The Effect of Using Celebrities in Advertising on the Buying Decision "An Empirical Study on Students in Dr.M.G.R.University”

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Abstract
This study is based on a field work, of which population included B.tech student in Dr.M.G.R.University. Other student Categories were not included in the study. The study used a convenience sample of 50 students from the above mentioned university. The researcher used a very common method to collect the data needed in the research, that is a questionnaire. This questionnaire was designed to measure the effect of using celebrities on buying decision; it contains two main sections concerning the main variables of the study. The first section intended to measure consumer attitudes towards the attractiveness of celebrities. The second section designed to assess the influence of celebrities on consumers' brand choice behaviour. The important research findings of the study include the followings:

1. The Television advertising, which uses celebrities is attractive, this means the hypothesis one is accepted, this indicate to The Television advertising, which uses celebrities, is attractive.

2. There is effect of using the celebrities on the buying decision, this means the hypothesis two is accepted, this indicate to the using the celebrities have a significant effect on the buying decision.

Keywords- Celebrities, Buying decision, Advertising, consumer, Brand

INTRODUCTION
A celebrity is a commonly recognized person for his/her achievement and success (Taleja, 2005). A celebrity can be a sports figure, a newscaster, an entertainer, a politician, community leaders or a television/film actor (Bhushan, 2007). Every celebrity, through their performance, creates an impression on society. On this basis people associate different attributes such as trustworthiness, reliability, credibility, likeability, attractive etc. with different celebrities. When such a celebrity endorses a product, the attributes associated with that celebrity is transferred to the product. This has a strong impact consumer’s attitude towards brand, their purchase intentions and many other aspects (Erdoğan, 1999).

THE PROBLEM OF THE STUDY
Does the use of celebrities in commercial affect positively on the buying decision of the customers?

THE PURPOSE OF THE STUDY
Find the relationship between the celebrities on advertising and the buying decision of consumers.

LIMITATIONS
In this study the sample was relatively small 30 students, and this study depend on student’s sample, so we can't generalize this results in whole market, due to limited resources. Due to Limited time the researcher don’t have enough time to study this topic as suppose to be.

REVIEW OF LITERATURE
Friedman and Friedman, 1979 some of the early empirical studies in the field showed that the effectiveness of an advertisement to a significant extent depends on the advertiser’s choice of product endorsers.

Kanougo and Pang 1973 examined different combinations of products and their male/female endorsers and attributed the identified variations in their effectiveness to the compatibility between the product and the endorser or lack thereof.

Silvera and Austad (2004) attempted to determine the effects of gender matching between a celebrity endorser and consumers on the effectiveness of an advertisement [15]. Their findings suggest no clear link between the gender of a celebrity endorser and the way in which his/her perceived trustworthiness; women had more reliance on female endorsers, whereas men, accordingly, demonstrated greater confidence in male celebrities.

Goldsmith 2000 draws a general inference that the perceived credibility of the source of information (celebrity) contributes to persuading consumers and inducing desired behaviour with regard to the advertised product.

Angela Byrne, Maureen Whitehead, Steven Breen (2003) study the process of transference of celebrity images to the product “s image by examining the usage of celebrity endorsement in the formation of the retail image of a leading European grocery distribution group. The analysis relates to a field research with consumers and interviews with advertising agency personnel who have identified the criterion for the choice of a celebrity. The extent to which the market place recognizes and consumers associate themselves with the image of a celebrity endorser is explored.
Hee-Jung Kim, Wei-Na Lee, and Sejung Marina Choi (2005) illustrate differences between the two cultures in the implementation of celebrity advertising. Celebrities in U.S. advertising often portrayed themselves (i.e., they served as spokespersons), whereas the majority of Korean celebrities acted in roles. As spokespersons, celebrities are no doubt being used for their unique attributes that are compatible with the products.

However, selecting celebrity for the endorsement is not an easy task. Many models such as source credibility model (Maddux and Rogers, 1980; Swartz, 1984; Kamins and Gupta, 1994), source attractiveness model (Baker and Churchill 1977, Kahle and Homer 1985, Lumpkin and Madden 1989, Silvera and Austad 2004) etc. has been made to aid in selecting celebrity for endorsement. The source credibility model suggests that the credibility of a celebrity depends on perceived level of trustworthiness, which in turn is affected by likeability. The source attractiveness theory explains that a celebrity is more effective in conveying a message because of status and physical appearance (Erdogan, 1999). Moreover it has been empirically tested that an attractive celebrity would have a more favourable impact on consumer attitudes than an unattractive celebrity (Baker and Churchill 1977, Kahle and Homer 1985, Silvera and Austad 2004).

**Research Hypotheses**

H1: consumers are likely to consider the advertising that use celebrities as an attractive advertising

H2: using celebrities in advertising influence positively on consumer buying decision

**Methodology**

**Data Collection Instrument and Method:**

In this study we will use a very common method to collect the data needed in our research that is a questionnaire. This questionnaire was designed to measure the effect of using celebrities on buying decision; it contains three main sections concerning the main variables of the study. The first section intended to measure consumer attitudes towards the attractiveness of celebrities (variable 1), where the second section designed to assess the influence of celebrities on consumers' buying behaviour (variable 2) The researcher used std.deviation to measure the hypothesis.

A five-point Likert scale was used for measurement. The scale consisted of five levels of agreement, beginning with strongly disagree up to strongly agree (1=strongly Disagree, 2=disagree, 3=neutral, 4=agree and, 5=strongly agree).

**The Population of the Study**

This study is based on, of which population included B.Tech student in Dr. M.G.R. University who were enrolled in Engineering.

**The Sampling Procedures**

This study used a convenience sample of 30 students from university. The researcher has used a questionnaire method to collect data needed in this study; this questionnaire consists of three main sections as follow:

- First section is about the Demographic factors of the respondent
- Second Statements measure the attractiveness of advertising that use celebrities.
- Third Statements measure the effect of using celebrities on the buying decision.

**Demographic Variables**

The sample was chosen randomly from population of study, the sample contain of 30 students

<table>
<thead>
<tr>
<th>S.no</th>
<th>Gender variable</th>
<th>Respondents</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Male</td>
<td>12</td>
<td>40</td>
</tr>
<tr>
<td>2</td>
<td>Female</td>
<td>18</td>
<td>60</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>30</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: primary data

From Table (1), female has the highest percentage (58.2%) and male has the percentage (41.8%)

**Table 2: Distribution of education level variable on a sample.**

<table>
<thead>
<tr>
<th>S.no</th>
<th>Study year</th>
<th>Frequencies</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Second Year student</td>
<td>10</td>
<td>33</td>
</tr>
<tr>
<td>2</td>
<td>Third year Student</td>
<td>9</td>
<td>30</td>
</tr>
<tr>
<td>3</td>
<td>Final year Student</td>
<td>11</td>
<td>37</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>30</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: primary data

From table2, final year students have the highest percentage (37%) and the third year students have the (30%) and the second year student have the (33%)

**Table 3: Distribution of age variable on a sample**

<table>
<thead>
<tr>
<th>S.no</th>
<th>Age of the respondents</th>
<th>Frequencies</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>19-20</td>
<td>6</td>
<td>20</td>
</tr>
<tr>
<td>2</td>
<td>21-22</td>
<td>12</td>
<td>40</td>
</tr>
<tr>
<td>3</td>
<td>22-23</td>
<td>10</td>
<td>33</td>
</tr>
<tr>
<td>4</td>
<td>More than 23</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>30</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary data

From table 3 distribution of age variable is an important factor for analyzing the celebrity advertising it is highest (40%) in the 21-22 age group and (33%) in the 22-23, and 19-20 age group have the (20%) and more than 23 have the (7%).
Table 4: Television advertising, which uses celebrities, is attractive

<table>
<thead>
<tr>
<th>S.no</th>
<th>Factors</th>
<th>Mean</th>
<th>Std.dev</th>
<th>Evaluation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Television advertising, which uses celebrities, is popular</td>
<td>3.6</td>
<td>1.35</td>
<td>Great</td>
</tr>
<tr>
<td>2</td>
<td>Television advertising, which uses celebrities, is more attractive</td>
<td>3.7</td>
<td>1.08</td>
<td>Great</td>
</tr>
<tr>
<td>3</td>
<td>Television advertising, which uses celebrities, is enjoyable</td>
<td>3.5</td>
<td>1.27</td>
<td>Great</td>
</tr>
<tr>
<td>4</td>
<td>Attractive celebrities in television advertising make me pay more attention to product details</td>
<td>3.5</td>
<td>1.27</td>
<td>Great</td>
</tr>
</tbody>
</table>

Total: 11.6 4.0 Great

Source: primary data

Table (4) shows the mean for the total of the attraction of a Television advertising dimension reached (11.6) and standard deviation (4.0) with great evaluation.

Table 5 Effect of using the celebrities on the buying decision

<table>
<thead>
<tr>
<th>S.no</th>
<th>Factors</th>
<th>Mean</th>
<th>Std.dev</th>
<th>Evaluation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Celebrity Television advertising make me a buying decision</td>
<td>3.6</td>
<td>1.24</td>
<td>Great</td>
</tr>
<tr>
<td>2</td>
<td>Celebrity television advertising help me remember the endorsed brand</td>
<td>3.3</td>
<td>1.29</td>
<td>Great</td>
</tr>
<tr>
<td>3</td>
<td>Celebrity television advertisement increase my awareness of endorsed brand</td>
<td>3.7</td>
<td>1.08</td>
<td>Great</td>
</tr>
</tbody>
</table>

Total: 8.1 2.89 Great

Source: Primary data

Table (5) shows the mean for the total of using the celebrities on the buying decision reached (8.1) and standard deviation (2.89) with great evaluation.

**FINDINGS**

1. The Television advertising, which uses celebrities is attractive, this means the hypothesis one is accepted, this indicate to The Television advertising, which uses celebrities, is attractive.

2. There is significant effect of using the celebrities on the buying decision, this means the hypothesis two is accepted, this indicate to the using the celebrities have a significant effect on the buying decision.

**CONCLUSION**

Celebrity endorsements has changed the way advertising used to be few decades ago. It is been accepted to be a —ubiquitous feature of modern day marketing (McC racken 1989). Celebrity endorsements business has become a multi-million dollar industry in India (Malhotra 2005). As a result, a greater understanding of consumers ‘reactions towards celebrity endorsements can help the marketers to use it more effectively. This research paper explored the effect of using celebrities in advertising on the buying decision. Empirically identified and tested the celebrity attributes specific to celebrity attraction influence purchase intention. It was found out that people are more —likely to buy, —already buy and are —happy with the purchases done under the influence of celebrities. Overall it can be said that the different attributes of the celebrities positively affect consumers purchase intention.

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**REFERENCES**


