



## A Study on the Impact of Women Celebrity in Advertisement with Special Reference to Coimbatore City

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### ABSTRACT

*Television is an inevitable entertainment media of today. Initially we had only one or two channels promoted by the Government. Today there are hundreds of channels in all languages to entertain us like television shows, movies, serials, animated films, sports and social events, etc. With growing competition in the advertisement field and in marketing of the products, money is spent like anything in bringing out an advertisement. Instead of using models for the advertisements, now male and female celebrities are used to appear in the advertisements. The study conducted on the impact of women celebrity in advertisement has brought out many new concepts. There is a general opinion that the women celebrity is most sought after in advertisement field and they are paid a lot for their appearance.*

**Keywords : Television, Advertisement, Channels, Celebrities**

### INTRODUCTION

With the glorious entry of television in the lives of modern homes, the concept of advertisements underwent lot of changes. Television is an inevitable entertainment media of today. Initially we had only one or two channels promoted by the Government. Today there are hundreds of channels in all languages to entertain us like television shows, movies, serials, animated films, sports and social events, etc. At the outset, in order to give a break in the programmes they started showing advertisements. In our day the system is completely changed. Only the advertising sponsors decide the telecasting of particular programme either it be a movie or a serial.

The show of advertisements started with the display of the products and explaining the features of them, etc. With growing competition in the advertisement field and in marketing of the products, money is spent like anything in bringing out an advertisement. Instead of using models for the advertisements, now male and female celebrities are used to appear in the advertisements.

### SCOPE OF THE STUDY

The sample area taken for the study is Coimbatore City. Care had been taken to conduct the survey identifying respondents who represent different categories of living and lifestyle. The study is to give an idea to the manufacturers to plan the advertisements to have an effective reach of their products to the consumers; To know the viewers' perception about an advertisement for further improvement of the advertisement about the product; To find which feature of women celebrity makes an advertisement a successive one; To study and analyze the role of the advertisements which may cause negative results; And to identify the prime factors of a successful advertisement.

### OBJECTIVES OF THE STUDY

The main aim of this study is to analyze the impact of women celebrity in advertisements. To achieve the desired results, the planning of the study is the prime factor. The information is collected from different sources and the data is classified into the required fields. This has helped in completing the study.

1. To analyze the presence of women celebrity in advertisements.
2. To ascertain the impact level of the respondents in advertisement.

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3. To summarize the cognize about the favour and hindrance of women celebrity in advertisement in Coimbatore City.

### RESEARCH METHODOLOGY

Research is defined as human activity based on intellectual application in the investigation of any subject. The primary purpose for applied research is discovering, interpreting, and the developing of methods and systems for the advancement of human knowledge on a wide variety of scientific matters of the world and the universe.

#### Methodology can be defined as:

1. "The analysis of the principles of methods, rules, and postulates employed by a discipline";
2. "The systematic study of methods that are, can be, or have been applied within a discipline"; or
3. "A particular procedure or set of procedures."

So while conducting a study, the researcher must be careful in framing the research methodology and has to derive the research design, data collection and sampling data accordingly.

### SAMPLING

The stratified random sampling method is used to collect the data

### SAMPLE SIZE

The sampling method in innovative process we have gathered responses from 50 selective persons through e-mail. Thus, the sample size becomes 150 which were taken up for analysis.

### SAMPLING TECHNIQUE

A method of sampling, which involves the division of a population into smaller groups, is known as strata. The main advantage with stratified sampling is how it captures key population characteristics in the sample. Similar to a weighted average, this method of sampling produces characteristics in the sample that are proportional to the overall population. Stratified sampling works well for populations with a variety of attributes, but is otherwise ineffective, as subgroups cannot be formed.

### NATURE OF DATA

The study had been obtained by using both primary and secondary data.

ondary data. This has been explained below.

**Primary Data**

Primary data is the first hand data collected by the researcher for the purpose of research. Some of primary data collection methods are observation, questionnaire, scheduled interview, etc.

**Secondary Data**

Apart from primary data, we have also collected some secondary data. Websites, books, leading journals and magazines were referred for this purpose to enable proper understanding of the study.

**Statistical Tools:**

1. Percentage Analysis
2. Chi Square Analysis

**LIMITATIONS OF THE STUDY**

The major limitation of the study was restricted within the Coimbatore City due to constraints of time and cost. So the results of the study were restricted to Coimbatore City only.

1. The data given by the respondents were limited to their own perception, opinions, emotions, knowledge, feelings and awareness.
2. The effectiveness of the study might be affected due to personal bias of the respondents.
3. Due to time limit the sample size was limited to 150. With limited respondents, the findings might not be applicable to the total population.
4. The required data is collected from different sources. Identifying the respondents was a challenge to the study.

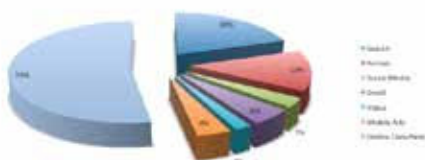
**REVIEW OF LITERATURE**

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**History of advertisement**

Egyptians used papyrus to make sales messages and wall posters. Commercial messages and political campaign displays have been found in the ruins of Pompeii and ancient Arabia. Lost and found advertising on papyrus was common in Ancient Greece and Ancient Rome. Wall or rock painting for commercial advertising is another manifestation of an ancient advertising form, which is present to this day in many parts of Asia, Africa, and South America. The tradition of wall painting can be traced back to Indian rock art paintings that date back to 4000 BC. In the 17th century advertisements started to appear in weekly newspapers in England. These early print advertisements were used mainly to promote books and newspapers, which became increasingly affordable with advances in the printing press; and medicines, which were increasingly sought after as disease ravaged Europe. However, false advertising and so-called "quack" advertisements became a problem, which ushered in the regulation of advertising content.

Total Online Ad Spending in India (2012)



Source : Marketing Bones 2012

**A. INDOOR ADVERTISING MEDIA:**

1. Press
2. Radio.
3. Television.
4. Commercial short film.
5. Video.

**B. OUTDOOR ADVERTISING MEDIA:**

1. Posters.
2. Painted Display.
3. Travelling Displays.
4. Electronic Signs.
5. Sky-writing.
6. Sandwich man.

**C. DIRECT ADVERTISING MEDIA:**

1. Envelop endorses.
2. Booklets and catalogues.
3. Sales letters.
4. Gift-novelties.
5. Store-publications.
6. Package inserts.

**D. DISPLAY ADVERTISING MEDIA:**

1. Displays.
2. Showrooms and show-cases.
3. Exhibitions.

**ANALYSIS AND INTERPRETATION:**

The formula for Chi-square test is as follows:

$$\chi^2 = \sum (O_{ij} - E_{ij})^2 / E_{ij}$$

$$V = (r-1)(c-1)$$

where,

- c $\rightarrow$  Chi-square,
- E $\rightarrow$  Expected frequency,
- r  $\rightarrow$  number of rows,c  $\rightarrow$  number of columns.
- O $\rightarrow$  Observed frequency,
- V  $\rightarrow$  degrees of freedom,

**Table 1: RELATIONSHIP BETWEEN GENDER Vs LEVEL OF SATISFACTION TOWARDS THE WOMEN CELEBRITY IN ADVERTISEMENT**

Null hypothesis (H0) :	There is no significant relationship between gender Vs level of satisfaction towards the women celebrity in advertisement.	
Alternate hypothesis (Ha) :	There is close significant relationship between gender Vs level of satisfaction towards the women celebrity in advertisement.	
Gender	Rate	Total Highly Dissatisfied Dissatisfied Neutral Satisfied Highly Satisfied
Male		7202113029
Female		7811154021
Total		15013267050

Factor	c2 value	Table value	Degree of freedom	Remarks
Gender Vs level of satisfaction towards the women celebrity in advertisement.	4.424	9.488	4	Non Significant

**Table : 2 RELATIONSHIP BETWEEN AGE Vs LEVEL OF SATISFACTION TOWARDS THE WOMEN CELEBRITY IN ADVERTISEMENT**

Null hypothesis (H0) :	There is no significant relationship between age Vs level of satisfaction towards the women celebrity in advertisement.	
Alternate hypothesis (Ha) :	There is close significant relationship between age Vs level of satisfaction towards the women celebrity in advertisement.	
Age	Rate	Total Highly Dissatisfied Dissatisfied Neutral Satisfied Highly Satisfied
Below 20 Years		27006147
20 - 35 Years		11012165239
35 - 40 Years		1101343
Above 50 Years		200101
Total		15013267050

Factor	c2 value	Table value	Degree of freedom	Remarks
Age Vs level of satisfaction towards the women celebrity in advertisement.	4.424	8.680	12	Non Significant

**Table : 3 RELATIONSHIP BETWEEN EDUCATIONAL QUALIFICATION Vs LEVEL OF SATISFACTION TOWARDS THE WOMEN CELEBRITY IN ADVERTISEMENT**

Null hypothesis (H0) :	There is no significant relationship between Educational Qualification Vs level of satisfaction towards the women celebrity in advertisement.
Alternate hypothesis (Ha) :	There is close significant relationship between Educational Qualification Vs level of satisfaction towards the women celebrity in advertisement.

Rate Educational Qualification	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
Schooling	8	8	6	0	0	22
Under Graduate	12	19	5	1	1	38
Post Graduate	27	40	13	2	0	82
No Formal Education	3	3	2	0	0	8
Total	50	70	26	3	1	150

Factor	c2 value	Table value	Degree of freedom	Remarks
Age Vs level of satisfaction towards the women celebrity in advertisement.	4.424	8.680	12	Non Significant

**FINDINGS AND SUGGESTION:**

**Findings :**

1. It can be concluded that 98.7% of the respondents are aware of the advertisement.
2. It is observed from the study that 658 of the respondents say that male celebrities are highly dominative.
3. It is observed from the study that 52.7% of the respondents are satisfied towards viewers mind in the factor of personality
4. that there is a no close significance relationship between gender Vs level of satisfaction towards the women celebrity in advertisement.
5. there is a no close significance relationship between age

Vs level of satisfaction towards the women celebrity in advertisement.

6. there is a no close significance relationship between age Vs level of satisfaction towards the women celebrity in advertisement.

**Suggestions:**

- a. Manufacturers or advertisement designers should see that the product and advertisement are related. They should also avoid the appearance of women celebrity for men products or brands.
- b. Advertisement should be in such a way that it must not suppress the product by concentrating more on women celebrity.

The public also opined that;

- a. The advertisements should focus more on the products than on the women celebrity.
- b. With the domination of women celebrity the concept of the advertisement gets lost, so advertisers have to concentrate on it.
- c. The women celebrity should be exposed decently in advertisements so that it does not pollute the minds.
- d. The usage of women celebrity in advertisement can be replaced by good pictures, natural sceneries, children and good music so that the cost of the advertisement can always be under control.

**CONCLUSION**

The study conducted on the impact of women celebrity in advertisement has brought out many new concepts. There is a general opinion that the women celebrity is most sought after in advertisement field and they are paid a lot for their appearance. This is not true in all cases. All the women celebrity are not chosen for advertisement. There is always the chance of uncertainty n continuous appearance of the celebrity in the advertisement as the popularity never remains the same. Some celebrities like Sania Mirza are having communal restrictions which prohibit them to appear in many advertisements. The monetary benefits obtained by the celebrities also may not match the earnings in their profession. Also there are many negative criticisms about the appearance, their looks, presentation, etc., of women in advertisement. Considering all the above it could be seen that the involvement of a women celebrity in advertisement is not an easy task and success of any such advertisement is the outcome of great input of creativity, dedication and hard work.

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