Research Paper

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Usage of Celebrity Endorsers in Television Advertising -An Empirical Analysis

Commerce

KEYWORDS : Celebrity advertisement, Celebrity endorsers, Non – humorous

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ABSTRACT

With Liberalisation, Privatisation and Globalisation, the industrial scenario underwent a total revolution where many players entered into a particular product which eased the pressure on availability. This resulted in intense competition between many players for one product. Due to increasing competition, it became essential for the Manufacturers to advertise their products using celebrities for their survival. The aim of this study is to analyse the extent of celebrity usage in television advertising. The advertisements which appeared on various TV channels were observed and recorded. In this way, a total of 400 advertisements were formed as a sample. And these advertisements were classified into five broad categories. Based on these categories, questions were framed and data were analysed using content analysis technique, percentage analysis and chi- square test. The findings indicate that the use of celebrities is product specific, gender was not product specific, the use of different types of celebrities across product category had significant difference and companies are using non-humorous appeal for product advertisements. Hence if Celebrity endorsement is used effectively, it makes the brand stand out, gavages brand recall and facilitates instant awareness

INTRODUCTION:-

Advertising & Celebrity : There was a time when certain brands were synonymous with a particular product. eg: Toothpaste – Colgate; scooter- Bajaj; Soap- Lifebuoy; Ceiling fan – Usha; Tube light – Philips; Face cream – Fair & Lovely; Car – Ambassador, etc. In those days, one had to make an advance booking and wait for years to get delivery of scooter or car. With Liberalisation, Privatisation and Globalisation, the industrial scenario underwent a total revolution where many players entered into a particular product which eased the pressure on availability. This resulted in intense competition between many players for one product. Due to this increasing competition, it became essential for the Manufacturers to advertise their products in order to make it withstand in the market. To increase the market share and to retain in the market, the manufacturers introduced the concept called celebrity endorsement.

In order to get more customers for their products, producers started a new trend called celebrity advertisement. They used a celebrity on whom the audiences have blind faith. Eg: advertisement of boost has Sachin Tendulkar; Loreal has Aiswarya Rai; Parker pen has Amitabh Batchan, TVS sport has Mahendra SinghDhoni; Emami fair & lovely has Virat Kohli; Fortune oil has Saina Nehwal and so on. By doing so, the advertisers try to create a link of their product with celebrity's popularity.

Celebrity in Advertising :

A celebrity is an icon of the masses. In order to arrest quick attention of the consumers, the advertisers use celebrity endorsers and their popularity. Consumers perceive the brand as having superior quality because it has been endorsed by a credible source. The basic assumption underlying celebrity endorsement is that the value associated with the celebrity is transferred to the brand and therefore, it creates an image that can be easily referenced by consumers.

A huge amount of money is being spent on celebrity endorsements. Financially, celebrity endorsement is a costly proposition for most companies. With contract fees crossing few crores for top celebrities in India, due diligence needs to be carried out to closely estimate the expected returns on investment. It is thus better advised to take professional help before a company takes a call on celebrity endorsements.

Literature Review :

A person who enjoys public recognition from a large share of a certain group of people and uses this recognition on behalf of consumer goods by appearing with in advertisement is known as a celebrity (MC Cracken, 1989). They are usually known to the public for their accomplishments in areas other than the product endorsed by them (Friedman & Friedman, 1979). This stands true for chosen form of celebrities such as actors like Aiswarya Rai, model like Milind Soman, Cricketers like Virat Kohli and entertainers like Mallika Arora, but also for less obvious groups such as businessmen like the Ambani's or Politicians like Rahul Gandhi (Schlecht, 2003).

Mc. Craken(1989) found that the use of celebrity endorsers stands for an effective way of transferring meaning to brands as it is believed that celebrity endorsers bring their own emblematic meaning to the endorsement process and that this cultural meaning residing in the celebrity is passed on to the product, which in turn is passed onto the consumer.

Negative information & publicity regarding the celebrity is one risk associated with the use of celebrity endorsers. Many companies have been badly affected by the negative publicity accruing from the celebrity's misdeeds. Furthermore, those who choose to use celebrities have no control over the celebrity's future misbehavior (Till & Shimp, 1998).

Accordingly, campaigns involving celebrities are believed to bring more positive results, if they are properly integrated than traditional non – integrated campaigns (Bertrand and Todd, 1992; Rogers, 1997).

As companies invest large sums of money in celebrity endorsement contracts, any celebrity endorsement relationship must contribute to larger marketing strategies (Endogan and Kitchen, 1998).

In traditional duel models, celebrities are important in persuasion only when consumers are not involved in the product category or in processing the advertisement. To be successful, brands need to convince consumers that they carry a different image and value from other competing products (Sadher Ramakrishna, Santhosh Reddy, 2205). Today, the use of celebrity advertising for companies has become a trend and a perceived winning formula of corporate image building and product marketing (Media, July-Aug, 1997).

Batra & Homer (2004) refer to the existence of consumer scheme for different products, which may influence the degree of receptivity to messages delivered by celebrities.

The companies celebrity endorsement be successful and a celebrity image matches with the brand and the target audience, this good selection can make both company and celebrity gains (Shimp, 2003). Howeer marketers must find the celebrity who can best fit and represent the image of the product and its meaning (Belch & Belch, 2001). Because, the credibility of the celebrity is important to create believable relation between the meanings which is associated with the celebrity and the product (Strenthal & Clark, 1978).

Objectives of the study :

1. To find out the extent of celebrity usage in Television advertisements.

2. To find out the percentage of Male & Female celebrities used in different product advertisements.
3. To find out the celebrity usage in TV advertisements according to product categories.
4. To find out the dominance of type of celebrity for different product categories.
5. To measure the frequency of a particular copy appeal used in TV advertisements featuring celebrities.

Research Design:
All the advertisements which appeared on various TV channels were observed and recorded. In this way, a total of 400 advertisements were formed as a sample. And these advertisements were classified into five broad categories. They are

1) Household Products and Appliances: - It includes products like pickels, spices, ghee, cooking oils, Cereals, Atta & Maida, television, masalas, washing machines, cellular phones, refrigerators, grinders, mixies, water purifier, Air conditioners, Ceiling Fan, vehicles, bulbs, tube lights etc.
2) Personal Appearance: - It includes cosmetic goods like fairness creams, clothing, footwear and branded jewellery.
3) Toiletries and Medicines: - It includes painkillers, pain relief balms, health drinks, tooth paste, toilet soaps, shampoo, washing soaps, washing powder, liquids, toilet cleaner, floor cleaner, etc.
4) Drinks and confectionary: - It includes soft drinks, beverages, biscuit items, chocolates etc.
5) Other services: - It includes the services like cellular phone service, insurance service, Dth service providers and other services.

Based on these categories, questions were framed and data were analysed using content analysis technique.

Research and Discussions:
Table 1: Share of celebrity endorsement on Television

Source: AdEx India (A division of TAM Media Research)

Figure 1: Percentage of Celebrity endorsement on Television

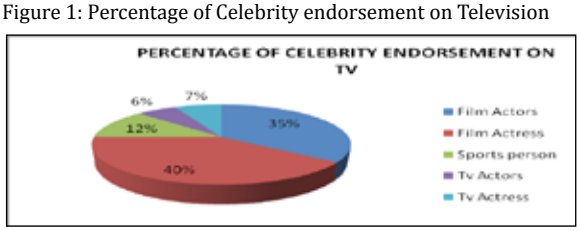

Table 1 and figure 1 clearly reveals that, Film Actress led with 40% share of celebrity endorsements on TV followed by film Actor and sports person with 35% and 12% share respectively.

Table 2: Top 10 categories in celebrity endorsements on TV

Rank	Top Categories
1	Shampoos
2	Toilet soaps
3	Cellular phone service
4	Soft drinks Aerated
5	Fairness creams
6	Cellular phones
7	Branded Jewellery
8	Dth service providers
9	Washing powders/liquids
10	Televisions

Source: AdEx India (A Division of TAM Media Research)

Shampoos were the top category in celebrity endorsements on TV followed by toilet soaps and cellular phone service at the 2nd and 3rd place respectively.

Table3: Reason for increasing usage of celebrities in advertisement

Sl No	Reason
1	Celebrity popularity
2	Celebrity attraction
3	Image creation
4	To meet competition
5	Using success of celebrity (Credibility)
6	Brand awareness
7	Celebrity physical attractiveness
8	Increase in sales

Source: AdEx India (A Division of TAM Media Research)

Table 4: Use of celebrities & Types of products endorsed

Sl No	Category	Celebrity used	Celebrity not used	Total
1	Household products & Appliances	63(57.3)	47(42.7)	110
2	Personal Appearance	36(59.1)	25(40.9)	61
3	Toiletries & Medicines	70(65.4)	37(34.6)	107
4	Drinks & Confectionery	43(60.6)	28(39.4)	71
5	Other services	19(37.3)	32(62.7)	51
	TOTAL	231(57.75%)	169(42.25%)	400

Source: Authors Research (Figures in brackets show percentages)
X2 = 11.64, df = 4, Table value = 9.49 (At 0.05 level of significance)

Figure 2: Percentage of celebrity & non celebrity usage in TV advertisements

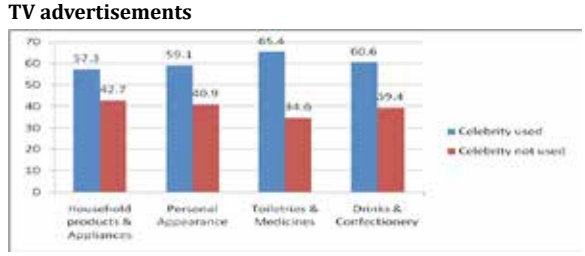

Table 4 & figure 2 reveal the frequency of celebrities used in advertisements for various product categories. Out of 400 advertisements analysed, 231(57.75%) advertisements had used celebrities like actors or sports person as endorsers. The remaining 169(42.25%) advertisements had no celebrities. Comparitively, more number of celebrities were used in the advertisements of Household products and appliances, Personal Appearance, Toiletries & Medicines and Drinks & confectionery categories. But in other services category, more number of non-celebrities were used in the advertisements. However, chi-square analysis revealed that significant relationship was found among the various product categories advertisements as far as the relative use of celebrities was concerned. This showed that the use of celebrities is product specific (Chi-square = 11.64 at df = 4, P>0.05)

Table 5: Gender of celebrities & Types of products endorsed

Sl No	Category	Male	Female	Both	Total
1	Household products & Appliances	16(25.4)	28(60.3)	9(14.3)	63
2	Personal Appearance	13(36.1)	19(52.8)	4(11.1)	36
3	Toiletries & Medicines	32(45.7)	31(44.3)	7(10)	70
4	Drinks & Confectionery	10(23.3)	28(65.1)	5(11.6)	43
5	Other services	8(42.1)	09(47.4)	2(10.5)	19
	TOTAL	79(34.20)	125(54.11)	27(11.69)	231

Source: Authors Research
(Figures in brackets show percentages)
X2 value = 9.43, df = 8, Table value = 15.5 (at 0.05 level of significance)

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Figure 3: Percentage of celebrity usage in advertisements on the basis of Gender

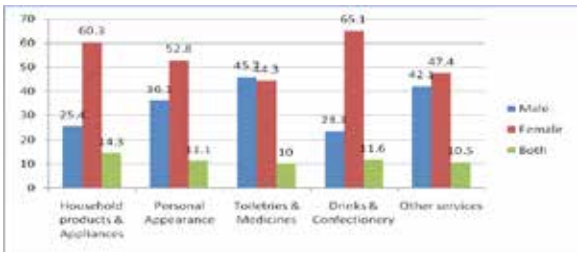

Table 5 & Figure 3 show that the female celebrities were more frequently used in all product categories except Toiletries & Medicines category. In this analysis, advertisements using celebrities as endorsers were taken up. Further analysis revealed that use of female celebrities was most prevalent in the drinks & confectionery category (65.1%) followed by household Products & appliances (60.3%) and Personal appearance (52.8%) categories. Male celebrities were used in higher proportion in Toiletries & Medicines category (45.7%) than female celebrities (44.3%). In order to find out the relationship between gender of celebrities & various product categories, Chi-square analysis was performed and the analysis showed no significant difference (chi-square = 9.43, at df = 8, p > 0.05).

Table 6: Types of celebrities and types of products endorsed

S. no	Category	Film stars	Tv Stars	Sports stars	Other	Total
1	Household products & Appliances	30(44.7)	16(25.4)	13(20.6)	4(6.3)	63
2	Personal Appearance	20(55.5)	13(36.1)	2(5.5)	1(2.8)	36
3	Toiletries & Medicines	44(62.8)	22(31.4)	2(2.9)	2(2.9)	70
4	Drinks & Confectionery	18(41.9)	05(11.6)	17(39.5)	3(7.0)	43
5	Other services	9(47.4)	07(36.8)	2(10.5)	1(5.3)	19
	TOTAL	121(52.39)	63(27.27)	36(15.58)	11(4.76)	231

Source: Authors Research
(Figure in brackets show percentages)
X2 value = 37.25, df = 12, Table value = 21.0 (at 0.05 level of significance)

Figure 4: Percentage showing Types of celebrities used in different product categories

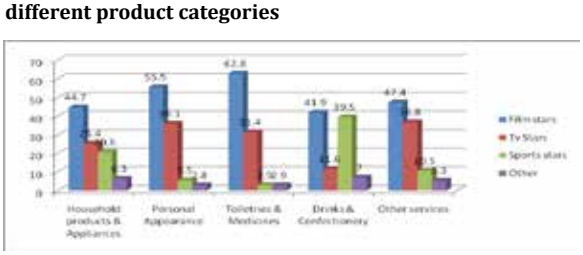

Table 6 & figure 4 depict that all the product categories were dominated by film stars (52.39%). Next to film stars, Household Products & Appliances, Personal appearance, Toiletries & Medicines and other services were dominated by TV stars and Drinks & confectionery were dominated by sports star. Least used celebrities belonged to the other services category (4.76%). In general, all the product categories had maximum percentage of film stars followed by Television stars (27.27%) and sports stars (15.58%) respectively. Chi-Square analysis was made to find out the significance between the types of celebrities used and product categories. The analysis shows significance difference in the use of celebrities across different product categories (X2 value = 37.25, df = 12, Table value = 21.0).

Table 7: Types of copy appeals & celebrity endorsers

S. no	Category	Humorous	Non-Humorous	Rational	Total
1	Household products & Appliances	13(20.6)	22(34.9)	28(44.5)	63
2	Personal Appearance	12(33.3)	22(61.1)	2(5.6)	36
3	Toiletries & Medicines	13(18.6)	32(45.7)	25(35.7)	70
4	Drinks & Confectionery	28(65.1)	9(20.9)	6(14.0)	43
5	Other services	7(36.8)	7(36.8)	5(26.4)	19
	TOTAL	73(31.60)	92(39.83)	66(28.57)	231

Source: Authors Research
(Figures in brackets show percentage)
X2 value = 47.35, df = 8, Table value = 15.5 (at 0.05 level of significance)

Figure 5: Percentage showing type of copy appeals & Type of products endorsed

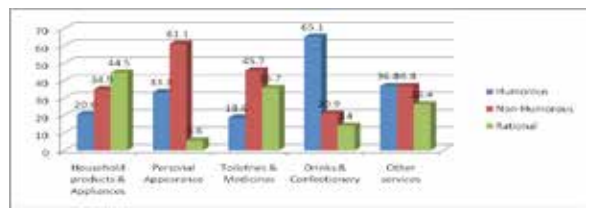

Table 7 & figure 5 reveal that non – humorous appeals (68.40%) are used more than humorous appeals (31.6%). It was observed that the humorous appeal (65.1%) is being most frequently used in the drink & confectionery product category advertisements. The results shows that companies are using mostly emotional appeal for personal appearance category advertisements (61.1%), followed by Toiletries & Medicines (45.7%). Companies are using rational appeal for Household Products & Appliances category advertisements (44.5%). Chi-square test shows that there is a statistically significant difference. This shows that companies are using non-humorous appeal rather than humorous appeal for product advertisements (X2 value = 47.35, df = 8, Table value = 15.5).

Findings of the study :

The results obtained from the analysis can be summarized as follows:-

1. Major share of celebrity endorsement is backed by film stars followed by TV stars and Sportsperson.
2. Shampoos and toilet soaps which come under Toiletries & Medicines category was the top category in celebrity endorsement on television.
3. Majority (57.75%) of the advertisements had celebrities like actors or sportsperson as endorsers. So, it can be concluded that Indian advertisements have been using celebrities to a large extent.
4. Female celebrities (54.11%) are being used more frequently than male celebrities (34.20%). However, Chi-square analysis revealed gender of the celebrity was not product specific.
5. Film stars (52.39%) are being used quite frequently in television advertisements company to other types of celebrities. The use of different types of celebrities across product category had significant difference.
6. Non-humorous appeal (68.4%) was used more in TV advertisements than humorous appeal (31.6%). Out of Non-humorous appeal, emotional appeal are used for low-involvement product categories where as Rational appeal are being used for high-involvement product categories

CONCLUSION:

Advertising is playing a manipulative role in the emerging brands cape, seeking to transform customers into the personification of brand identity. Nowadays, majority of the manufac-

turers started feeling that celebrity endorsement is the best strategy to launch their product and to withstand in the market. Celebrity endorsement if used effectively makes the brand stand out, gavages brand recall and facilitates instant awareness. To achieve this, the marketer needs to be really disciplined in choice of a celebrity. Hence the right use of celebrity can escalate the unique selling proposition of a brand to new heights; but if the celebrity endorsement does not work, marketers must think about the consequences of the bad match. A celebrity is a means to an end, and not an end in himself/herself.

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