amendments meant for making it consistent with the situation in India. In this 5-item scale ($\alpha = .801$) respondents were to give their opinions regarding certain features of celebrity and their influences. The response options ranged from strongly disagreed (coded as 1) to strongly agree (coded as 5). The scale was consisted of three variables i.e., attractiveness, credibility / trustworthiness and expertise. The attractiveness included is given in Table.1.

Table.1. Source-credibility scale

| Source-credibility scale | Rating | Percentage | Mean | SD |
|--------------------------|----------------|------------|------|-------|
| Attractive | Strongly Agree | 40 | 3.91 | 1.220 |
| Classy | Agree | 38.5 | 3.88 | 1.084 |
| Beautiful | Agree | 40.5 | 3.92 | 1.081 |
| Elegant | Agree | 40.0 | 3.89 | 1.111 |

| | | | | |
|-----------------------------|-------|------|------|-------|
| Sexy | Agree | 31.5 | 3.37 | 1.128 |
| Credibility/Trustworthiness | Agree | 32.5 | 3.27 | 1.132 |
| Dependable | Agree | 32.5 | 3.27 | 1.132 |
| Honest | Agree | 43.0 | 3.51 | 1.037 |
| Reliable | Agree | 47.5 | 3.68 | .891 |
| Sincere | Agree | 49.0 | 3.74 | .882 |
| Trustworthy | Agree | 44.0 | 3.73 | .992 |
| Expertise | Agree | 42.5 | 3.95 | 1.011 |
| Experienced | Agree | 41.0 | 4.32 | 4.627 |
| Knowledgeable | Agree | 49.5 | 4.43 | 4.617 |
| Qualified | Agree | 49.5 | 4.10 | .821 |
| Skilled | Agree | 44 | 4.09 | .968 |

Source: Primary data

- **Purchase Intension (PI)** Purchase intention measure was adopted after making it in line with situation in India. In this regard, a 4-item scale was adopted ($\alpha = .716$) in which respondents were asked to report different activities. The responses ranged from very unlikely (coded as 1) to very likely (coded as 5). Information asked included: after watching the advertisement, how likely you think / consider to try the product (Table.2).

Table.2. Purchase Intension

| Purchase Intension | Likely/ Unlikely | Percentage | Mean | SD |
|--|---------------------|------------|------|-------|
| Think / consider to try the product | Likely | 40 | 3.33 | 1.182 |
| How actively / keenly you search for the product in the store / market | Unlikely | 44.5 | 3.39 | 1.021 |
| How likely you purchase this product | Likely | 49.5 | 3.41 | 1.003 |
| Does presence of celebrity in ad encourage you to buy | Unlikely | 42.0 | 3.51 | 1.236 |

Source: Primary data

- **Demographic Profile:** Demographic variables included in the study (Table.3)

Table.3. Demographic Profile

| Demographic profile | Variable | Percentage | Mean | SD |
|---------------------|------------|------------|-------|----------|
| Gender | Female | 54 | 1.54 | .5000 |
| Age | Upto 40 | | 21.1 | 1.775 |
| Monthly income | Rs. 10000 | | 47645 | 22902.43 |
| Education | Graduation | | 1.33 | .471 |

5. FINDINGS OF THE STUDY

With the intention of pursuing the answer to first research question, three hypotheses were formulated and Pearson's Correlation test was applied to data. Statistical analysis indicated a significant relationship of purchase intention with endorser's

attractiveness ($r = .179, p < 0.05$), and expertise ($r = .230, p < 0.05$). However, no relationship ($r = .018, p < 0.05$) was found between credibility of celebrity and purchase intention (see Table.1)

Thus, it may be interpreted that attractiveness and expertise of endorser in television advertisement(s) influence the purchase intentions of consumers to buy the product recommended in celebrity advertisement. Quite surprisingly, the element of credibility was found unpersuasive towards purchase intent of consumers. Hence, results support first and third hypotheses (H_1 and H_3) but did not verify second hypothesis (H_2) of the study (see Table.4).

Table.4. Correlation Matrix of Key variables

| Variable | M | SD | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|----------------|--------|---------|-------|-------|-------|------|------|-----|---|
| TV ad exposure | 2.84 | 1.118 | - | | | | | | |
| Age | 21.10 | 0.91984 | -.125 | - | | | | | |
| Income | 47654 | 22902.4 | .010 | .074 | - | | | | |
| Attractiveness | 3.8650 | 0.83418 | .038 | -.047 | .067 | - | | | |
| Credibility | 3.5810 | 0.76758 | .088 | -.104 | -.070 | .463 | - | | |
| Expertise | 4.0550 | 1.20517 | .072 | -.065 | .026 | .321 | .371 | - | |
| Purchase | 3.4063 | 0.83367 | .077 | -.115 | -.065 | .179 | .018 | .23 | - |

- **Demographic Profile and Celebrity Advertisement:**

Various statistical tests were applied according to the nature of data by examining the relationship of celebrity endorsement with different factors such as age, income, attractiveness, credibility, expertise and purchase of respondents. Pearson correlation test was applied to the correlation matrix of key variables. The results did not show any relationship of income and age with credibility; attractiveness and expertise of celebrity (see Table.2).

On the other hand, t-test was also applied to data in order to find out the relationship of gender with source credibility. It was found that there is a difference comes out between gender and attractiveness ($t = .785, df = 187.536$) of celebrity, mean difference indicated that males ($M = 3.9352$) were more influenced from the apparent beauty of celebrities in advertisement(s) than females ($M = 3.8222$).

Lastly, there is difference was observed between gender and trustworthiness ($t = .581, df = 187.700$) of celebrity and mean score indicated that males ($M = 3.6152$) were more influenced by the trustworthiness of celebrities than females ($M = 3.5519$). In another instance, a significant relationship was found between gender and expertise ($t = 1.672, df = 127.178$) of celebrity; males ($M = 4.2087$) were found more influenced from the expertise of celebrities compared to females ($M = 3.9441$) (Table.5).

Table.5. Mean, Standard Deviation, and T-test results of source Credibility across Gender

| Source-credibility scale | Gender | Mean | SD | T | Df | Sig. (2-tailed) |
|--------------------------|--------|--------|--------|------|---------|-----------------|
| Attractiveness | Male | 3.9352 | .86861 | .785 | 198 | .524 |
| | Female | 3.8222 | .80528 | .780 | 187.536 | |
| Trustworthiness | Male | 3.6152 | .79903 | .581 | 198 | .638 |
| | Female | 3.5519 | .74225 | .571 | 187.700 | |

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|-----------|--------|--------|---------|-------|---------|-----|
| Expertise | Male | 4.2087 | 1.56442 | 1.672 | 198 | 1.6 |
| | Female | 3.9241 | .76303 | 1.591 | 127.178 | |

SD = Standard Deviation

Total $N = 200$, Female $N = 108$, Male $N = 92$. Independent samples t-test by gender (equal variances not assumed).

In order to find out the relationship of qualification with source of credibility, t-test was applied to data. Statistical results showed a significant difference with level of qualification with attractiveness ($t = 1.536$, $df = 109.722$), trustworthiness ($t = .576$, $df = 140.396$) and expertise ($t = .752$, $df = 195.899$) of celebrities. Mean difference showed that graduate students were found more influenced by the celebrity endorsement compared to master's level students (see Table.6).

Table.6. Mean, Standard Deviation, and T-test results of source Credibility across qualification

| Source-credibility scale | Education Level | Mean | SD | T | Df | Sig. (2-tailed) |
|--------------------------|-----------------|--------|---------|-------|---------|-----------------|
| Attractiveness | Graduation | 3.9284 | .77339 | 1.536 | 198 | .340 |
| | Masters | 3.7364 | .93884 | .1438 | 109.722 | |
| Trustworthiness | Graduation | 3.6030 | .79054 | .576 | 198 | .414 |
| | Masters | 3.5364 | .72252 | .594 | 140.396 | |
| Expertise | Graduation | 4.1000 | 1.37535 | .752 | 198 | .667 |
| | Masters | 3.9636 | .75072 | .906 | 195.899 | |

Total $N = 200$, Graduation $N = 134$, Masters $N = 66$. Independent samples t-test by qualification (equal variances not assumed).

6. CONCLUSION AND SUGGESTIONS

In this paper an attempt is to be made by the researcher in order to influence the celebrity advertisements on purchase intentions of consumers. For this purpose, a three dimensional source-credibility scale (Ohanian, 1990) has been formulated. From this study firstly shows, it has been found that from the results that media contents retain the potential to influence the consumers. However, the relationship of celebrity advertisements and buying behavior of viewers is related, it is concluded that celebrity advertisements are persuasive enough to influence purchase-intention of consumers. In this circumstances, two dimensions of source celebrity i.e., attractiveness and expertise has employed to find out the significant. Further it has been observed that purchase capacity of consumers is linked with attractiveness and capability of the celebrity endorser. People after watching celebrities in advertising through television are overwhelmed by their physical beauty in addition to the expert opinion of superstars appear in the TV advertisement. From the above it also shows that they buy the recommended products when they go for shopping. The credibility or trustworthiness may also see valuable to persuade the consumers towards buying the product has not been found associated with purchase intention of consumers. In another instance, component of credibility disagree with the inferences endorsed by earlier studies [4] [11] [12]. However, the results of present study are well suited with the earlier studies in terms of attractiveness [5] [22] and expertise dimension [8] [13].

Celebrity endorsement are also influence demographic profile of consumers is related, from the earlier studies have found age [19] and gender are related with Celebrity endorsement. The present study has found that the influence of various demographic factors on celebrity endorsement. Results show that age and income of various respondents are not related with celebrity endorsement. However, gender and level of qualification have been found related with source credibility. In these circumstances, males have been found much more disposed to the products endorsed by the celebrities as measure upto females.

In this regard, it may be further concluded that the incidence of celebrity inspires the buying behavior of consumers and they are particularly influenced by the beauty and skill of the superstar modeled in the advertisements. At the last, it is further suggested that the popularity of Indian film-stars in India and their presence in Indian advertisements, the future studies also conduct for comparative analysis of the endorsement level of both countries superstars so that their level of persuasion should be determined.

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