A STUDY ON THE IMPACT OF CELEBRITY ADVERTISEMENTS AMONG COLLEGE STUDENTS IN COIMBATORE CITY

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Abstract
Celebrities are seen endorsing almost every product mean for selling. Due to high channel surfing, it is very difficult to keep the viewer's attention for a longtime and to focus in a productive way. Celebrities can bring quick memorable, recall and recognition and direct client connection with the audience. Leading film stars, sports personalities are preferred choice of the Indian marketers for a better recall. Celebrity advertisements are one among them. Celebrity endorsement has been recognized as" unique feature of modern marketing. This study is focused to find out the effectiveness of celebrity advertisement among college students. Various tools have been used and the results were arrived as among the respondents the female students are more, highly watching celebrity advertisement, they prefer to view the advertisement during leisure time and prefer to view the advertisements in televisions.

Keywords:Celebrity, Advertisement, Media.

Introduction
Celebrity Advertisement
A paid announcement, as of goods for sale, in newspapers or magazines, on radio or television, etc. the action of making generally known; a calling to the attention of the public. Today the use of celebrity endorsement has increased drastically.TV channels are flooded with advertisements most of them being celebrity advertisements.. Perhaps, the advertisements with a celebrity are more likely to keep a TV remote control from changing the channel. Many marketers perceive it as a winning formula as it serves dual purpose of creating interest in the advertisement and overcoming the media of clutter. Balakrishna, (2011) and Ganesan et al., (2012) over a period of time various researchers studied the impact of celebrity endorsements on various brands. Their studies revealed that the impact of celebrity endorsements on brands varies with the celebrity and the product category and that most of the endorsements have a favorable impact.

Objectives of the Study
1. To study the conceptual frame work of celebrity advertisement for various products and services.
2. To examine the various attributes of celebrity that attracts the respondents towards the advertisements.
3. To know the time preference of respondents in watching the celebrity advertisements.
4. To measure the impact of the celebrity advertisement in different media.
5. To assess the media that influences the respondents to view the celebrity advertisements.
6. To suggest better ways and means to improve the effectiveness of celebrity advertisements.

Hypotheses of the Study
1. The personal factors have no significant influence over the time preference to view the celebrity advertisement in various media.
2. The personal factors have no significant influence over the media preference to view the celebrity advertisement.
3. The personal factors have no significant influence over the reasons for impact of celebrity advertisement in respondent's purchase decision.
4. The personal factors have no significant influence over the various types of celebrities in advertisement.
5. There is no significant relationship between the gender and the overall impact of celebrity advertisement.
6. There is no significant relationship between the age group and the overall impact of celebrity advertisement.

Statement of the Problem
Every marketing activity aims at creating product awareness and desire among the consumers. Globalization and cut throat competition have forced marketers to strive hard to create awareness about their products as well as overall positive image about the company.

Research Methodology
Area & Collection of Data: The study was conducted in Coimbatore city. Data was collected by Interview schedule. Both primary and secondary sources of the data have been used for the study.
Target group of respondents: The college students of different colleges were the target group of respondents for the study.

Sampling Technique: The study was conducted based on the simple random method.
Tools used for Analysis: The data collected through Interview schedule were analyzed by Percentage analysis, Chi-square test and Anova techniques.

Review of Literature
Srivastava(**2006**) in his study "celebrity endorsements and brand –celebrity mismatch "stated that celebrities should be matched with the brands they endorse .he conducted a study with a sample size of 100 respondents in Mumbai to know whether sharukhan endorsing for lux matches or not. Most of the people were of the opinion that advertisement was not only unaesthetic but also that it could have been shot in a better manner.

In the study conducted by Amos,Holmes and Strutton(2008) titled" exploring the relationship between celebrity endorser effects and advertising effectiveness" provides a quantitative summary of the relationship between celebrity endorser source effect and effectiveness in advertising. The role of celebrity product fit, and interaction effects have been studied with the selected samples.

S.John Gabrief(**2006**) in his article "The Impact of Television Advertisement on Youth:, concluded that today's youth are no fools and are far more sophisticated that they were 20 years ago, when many of today's youth advertising guidelines were written because of the combination of color, sound and action, television attracts more viewers than any other medium(with the exception of cinema).Television is perceived as a persuasive medium of communication. Moreover, the youth is treated as' special' audience.

Rajeswari(**2008**),in her study, "A study on the effect of celebrity endorsements with reference to Coimbatore city ," reveals that gender of the celebrity, celebrity brand expertise, celebrity trust and image, celebrity attractiveness, type of celebrity are the major attributes of celebrity which are influencing the viewers towards the advertisement and the advertisers can concentrate on those attributes in order to have fruitful results.

Analysis and Interpretation

Table-3.1 Gender of The Respondents

Gender	Number of Respondents	Percentage
Male	124	41.33
Female	176	58.67
Total	**300**	**100**

Source: Interview schedule

The above table shows that majority of the respondents (58.67 percent) were female and rest of them were male. This is due to the fact that majority of female respondents relax themselves by watching media.

Table-3.2   Age Group of The Respondents

Age Group	Number of Respondents	Percentage
18 years-20 years	152	49.33
21 years-23 years	134	46.00
24 years-26 years	14	4.67
Total	**300**	**100**

Source: Interview schedule

From the above table it can be inferred that, most of the respondents(49.33 percent) are in the age group of 18 years-20 years, 46 percent respondents are in the age group of 21 years-23 years and 4.67 percent of respondents are in the age group of 24 years-25 years.

Table-3.3   Respondents Preference of The Medias

Medias	Number of Respondents	Percentage
Television	212	70.67
Newspaper &Magazine	56	18.66
Hoardings	8	2.67
Internet	24	8
Total	**300**	**100**

Source: Interview schedule

From the above table, it can be understood that majority of respondents (70.67 percent) prefer television for viewing celebrity advertisement, 18.66 percent of respondents prefer newspaper and magazine for viewing celebrity advertisement, 8 percent of respondents prefer Internet and 2.67 percent of respondents prefer Hoardings for viewing celebrity advertisement.

Table-3.4 Time Preference To View The Celebrity Advertisement

Time	Number of Respondents	Percentage
Morning	42	14
Evening	112	37.33
Leisure time	142	47.34
Night time	4	1.33
Total	**300**	**100**

Source: Interview schedule

The above table results that most of respondents (47.34 percent) prefer to view celebrity advertisement during their leisure time, 37.33 percent of respondents prefer to view at evening time, 14 percent of respondents prefer morning time and 1.33 percent of respondents prefer night time for viewing the celebrity advertisement.

Table-3.5   Type of Celebrity

Type of Celebrity	Number of Respondents	Percentage
Film Stars	190	63.33
Sports Stars	82	27.33
Professionals	24	8
Models	4	1.34
Total	**300**	**100**

Source: Interview schedule

The above table reveals that most of the respondents (63.33 percent) are influenced by film stars, 27.33 percent of respondents prefer sports stars,8 percent of respondents says that professionals influenced them more,1.34 percent of respondents prefer models.

Table-3.6   Reasons for Impact

Reasons for Impact	Number of Respondents	Percentage
Attempt For Quick Purchase	58	19.33
Suggest As Best Among Alternatives	108	36
Prestigious Value	64	21.33
Good Quality	70	23.34
Total	**300**	**100**

Source: Interview schedule

The above table shows that out of total respondents, most of   the respondents, (36 percent)   states that the impact of celebrity advertisement helps   them to suggest as best among alternatives, 23.34 percent of respondents states that product endorsed by celebrity will be of good quality,21.33 percent of respondents states that they buy the celebrity endorsed product for their prestigious value,19.33 percent of respondents states that the celebrity advertisement for a product helps them to attempt for a quick purchase.

Table -3.7   Overall Impact of Celebrity Advertisement

Overall Impact	Number of Respondents	Percentage
Very Good	78	26
Good	196	65.33
Average	26	8.67
Total	**300**	**100**

Source: Interview schedule

The above table shows that, majority of the respondents (65.33 percent) has good impact over celebrity advertisement, 26 percent of respondents feels that it is very good and 8.67 percent of respondents feel that it does not create much impact in the minds of viewers.

Chi-Square Analysis
Table-3.8-Showing The Time Preference to View the Celebrity Advertisement in Various Media

Personal Factors	Calculated value	Tabulated value	Result *
Gender	14.46	15.62	Insignificant
Age Group	21.68	25.2	Insignificant

Source: Interview schedule   *Result tested at 5Percent level of significance

From the above table, it is clear that there is an insignificant relationship between the gender of respondents and time preference of viewing the celebrity advertisement. Hence it is Null hypotheses. There is an insignificant relationship between age group and the time preferred by the respondents to view the celebrity advertisement. Hence it is a Null hypothesis.

Table-3.9 Showing The Reasons for Impact of Celebrity Advertisement on Their Purchase Decision

Personal Factors	Calculated value	Tabulated value	Result *
Gender	15.12	15.62	Insignificant
Age Group	5.12	25.2	Insignificant

Source: Interview schedule   *Result tested at 5Percent level of significance

The above table states that there is an insignificant relationship between the age group of respondents and the various reasons for impact. There is an insignificant relationship between gender and the reasons for impact of celebrity advertisement on their purchase decision. So the hypothesis is accepted.

Table-3.10 Showing The Various Types of Celebrities in Advertisement

Personal Factors	Calculated value	Tabulated value	Result *
Gender	2.02	15.62	Insignificant
Age Group	5.76	25.2	Insignificant

Source: Interview schedule   *Result tested at 5Percent level of significance

The above table depicts that there is an insignificant relationship between the age group of respondents and the various types of celebrities in advertisement. So the hypotheses are accepted. There is an insignificant relationship between gender and the types of celebrities in advertisement. Hence it is a Null hypothesis.

Table-3.11 Showing The Media Preference For Viewing The Celebrity Advertisement

Personal Factors	Calculated value	Tabulated value	Result *
Gender	2.12	15.62	Insignificant
Age Group	26.1	25.2	Significant

The above table depicts that there is a significant relationship between the age group of respondents and the media. Hence it is Alternate hypotheses**.** There is an insignificant relationship between gender and the media preferred by the respondents to view the celebrity advertisement. Hence it is a Null hypothesis.

Anova Analysis
Table 3.12 Relationships Between the Gender and   the Overall Impact of Celebrity Advertisement

Source of Variation	Sum of Squares	Degree of Freedom	Mean Square	Variance Ratio	5 Percent F Limit
Between Columns	4088	2	2044	31.28	19.00
Between Rows	225.32	1	225.32	3.44	18.51
Residual factor	130.68	2	65.34		
Total	4444	5	2334.66		

ANOVA values of the Gender and the Overall Impact of Celebrity Advertisement Tested @ 5 Percent Level of Significance

Values	Between Columns	Between Rows
Calculated value	31.28	3.44
Tabulated value	19.00	18.51
Result	Significant	Insignificant

Table 3.13 Showing The Relationship Between The Age Group And The Overall Impact of Celebrity Advertisement

Source of variation	Sum of squares	Degree of freedom	Mean square	Variance ratio	5Percent F Limit
Between Columns	2495.98	2	1247.99	7.9485	6.94
Between Rows	1875.98	2	937.99	5.9741	6.94
Residual factor	628.04	4	157.01		
Total	5000	6	2342.99		

ANOVA values of the Age group and the Overall Impact of Celebrity Advertisement Tested @5 Percent level of Significance

Values	Between Columns	Between Rows
Calculated value	7.9485	5.9741
Tabulated value	6.94	6.94
Result	Significant	Insignificant

Two –Way Table

Table -3.14 Showing the Relationship Between Gender and The Overall Impact of Celebrity Advertisement

Gender	Very good	Good	Average	Total
Male	28(22Percent)	**84(68Percent)**	12(10Percent)	124
Female	48(27Percent)	106(60Percent)	12(7Percent)	176
Total	**76**	**200**	**24**	**300**

Source: Interview schedule

The above table clearly depicts that the overall impact of celebrity advertisement is good. The majority, Male (68Percent) respondents have the overall impact as good about the celebrity advertisement.

Table -3.15 Showing The Relationship Between Age Group And The Overall Impact of Celebrity Advertisement

Age group	Very good	Good	Average	Total
18years-20 years	40(26Percent)	96(63Percent)	16(11Percent)	152
21years-23 years	30(22Percent)	**92(69Percent)**	12(9Percent)	134
24years-26 years	6(43Percent)	8(57Percent)	0	14
Total	**76**	**196**	**28**	**300**

Source: Interview schedule

The above table clearly depicts that the overall impact of celebrity advertisement is good. The majority (69Percent) respondents in the age group of 21-23 years have the overall impact as good about the celebrity advertisement.

Findings, Suggestions and Conclusion

Percentage Analysis

Majority of respondents belongs to female (58.67 percent) category and they belong to the age group (49.33 percent) of 18 - 20 years. They (70.67 percent) prefer television for viewing celebrity advertisement and (47.34 percent) prefer to view celebrity advertisement during their leisure time and (63.33 percent) are influenced by film stars,36 percent of respondents stated that the impact of celebrity advertisement helps them to suggest as best among alternatives. Majority of respondents stated that celebrity advertisements are very good to fulfill their overall expectations.

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Chi-square test
1. There is an insignificant relationship between the gender of respondents and time preference of viewing the celebrity advertisement. Hence it is Null hypotheses. There is an insignificant relationship between age group and the time preferred by the respondents to view the celebrity advertisement. Hence it is a Null hypothesis.
2. There is an insignificant relationship between the age group of respondents and the various reasons for impact. There is an insignificant relationship between gender and the reasons for impact of celebrity advertisement on their purchase decision. So the hypothesis is accepted.
3. There is an insignificant relationship between the age group of respondents and the various types of celebrities in advertisement. So the hypotheses are accepted. There is an insignificant relationship between gender and the types of celebrities in advertisement.
4. There is a significant relationship between the age group of respondents and the media. Hence it is Alternate hypotheses**.** There is an insignificant relationship between gender and the media preferred by the respondents to view the celebrity advertisement. Hence it is a Null hypothesis.

ANOVA Analysis
1. ANOVA test proves that there is a significant relationship between the gender and the overall impact of celebrity advertisement.
2. ANOVA test proves that there is an insignificant relationship between the gender and the overall impact of celebrity advertisement.
3. ANOVA test proves that there is a significant relationship between the age group and the overall impact of celebrity advertisement.
4. ANOVA test is accepted in case of age group and the overall impact of celebrity advertisement.

Suggestions
1. The selected celebrity for endorsement can be fed with adequate knowledge and lip movement about the product and be motivated to shoe interest in explaining the features of the brand.
2. Celebrities possessing high star value power during the time of endorsement can be selected since they will be more effective in the advertisement.
3. Local star celebrities can be made to endorse advertisements as they can create more awareness and attractiveness.
4. The advertisement message may be delivered in the regional/local languages to make these advertisements more effective.
5. The quantum of celebrity endorsements can be increased in the outdoor media so that people in travel can also view the advertisement.

Conclusion
It can be concluded that, an appropriately used celebrity can prove to be a massively powerful tool but the fact to be emphasized is that celebrities alone do not guarantee success, as consumers nowadays understand advertising. The health of a brand can definitely be improved up to some extent by celebrity endorsement. A brief assessment of the current market situation indicates, that celebrity endorsement advertising strategy can under the right circumstances indeed justify the high costs associated with this form of advertising. The use of celebrity for endorsements create a very favorable impact on the consumer and it creates a connect which forces a consumer to purchase a product. It has been proved from the discussion that celebrity endorsements are a powerful and useful tool that magnifies the effect of a campaign.

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