Impact of Using Celebrities in Advertisement: A Case Study of Dakshina Kannada District

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Abstract
As the competition between the products increased the companies tried different things to catch the attention of the people. It is a normal human tendency to strive for more profit. These attempts and the creative thinking started taking the help of celebrities in advertisements. Celebrity endorsement believed to be one of the most powerful tools of getting popularity. It is because of the kind of fan following we see in India. Every single detail about their favorite celebrity will attract the fans. People often talk about the celebrities in their general talk. Advertising agencies and the companies have tried to capitalize on this human behavior. Fans feel proud to have the product that their favorite celebrity endorse and attached with. Even the celebrities take the help from these endorsements. They can be in news by endorsing a product. Celebrity wants to be in the lime light one or the other way product endorsement is as one such way for the celebrities. Celebrities get both popularity and huge amount of money. But is the fan following same all over India? Do the celebrities have the same effect in the rural areas, as they have among urban population? Is the popularity turned into buying behavior? Do the fans blindly buy the product as their favorite celebrity is attached with the product? These are the questions that need to be answered. And to get the answers the systematic study is must. This is an attempt to find the answers for all these questions.

Key words: Impact, Celebrities, Advertisement, Popularity.

Introduction
It is a very special and unique quality of mankind to convince or to persuade others. We, humans by using different tools know how to persuade others. We make others to believe in what we say and follow what we do. For the people who want to make profit or sell goods and offer service its important quality. A person who has something to sell or offer any service must know how to persuade. He must persuade the one who is the potential customer for his goods and service. The producer must work as if the potential customer should believe that it is the ultimate product. That kind of persuasive capacity one must have to make others believe in what he says.

All may not have this quality or some people may be expert in making others listen to what we say. Advertising agency is an organization with people of such quality. They know what to convey to attract people.

In the beginning advertising agencies were just the space buyers in newspaper which was sold to the people who want to advertise. They had contacts with the newspaper and maintained a good relation. They also know that the people and organization which wanted to advertise themselves. So these agents were acting like the link between those who want to advertise and those who can give the space to advertise. Volmey Palmer was the first fully fledged advertising agency which started giving complete solution of advertising needs.

At the beginning only the information about the product was seen in the advertisements. But as the competitors increased just giving information was not enough to make people get attracted towards one’s product. The producer and the advertising agencies had to try hard and use more tools to make people get attracted. It was not easy to grab the attention of the people. Just providing the information was not helped the agencies. They had to try something special to increase sales of a particular product. This made the producers and advertising agencies to think something extra.

The basic idea behind the advertising is to get the space in the minds of people for the product. People should remember the product once they see the advertisement of a product. All the qualities may not be conveyed in one advertisement but it was not the intention of advertising, they wanted to make aware that such a product exists in the market with some special quality. When a person continuously comes across the advertisement of one product it will create an image in his mind. When he wants to buy that product, advertisements of a brand which he has seen more will come in mind.

It is the common quality of human to search for the better. This makes people to go for different products. What makes people to find a new interesting product is, advertising. A good advertisement generates interest in the minds of people. This interest leads them to check the product. But today it is even more forward. An effective advertising
campaign can also create the need in the minds of people. When the advertisements say that this is a product you must have people will feel the scarcity and go for the product. What creates this interest or the need is the tools used by the advertiser. It may be attractive price, special feature of the product gifts attached with the product, after sales services warranties etc. Another such element used by advertiser is celebrity. Celebrity endorsement is the technique which created magic in the demand of many products.

According to Grant Mc. Cracken celebrity endorser is “any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appealing with it in an advertisement.”

How a person can be a celebrity has many answers it can be by profession, appearance, beauty or even by accident one can be celebrity. Actors, actress, sports person, models, writers, musicians are few of the example who get the celebrity tag very easily.

Celebrities and Advertisements

Celebrities are referred as the ‘celeb’ in popular culture. Celebrity is one who gets the media attention. Usually the celebrities are extrovert. A celebrity will be very popular in his field it may be sports, business, films, modeling etc.

A big fan following is the feature of any celebrity. A large number of people will be there to watch each and every steps that particular celeb. These fans will be interested to keep the track on where he/she goes, what he does, what he says. Every small piece of information about the celebrity will be followed by these fans. This popularity is used by the advertiser to get the attention of the people. Using this popularity and fan following a producer can promote the goods and services and increase the sales of his product.

The celebrity advertising not a new concept foreign countries have started it very early. Joan Camford, Clara Bow, Janet Gaynor are among the first few celebrities who started endorsing the product. In India it was started in 1980s. Today it has become the common marketing phenomenon. ShahRukh Khan, Sachin Tendulkar, M.S. Dhoni, Amitabh Bachchan, Aishwarya Rai Bachchan, Katrina Kaif etc., are among the most widely used celebrities in brand endorsement.

As the new techniques and methods emerged to advertise or to promote the goods and services celebrities were being used. A celebrity on screen attracts a large number people, irrespective of the reason to be on screen. Through the popularity of the celeb the product gets popularity. The value or the attraction that a celebrity has will be attached to the products that he / she advertise.

According to the transfer model celebrities develop a person through the types of roles they play in society as well as how they are portrayed in the media. Collectively, the culturally constituted society then assigns meaning to celebrities. When celebrities endorse a product the meaning developed around a particular celebrity will or at least it is hoped by advertisers transfer to a company, brand or product. Thus when a consumer identifies with a celebrity he / she purchases the product in the hope of claiming some of these transferred meanings for their own lives.

The belief among the advertiser is that, advertising messages delivered by the celebrities provide a higher degree of appeal, attention and possibly message recall than those delivered by non celebrities. Assael suggests that celebrity advertising is effective because of their ability to tap into consumer’s symbolic association to aspirational reference groups. Such reference groups provide points of comparison through which the consumer may evaluate attitudes and behavior.

A study says that more than 20 to 25 advertisements use celebrities in advertisements. The popularity of celebrity endorsement demonstrates the relevance of the topic. Marketers believe that celebrities affect the credibility of the claims made, amplify the memorable of the message and may provide a positive effect that could be generalized to the brand.

Specific objectives of the study:

Some of the specific objectives of the study were
1. To measure the level of effect on buyers.
2. To study the awareness of brand ambassadors.
3. To examine the effect of covert advertisements.
4. To evaluate the buying decision based on celebrity endorsement.
5. To study the viewership/ readership of advertisements affected by celebrity endorsement.

Sample selection
Dakshina Kannada area was selected for the study and for the sake of convenience. Respondents were selected by convenience sampling technique, which ensures unbiased selection of respondents each member of the selected group, has an equal chance of being chosen for the study. The respondents were common people. For this study, the researcher has taken a sample in Belthangady Taluk. For the purpose of data collection the researcher has used simple random selection technique.

Tools for data collection
The study focuses on assessing the impact of using celebrities in advertisements on common people. The questionnaire method was evolved for the collection of data from the respondents. The questionnaire consisted of multiple choices, close-ended and open-ended questions. The questionnaire was divided into two parts. Part - A of the questionnaire consisted of profile of the respondents such as name, gender, education, occupation and income. Part - B contained 21 questions like, celebrity effect, viewing pattern, covert advertisements etc.

Data analysis Method
The data collected was treated with percentage analysis. The percentage was worked out to represent the proportion of respondents to the sample.

Findings
- The respondents taken for the study are aware of the advertisements. As expected by the researcher the majority of the respondents like to watch the commercial type of advertisements. 53.25% of the respondents like to watch commercial advertisements.
- Most number of respondents has said that commercial advertisements affect more on them. 48.75% respondents have said that they are affected by the commercial advertisements. When researcher asks about the celebrities in advertisements 88.75% respondents have said they are aware that advertisements use the celebrities for getting popularity. 58.75% respondents have said commercial advertisements use more number of celebrity which also a truth.
- Most of the respondents also aware of the brand ambassadors 57.5% respondents said that they know that most of the companies will have a brand ambassador for their product, who will be associated with the product for a long time. And in every marketing activity he will take part.
- But when the question asked about the covert advertisements only 27.5% respondents have said that they are aware of it. Today companies and celebrities try to give the product more popularity by using it in the films but only 27.5% respondents have been affected by these attempts. 21.25% do not observe the products used by the celebrities outside the advertisements. So for the respondents the effect of covert advertisements has seen very low. And the product promotion through this technique will not be a good choice in this region.
- When researcher asks about the buying behavior based on celebrities 45% have said that they buy the product if their loved celebrity endorses it. It may not be more than 50% but we must say that celebrity endorsement has positive effect. Because celebrity endorsement is just one method or tool used by the companies. They are not
fully depending on this. They try to give popularity using different techniques. Only one tool that is celebrity endorsement itself found to be effective.

- But when it comes to the trying of new product only 21.25% respondents have said they go for a new product if their lover celebrities endorse it. So the effect has been seen lower when compared to the buying of old products by the respondents.

- Another assumption that the researcher had about the celebrity endorsement is that it will help companies when a customer has to make a choice between two products. But 36.25% said yes to this. 63.75% said that even when they have to choose between two products the celebrity effect is seen less.

- Only 43.75% respondents know about advertisements where their favorite celebrity is featured. But the acting part of celebrities is given attention in the advertisements also. 81.25% of the respondents give attention to the acting of the celebrities. 45 % of the respondents said that celebrities get the role even in advertisements which match their personality.

- Respondents are very particular about the celebrities but the conversion rate of attraction into buying is less. Most of the respondents pay attention to the celebrities but they do not go and buy the same product. Every time they also watch for the quality durability and the performance of the company before buying any product.

- Among the male respondents most of them like Aamir Khan. Dhoni Sharukh Khan are the few others who has more popularity. Among the female respondents Aishwarya Rai in Lux Advertisement mentioned more by the respondents.

- For covert advertisements most of them have taken the name of Sharukh Khan in the My Name is Khan. He had used Reebok Shoes in that. Some have also mentioned Aamir Khan using Coca Cola in the moveies. But only one respondent has mentioned the name of the celebrity, product and the movie exactly, that was Priyanka Chopra in the Fashion she endorsed Sunsilk.

Conclusion

In every society people will listen to the voice of their loved ones. Celebrities of any field are one such force to mould public opinion. Any message delivered by the celebrities will have large followers and the reach will be more. Even people will also have the favorable attitude towards the celebrities. We tend to listen what a celebrity says even though he is not our favorite actor / actress. Commercial advertisements, social service advertisements, political advertisements, corporate advertisements all make use of the celebrities. The messages conveyed by these will have more recall rate than messages conveyed by non celebrities.

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