IMPACT OF CELEBRITY ADVERTISEMENT ON PURCHASE INTENTION AMONG COLLEGE STUDENTS

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ABSTRACT

This project is focused to study about using the celebrity for promoting new brand and its impact on purchase intention among college students. A celebrity advertisement can help to build trust with current and potential college students, increase the chances of the brand being remembered, and attract a new type of audience. The objectives of this project are to understand the college student buying behaviour towards celebrity endorsed products, to identify the various motivational factors for buying a branded product, to assess the necessary qualities for a celebrity to endorse a product, to get the college student's perception on the most effective circumstances to use celebrity advertisements, to judge which is effective to increase the awareness level among the college students, to assess the effectiveness of celebrity endorsed advertisements, to understand the personal brand value of various celebrities and to provide suitable suggestions to improve the impact of celebrity advertisements on purchase intention among college students.

Keywords - Celebrity Advertisement, Motivational factors, Students perception, Purchase intention

INTRODUCTION

Celebrity advertisement 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. While the magnitude of the impact of celebrity advertisement remains under the purview of gray spectacles, this paper is an effort to analyze the impact of celebrity advertisements on brands. Objective of this article is to examine the relationship between celebrity advertisements and brands, and the impact of celebrity advertisement on college student's buying behavior as well as how college student makes brand preferences. Celebrity advertisement is always a two-edged sword and it has a number of positives - if properly matched it can do wonders for the company, and if not it may produce a bad image of the company and its brand.
Advertisements are a common tool among manufacturers of retail products. There are a number of reasons for this, but one of the most important is credibility and trust. Many

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college students hold certain celebrities in high regard, so an advertisement of a product instantly increases the amount of trust the college student has in the brand. This can sometimes work against the brand, however, if the celebrity starts to receive negative press.

Another important reason why celebrity advertisements are so common in advertising is brand recall. There are a huge number of products being marketed to college students all the time, so it's essential for a brand to find a way to stand out in the crowd and be remembered. If a college student sees an advertisement involving his or her favorite celebrity advertising a particular product, then his or her chances of remembering that product are greatly increased.

Celebrities are college students who enjoy public recognition by a large share of a certain group of college students. Whereas attributes like attractiveness, extraordinary lifestyle or special skills are just examples and specific common characteristics cannot be observed, it can be said that within a corresponding social group, celebrities generally differ from the social norm and enjoy a high degree of public awareness.

The term Celebrity refers to an individual who is known to the public (actor, sports figure, entertainer, etc.) for his or her achievements in areas other than that of the product class endorsed (Friedman and Friedman, 1979). This is true for classic forms of celebrities, like actors (e.g., Amitabh Bachchan, Shahrukh Khan, Rani Mukherjee, Preity Zinta, Aamir Khan and Pierce Brosnan), models (e.g., Mallaika Arora, Lisa Ray, Aishwarya Rai, Naomi Campbell, Gisele Buendchen, etc), sports figures (e.g., Sachin Tendulkar, Zaheer Khan, Sourav Ganguly, Anna Kournikova, Michael Schumacher, Steve Waugh, etc), entertainers (e.g., Cyrus Broacha, Oprah Winfrey, Conan O'Brien), and pop-stars (e.g., Madonna, David Bowie) - but also for less obvious groups like businessmen (e.g., Donald Trump, Bill Gates) or politicians.

McCracken's (1989) definition of a celebrity endorser is, "any individual who enjoys public recognition and who uses this recognition on behalf of a college student 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."

Friedman and Friedman (1979) found empirical evidence that, in the promotion of products high in psychological and/or social risk, use of celebrity endorser would lead to greater believability, a more favorable evaluation of the product and advertisement, and a significantly more positive purchase intention.

Thus, companies use celebrities to endorse their products, however, there are deeper attributes that are involved in celebrity advertisement. Celebrities might endorse as a brand ambassador or a brand face.

A Brand Ambassador would be one who is not only a spokesperson for the brand or is just appearing as a testimonial for the brand's benefits. He/she is an integral part of the brand persona and helps to build an emotionale, which goes beyond just appearing on TV commercials.

 He takes up the cause of a Brand Champion and is associated with every aspect related with the brand. What is more, there is a significant difference between making just an advertisement for say, a shampoo or an automobile, and being that brand's alter ego. Both parties take the latter far more seriously to the deal. So a brand ambassador would be involved in press releases, he/she would be actively participating in any sales promotion, sporting the Brand all the while. For example, Fardeen Khan is the brand ambassador for Provogue while he remains a brand face for Lux Body Wash.

The concept of celebrity advertisement has become a rage in India as well, with every company trying to rope in a brand ambassador of sorts for their brands.The increasing number of advertisements throws a valid question to the college students. Is there a science behind the choice of these endorsers or is it just by the popularity measurement? What are the reasons which lead to impact of celebrity advertisement on brands?
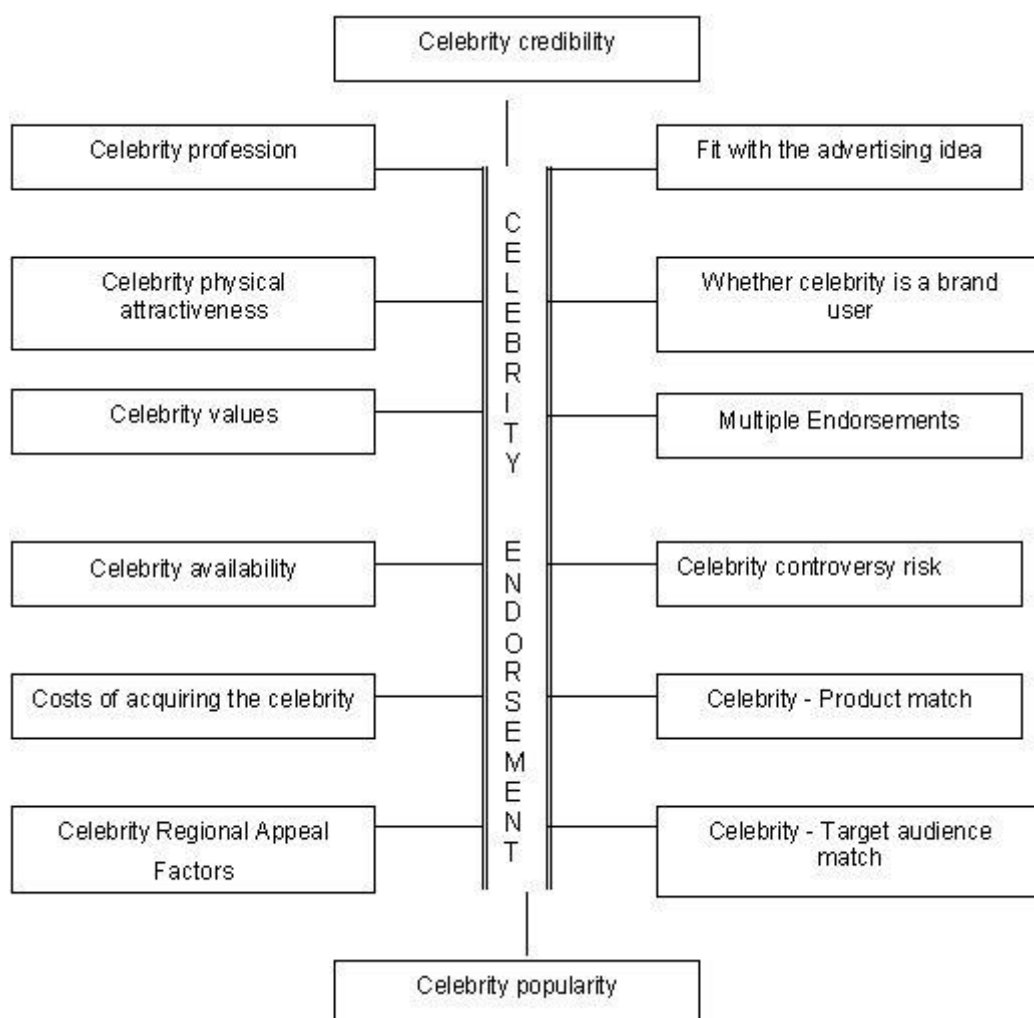
NEED FOR THE STUDY:

A celebrity advertisement can help build trust with current college students, increase the chances of the brand being remembered, and attract a new type of audience. Advertisements

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also may increase the college student's desire for a product. This is often achieved by implying that the particular celebrity is successful, talented, or attractive at least partly because of the product. Another important reason why celebrity advertisements are so common in advertising is brand recall. Matching of celebrity with brand makes a lot of impact to the success of the advertisement and the sales of the branded product. It will also help the company to build the brand image of the product to pull more college students as loyal customers.

SCOPE OF THE STUDY:

Celebrity may enhance attitude change of college students for variety of reasons. They may attract more attention to the advertisement than would non-celebrities or in many cases, they may be viewed as more credible than non-celebrities. Third, college students may identify with or desire to emulate the celebrity. Finally, college student may associate known characteristics of the celebrity with attributes of the product that coincide with their own needs or desire.

Celebrity advertisements build the overall brand image of the product. It has become a trend and perceived as a winning formula for product marketing and brand building. Celebrity endorsee influence college student buying behaviour and brand building.

PRIMARY OBJECTIVE:

To study the impact of advertising celebrities on purchase intention among college students.

SECONDARY OBJECTIVES:

- To understand the college student buying behaviour towards celebrity endorsed products.
- To identify the various motivational factors for buying a branded product
- To assess the necessary qualities for a celebrity to endorse a product
- To get the college student's perception on the most effective circumstances to use celebrity advertisements.
- To judge which is effective to increase the awareness level among the college students.
- To assess the effectiveness of celebrity endorsed advertisements.
- To understand the personal brand value of various celebrities
- To provide suitable suggestions to improve the impact of celebrity advertisements among college students.
- The data given by the respondents may limit to their own knowledge, feelings and awareness.

REVIEW OF LITERATURE

The effects of media context experiences on advertising effectiveness **by Malthouse, Edward C, Calder, Bobby J,** The effectiveness of advertising depends on both the quality of the product being advertised and the quality of the ad itself. A third factor is equally obvious, but receives relatively less attention.

Response to Internet Advertising Among Malaysian Young College students by Yet-Mee Lim, Teck-Chai Lau**,** This study examines how young college students perceive the Internet as an advertising medium. It explores their Internet usage, attitudes toward Internet advertising, beliefs about Internet advertising, Internet advertising effectiveness, online purchasing patterns, and their preference between Internet and traditional advertising.

Business-to-business advertising effectiveness and mediating factors in the Web by Kiani, Gholamreza, With the birth of the World Wide Web, the current decade has witnessed tremendous evolution in the media environment, which indicates that electronic commerce, defined as the electronic exchange of information, goods, services, and payments, has finally come of age. Despite the fast growing popularity of electronic commerce and the presence of many companies on the virtual market, the rules of the game in this new environment are still unknown.

Post Impressions: Internet Advertising without Click-Through by Ursula Grandcolas, Charles McNeil, This research compared the factors affecting the click-through and post impression rates of internet banner advertising. The data analyzed included over 7 million impressions, with 739 placements, and covered 12 different campaigns. Post-impressions were correlated with click-through; the average click-through was 0.44% which compared to 0.13% for post-impressions.

Value-based advertising on the Internet by Nabil Y. Razzouk, Victoria Seitz, The Internet has attracted companies in different industries to market products and services. However, many companies have become disenchanted with the Internet, as they have not achieved the commercial potential anticipated.

Internet Advertising Formats and Effectiveness by Hairong Li, John D. Leckenby, The issue of internet advertising effectiveness is part of the broader question about the effectiveness of advertising in general. As a result, internet advertising effectiveness should be Examined in a similar fashion as traditional advertising

A new model of Online advertizing effectiveness on college student responsiveness: a case of laptop companies in Malaysia by Ghajarzadeh, Navid Sahebjamnia, Khosro Sahaleh, Alireza Chavosh , Since the emergence of internet in the world, companies found out flexibility, effectiveness, lower cost and advantages of using the internet to transfer and receive huge amount of information. Moreover, the internet as a medium plays an important role in attracting college students.

RESEARCH METHODOLOGY

The sample size of 250 is selected randomly. The study requires on in depth survey and keen observation in collecting data regarding the celebrity advertisements. The sample has been chosen randomly from in and around Chennai, the college students residing in Chennai are considered as the population for the study.

RESULTS AND DISCUSSION

CHI- SQUARE TEST I – (ψ^2)

Chi-square is the sum of the squared difference observed (*o*) and the expected (*e*) data (or the deviation, *d*), divided by the expected data in all possible categories.

Null hypothesis (Ho):

There is no relationship between Age and kind of TV channels**.**

Alternate hypothesis (H1):

There is relationship between Age and kind of TV channels

Age * Kind of tv channels Crosstabulation								
			kindoftvchannels					Total
			International channels	National channels	Regional channels	Tamil channels	Other channels	
Age	15-30	Count	50	40	10	0	0	100
		% within age	50.0%	40.0%	10.0%	.0%	.0%	100.0%
		% within kindoftvchannels	100.0%	100.0%	12.5%	.0%	.0%	40.0%
		% of Total	20.0%	16.0%	4.0%	.0%	.0%	40.0%
	31-40	Count	0	0	70	20	0	90
		% within age	.0%	.0%	77.8%	22.2%	.0%	100.0%
		% within kindoftvchannels	.0%	.0%	87.5%	33.3%	.0%	36.0%
		% of Total	.0%	.0%	28.0%	8.0%	.0%	36.0%

41-50	Count	0	0	0	40	0	40
	% within age	.0%	.0%	.0%	100.0%	.0%	100.0%
	% within kindoftvchannels	.0%	.0%	.0%	66.7%	.0%	16.0%
	% of Total	.0%	.0%	.0%	16.0%	.0%	16.0%
50 & above	Count	0	0	0	0	20	20
	% within age	.0%	.0%	.0%	.0%	100.0%	100.0%
	% within kindoftvchannels	.0%	.0%	.0%	.0%	100.0%	8.0%
	% of Total	.0%	.0%	.0%	.0%	8.0%	8.0%
Total	Count	50	40	80	60	20	250
	% within age	20.0%	16.0%	32.0%	24.0%	8.0%	100.0%
	% within kindoftvchannels	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	20.0%	16.0%	32.0%	24.0%	8.0%	100.0%

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	583.449[a]	12	.012
Likelihood Ratio	478.126	12	.106
Linear-by-Linear Association	201.247	1	.202
N of Valid Cases	250		
a. 5 cells (25.0%) have expected count less than 5. The minimum expected count is 1.60.			

Symmetric Measures					
		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Nominal by Nominal	Phi	1.528			.032
	Cramer's V	.882			.234
Ordinal by Ordinal	Gamma	1.000	.000	39.836	.000
Measure of Agreement	Kappa	-.010	.026	-.335	.738
N of Valid Cases		250			
a. Not assuming the null hypothesis. b. Using the asymptotic standard error assuming the null hypothesis.					

Degree of Freedom= $(r-1) * (c-1)$

$$= 4*4 = 16$$

Calculated value = 583.449[a]

Tabulated value = 26.296

$Z = Z$ cal $> Z$ tab

$Z = 583.449[a] > 26.296$

Hence, the Alternate hypothesis [H1] is accepted

INFERENCE:

Since the calculated value is greater than the tabulated value, we accept the alternate hypothesis and hence there is a relationship between Age and kind of TV channels.

ONE-WAY ANOVA CLASSIFICATION

Null hypothesis (Ho):

There is a significance difference between aware of celebrity endorsers and celebrity persuades a personally purchase a product.

Alternate hypothesis (H1):

There is no significance difference between aware of celebrity endorsers and celebrity persuades a personally purchase a product.

Descriptives

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Aware of celebrity advertisements								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Film star	80	1.00	.000	.000	1.00	1.00	1	1
famous personalities	70	1.43	.498	.060	1.31	1.55	1	2
Sports Star	60	2.00	.000	.000	2.00	2.00	2	2
Politician	40	2.00	.000	.000	2.00	2.00	2	2
Total	250	1.52	.501	.032	1.46	1.58	1	2

Test of Homogeneity of Variances			
Awareofcelebrityadvertisements			
Levene Statistic	df1	df2	Sig.
2833.920	3	246	.019

ANOVA					
Awareofcelebrityadvertisements					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	45.257	3	15.086	216.480	.132
Within Groups	17.143	246	.070		
Total	62.400	249			

Tabulated value = 3.31

Calculated value= 216.480

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F = F cal >F tab

F= 216.480> 3.31

Hence, the Alternate hypothesis [H1] is accepted.

INFERENCE:

The calculated value of F is greater than the tabulated value. Hence, we reject the null hypothesis and conclude that there is a significance difference between aware of celebrity endorsers and celebrity persuades a personally purchase a product.

ANALYSIS USING KARL PEARSON'S CORRELATION

Correlation analysis is the statistical tool used to measure the degree to which two variables are linearly related to each other. Correlation measures the degree of association between two variables.

Null hypothesis (H0):

There is positive relationship between the **attention on tv advertisements and advertisements persuades a most purchase a product.**.

Alternate hypothesis (H1):

There is negative relationship between the **attention on tv advertisements and advertisements persuades a most purchase a product.**

Correlations		attentionon tvadvertise ments	mostpurcha seaproduct
Attention on tv advertisements	Pearson Correlation	1	.867**
	Sig. (2-tailed)		.000
	N	250	250
Most purchase a product	Pearson Correlation	.867**	1
	Sig. (2-tailed)	.000	
	N	250	250

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> **. Correlation is significant at the 0.01 level (2-tailed).

$$r = \frac{N\sum XY - \sum X \sum Y}{\sqrt{N\sum X^2 - (\sum X)^2}\sqrt{N\sum Y^2 - (\sum Y)^2}}$$

$r = .867$

INFERENCE:

Since r is positive, there is positive relationship between attention on TV advertisements and advertisements persuades a most purchase a product**.**

WEIGHTED AVERAGE METHOD:

The weighted moving average is obtained on dividing the weighted moving total by the sum of the weight.

$=\sum wixi/\sum xi$

A weight average with appropriate weight is generally used when the moving average are strongly affected by extreme value.

Factor Influence to purchase a product

Particulars	W	F	Wf
Price of the product	50	3	150
Celebrity Advertisement	80	2	160
Quality of the product	100	1	100
Value for Money	20	4	80
Total	**250**		**490**

Weighted average=$\sum wf/\sum f$

=490/250

=2.00

Inference:

From above table, it can be inferred that the first weightage for value of most purchasing a product by celebrity advertisement.

Result:

Finally the respondents are influenced by the value a product given by celebrity advertisement.

CONCLUSION

The conclusion is drawn from the study based on the impact of celebrity advertisement on brand image. Celebrity advertisements build the overall brand image of the product. It has become a trend and perceived as a winning formula for product marketing and brand building. In this project respondents feel that celebrity will be most effective when promoting new brand and companies agree that sales and profit are increased by celebrity advertisement advertisement. Some respondents feel that some necessary information's about the product are not shared in the advertisement. So the company can take some steps to provide more information about the product.

Thus, in this project I accept that the brand message is more effective when the celebrity endorser is credible and trustworthy. And it is also accepted that the celebrity advertising yield to company's revenue through college students.

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