



Impact of Celebrity Endorsement on Children Through Tv Advertisements in Rewari City (Haryana)

KEYWORDS

TV advertisement, Celebrity endorsement, Children's buying behavior

Sunita

M.phil, Dept. of Commerce, Indira Gandhi University, Meerpur (Rewari), Haryana M.Com, Kurukshetra University, Kurukshetra, Haryana

ABSTRACT

Now-a-days marketers use celebrities to promote their products in order to increase sales, profit and product popularity. So, this study was carried out to know the impact of celebrity endorsement on children's attitude and buying behavior. Descriptive research design was used and 200 respondents were selected by Purposive sampling from Rewari city (Haryana). Chi square test is used to analyze the data. After conducted this study it was found that 8-12 years age group purchasing behavior is influenced by celebrity endorsement as compared to 4-8 years age group. So, as children became older their purchasing influenced by celebrity endorsement. Further, rural area respondents get largely affected by celebrity endorsement whereas male and female responses don't differ significantly so far as impact of celebrity endorsement on their buying behavior is concerned.

INTRODUCTION

Advertising is a mass communication of information intended to persuade buyer so as to maximize their profit and consists of all the activities involved in presenting to a group, a non-personal, oral or visual, openly sponsored message regarding a product, service or idea. Producer/Marketer use many strategies to promote their products and services, in recent times, use of celebrities in advertisements is one of them. Celebrities play an important role to influence the attitude and buying behavior of consumers. Celebrity is a well known person who enjoy public recognition by a large share of a certain group of people like film star, sportsperson, kids, cartoon characters, politician. When a famous person agrees to allow his/her image to be used, it is termed as celebrity endorsement. There are many advertisements in which celebrities are used to promote products, such as *Beauty products*: Deepika Padukon (Lux soap), Aishwarya Rai (L'Oreal shampoo), Anushka Sharma (Nivea whitening deodorant); *Health drinks*: Sachin Tendulkar (Boost); *Soft drinks*: Salman Khan (ThumsUp), Kareena Kapoor (Limca), Alia Bhatt and Sidharth Malhotra (Coca Cola); *Two wheeler*: Priyanka Chopra, Akshay Kumar, Alia Bhatt; *Confectionary products*: Amitabh Bachchan (Cadbury), Priyanka Chopra (Magnum ice-cream), Shahrukh Khan (Sun feast biscuit) and so many. Features of celebrities which influence attitude and buying behavior i.e. expertise, creditability, trustworthiness, similarity, familiarity, match up with product etc. Children are playing an important role as consumer and influence family purchase decision. Out of many Medium of advertisements Television was taken because target population of this study is children aged between 4-12 years and children prefer TV as any other medium of entertainment. Babu (2010) observed in his study that television has become the most powerful medium communicating with the buyers. Parents responded that children prefer spending time before TV than any other activity. TV advertisements influence children's eating behavior, lifestyle and attitude. Sunita & Sharma (2013) found that majority of children like to watch TV ads i.e. 68% (32% male and 36% female). They observed that TV has a strong impact on children eating behavior.

REVIEW OF LITERATURE

Khatri (2006) marketer's opinion is that celebrities don't give assurance to expand sales and profit rather celebrity endorsement make the advertisements interesting and because of creditability and trustworthiness feature of celebrities, consumer feel secure to purchase those product which are promoted by celebrities. Mukherjee (2009) acceptability, availability, popularity, attractiveness. Image, trustworthiness are the major qualities which induce brand image. So celebrity endorsement effects consumer behavior. Balakrishanan & Kumar (2011) celebrities endorsement create awareness and enhance product information among consumers. It helps them to recall the brands of durable products. Jain (2011) 40% respondents are agree that celebrity endorsed products are of good quality. Majority of respondents considered that celebrity endorsement motivate people to purchase products, helps in brand promotion and brand equity. Pughazendi (2012) children like to spend their time with TV as compare to other medium of entertainment. Also observed that children prefer to purchase those products which are promoted by celebrities. So TV ads and celebrity endorsement has impact on children buying behavior so far as confectionary product is concerned. Singh & Aggarwal (2012) children get largely influenced by celebrities and then children purchase those products which are promoted by celebrities. Children of age group 12-14 are much mature to take decision, they responded that celebrities should promote good quality product because purchasing of mostly people influences by their favorite celebrities. Most of the respondents are neutral whether celebrities negatively influence the purchasing behavior of consumer or not. Out of 800 respondents, 132 are strongly in favor that celebrities speak truth in ads while promoting the products, 233 are agree and 297 are neutral. Saraf (2013) as children became older, their attention towards celebrities decrease. Whereas older children's buying behavior influenced by expert/teacher, sportsperson and mother. Most of the boys respondents responded that their purchasing is influenced by sportsperson. In the context of residential status, it was analyzed that both urban and rural area respondents favors that they influences by celebrities. Boyland et.al (2013)¹⁰ sportsperson influences eating behavior of children when they watch any sportsperson in TV ads then they over consume

that particular product. Celebrities effects children because they are well known by public.. Goel (2013) respondents responded that celebrity endorsed products have good quality, increase brand promotion and total revenue. Sportsperson celebrities have great influence on consumer than other (film star, serial factor, and politician)

OBJECTIVES OF STUDY

- To examine the opinion of children regarding impact of celebrity endorsement on their buying behavior with reference to their demographic characteristics.

SIGNIFICANCE OF THE STUDY

This study is useful for those companies which are engaging in making advertisements and parents to know that at what extent celebrity endorsement influence their children's buying behavior.

HYPOTHESES

H01: There is no significant difference in impact of celebrity endorsement in TV advertising on children's buying behavior with reference to their gender.

H02: There is no significant difference in impact of celebrity endorsement in TV advertising on children's buying behavior with reference to their age.

H03: There is no significant difference in impact of celebrity endorsement in TV advertising on children's buying behavior with reference to their residential status.

RESEARCH METHODOLOGY

Research design: Descriptive Research Design.

Universe of study: Target population of this study is children aged between 4-12 years.

Sample size & Sample design: Sample size was 200. Purposive sampling was used.

Data collection: Primary data was collected by filing up the questionnaire from children; Secondary data was collected from books, journal, previous studies, magazines, articles, books and internet sites.

Statistical analysis: Statistical package for social sciences (SPSS) 16.0 is used. Chi square test was used to analyze the data.

Limitation of study: medium of entertainment TV was taken; children were taken aged between 4-12 years age group from the Rewari city (Haryana) only. Time and budget was also limited.

Table-1 Demographic Characteristics of Respondents

Gender of children			Residential status of children		Row Total
			Urban	Rural	
Male	Age of children	4-8	25	25	50
		8-12	25	25	50
Column Total			50	50	100
Female	Age of children	4-8	25	25	50
		8-12	25	25	50
Column Total			50	50	100

Source: Primary data, collected through questionnaire in April, 2015.

DATA ANALYSIS OF STUDY

H01: There is no significant difference in impact of celebrity endorsement in TV advertising on children's buying behavior with reference to their gender.

Table No. 2 Effect of Celebrity Endorsement on children (Gender-wise Distribution)

Gender	Agree	Disagree	Row Total	Chi square
Male	50	50	100	Significance value = .256 [at 5% level of significance (2-Tailed)] Df = 1
Female	58	42	100	
Column Total	108	92	200	H01 ACCEPTED

Source: Primary data, collected through questionnaire in April, 2015.

Note: 1. Degree of freedom of 2x2 table is 1 [df= (r-1) (c-1)].

2. Agree + strongly agree= **Agree** and Disagree + strongly disagree= **disagree**.

Table No. 2 reveals that out of 200 respondents 108 agreed that their buying behavior influenced by celebrity endorsement while 92 respondents are in favor that their purchasing is not influenced by celebrity endorsement. Chi square value (.256 > 0.05) shows that there is no significant difference in impact of celebrity endorsement in TV advertising on children's buying behavior with reference to their gender. So the views of male and female are almost similar as far as impact of celebrity endorsement is concerned at 5% level of significance.

H02: There is no significant difference in impact of celebrity endorsement in TV advertising on children's buying behavior with reference to their age.

Table No. 3 Effect of Celebrity Endorsement on children (Gender-wise Distribution)

Age (in years)	Agree	Disagree	Row Total	Chi square
4-8	39	61	100	Significance value = .000 [at 5% level of significance (2-Tailed)] Df = 1
8-12	69	31	100	
Column Total	108	92	200	H02 REJECTED

Source: Primary data, collected through questionnaire in April, 2015.

Note: 1. Degree of freedom of 2x2 table is 1 [df= (r-1) (c-1)].

2. Agree + Strongly agree= **Agree** and Disagree + Strongly disagree= **disagree**

Table No. 3 reveals that 8-12 years age group (69) purchasing behavior is influenced by celebrity endorsement than 4-8 years age group. So, as children became older their purchasing influenced by celebrity endorsement; on the other hand 4-8 year age group children have no knowledge about celebrities. Chi square value show that there is a significant difference in impact of celebrity endorsement in TV advertising on children's buying behavior with reference to their age.

H03: There is no significant difference in impact of celeb-

rity endorsement in TV advertising on children's buying behavior with reference to their residential status.

Table No. 4 Effect of Celebrity Endorsement on children (Gender-wise Distribution)

Residential status	Agree	Disagree	Row Total	Chi square
Urban	48	52	100	Significance value = .089 [at 5% level of significance (2-Tailed)] Df = 1 H03 ACCEPTED
Rural	60	40	100	
Column Total	108	92	200	

Source: Primary data, collected through questionnaire in April, 2015.

Note: 1. Degree of freedom of 2x2 table is 1 [df= (r-1) (c-1)].

2. Agree + strongly agree= **Agree** and Disagree + strongly disagree= **disagree**.

Table No. 4 shows that rural area's respondents (60) are in favor that their purchasing is influenced by celebrity endorsement; they pay more attention to those products which are advertised by their favorite celebrities as compare to urban area respondents (48). Chi square value (.089 > 0.05) shows that there is no significant difference in impact of celebrity endorsement in TV advertising on children's buying behavior with reference to their residential status.

CONCLUSION OF STUDY

Based on the finding of this study, both male and female responses were similar that they purchase products by celebrity endorsement or not, so null hypothesis accepted (.256 > 0.05). Further, 8-12 year age group children's purchasing behavior positively correlated with celebrity endorsement, they like to purchase those products which are advertised by their favorite celebrities, hence null hypothesis 2 rejected (.000 < 0.05). The result also indicate that rural area respondents' buying behavior influenced by celebrity endorsements they agreed that, they can believe those products which are advertised by trustworthy celebrities, they like both sportsperson as well film star celebrities, hence null hypothesis 3 accepted (.089 > 0.05).

RECOMMENDATION OF STUDY

Children are strongly influenced by presence of celebrities in the TV ads and they purchase the products which are promoted by celebrities. So celebrity should rationally promote a good quality and healthy products. Parents should also discuss with their children about those products which are advertised on TV.

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