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Celebrity Endorsed Television Advertisements Affecting Purchase Decision of Middle Class Consumers in Lucknow City

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Abstract:

In the present era of information explosion and media influence, celebrity endorsed advertisements play a major role in changing the settled perception or thinking of the consumer and also the consumption pattern of the society in general. In today's glamorous world where people remember things which are either glamorized or they provide them a reason to remember them. Celebrity' endorsement helps most of the organizations to work on these affairs. Celebrities apart from their primary job of playing, acting, modeling etc., are also helpful in promoting brand. Across the world, celebrities have been used for a wide variety of brands. The crescendo of celebrities endorsing brands has been steadily increasing over the past years. Marketers overtly acknowledge the power of celebrities in influencing consumer purchase decisions. This research tries to excavate that what factors underlying in celebrity endorsed advertisements that are playing major role in affecting purchase decision of middle class consumers in Lucknow city. Descriptive research design has been adopted to describe the current scenario as it exists at present. The research data is collected from the middle class respondents by using structured schedule whose income is between 2 Lakh to 10 Lakh per annum. The sample size for the study was 300 persons taken for this research, and to collect the primary data judgmental sampling technique is used to cover the large area of the city. It was found that television advertisement is the best medium of getting awareness about the product and best medium that helps in recalling of the brand. In an another finding it was found that film stars are the most suitable celebrities while endorsing the brand and impressive appearance is the most appealing factor of celerity that help the marketer in influencing the middle class consumers. Quality and price are the two important factors that influence the purchase decision of middle class consumers apart from celebrity personal factor, and celebrities' ability to relate the product with consumers is the most important factor need to be present in the celebrity for effective celebrity endorsed advertisements.

Keywords: *Celebrity endorsements, Television advertisements, Middle class consumers, Recall of the brands.*

1. Introduction

As we all know that in today's scenario television is the strong media for advertisement it is the mixture of advertising appeals and psychological attributes. Schiffman and Kanuk (2007) defined advertising appeal as supplier's application of a psychologically motivating power to arouse consumers want and action for buying, while sending broadcasting signals to change receiver's concepts towards the product and in that celebrity plays a great role in creating the appeal either emotional or rational.

From 1970's up-to early 80's trend in advertisement saw a huge advancement. It was the time when products were being started to be endorsed by celebrities. It was the time when we saw not only film stars in movies but also in the advertisement by promoting brands like Late Shammi Kapoor did for Pan Parag or we saw Sunil Gavaskar former cricketer doing endorsement for Dinesh Suiting's, idea of pressure cooker brought Tabassum in our eyes and many more.

Now a day's use of celebrity for creating a strong impact in the minds of customers has been a common trend adopted by the multinational companies. The company makes use of the celebrity's characteristics and qualities to establish an analogy with the products specialties with an aim to position them in the minds of the target consumers. It is obvious that the consumers will get attracted to it, because the consumer wants to maintain some status, and they feel that they have a strong connection in terms of tastes and preference with the celebrity who is endorsing that product and they feel that using a brand promoted by a star can satisfy that longing.

2. Literature Review

Soloman (2002), talk about celebrities being most effective in situations involving high social risk, where the buyer is conscious of the impression peers will have of him or her. According to him, a celebrity endorser is comparatively more effective for products high in psychological or social risk, involving elements as good taste, self-image, and opinion of others, compared to a “normal” spokesperson. Till and Shimp, (2007), a recent estimate indicates that almost 20 percent of all advertisements worldwide use celebrity spokespersons. In a research paper of Khan Afsheen and Lodhi Samreen, “Influence of Celebrity Endorsement on Consumer Purchase Decision: A Case of Karachi” Imperial Journal of Interdisciplinary Research (IJIR) Vol.2, Issue-1, 2016 states that celebrity endorsed advertisement is not only utilized to create brand awareness and brand recognition but they help the company to capture target audience. Celebrity do not make the advertisement effective but others factors like product performance, quality and brand image, personality and trustworthiness of celebrities make the mind of consumer to choose the particular face care product of his/her choice. In the article Impact of Celebrity Advertisements: Bollywood Vs Cricket Stars by S.K. Dubey*, Pradeep Agrawal** (* Associate Professor, Faculty of Management Studies, Banaras Hindu University, Varanasi**Research Scholar, Faculty of Management Studies, Banaras Hindu University, Varanasi.) published in Journal of Marketing and communication Vol. 7 Issue 2 September - December 2011. Dr. Dubey & Agrawal has emphasized on defining a way to measure the potential of the Indian Celebrities as brand endorsers through their level of popularity and suitability among the respondents who are familiar with the celebrities. After all the findings in the end it was concluded that in the age of intense competition, where registering a position in the consumers’ mind space is extremely tough, celebrity endorsements give an extra edge to the companies for retaining the viewers’ attention. A good celebrity-product association can capture a viewer’s attention, increases the consumer awareness about the product, and induce consumer’s behavior to purchase endorsed product. The findings of a Research Paper “How celebrities are used in Indian Television commercials” by Varsha Jain, Subhadip Roy, Aarzo Daswani and Mari Sudha suggested that 64% of the commercial used the implicit mode (physical & verbal communication is used by the celebrity in commercials) of celebrity portrayal for different product categories, usage of film celebrity is more than sports celebrity, Male celebrity dominated on food, beverages, automobiles & consumer durables advertisement and female on beauty products.

3. Scope of the Study

There has been lot said and done on Celebrity Endorsed Television Advertisements but still the need of this study was felt because the research work related to celebrity endorsements and its effects is done in major metropolitan cities of India and foreign countries no study was done in Lucknow city (capital of U.P) to understand the customer psychology of the emerging cities apart from this no study has been done exclusively to understand the factors affecting middle class consumers from celebrity endorsed advertisements for retail brands, as our country is the second most populated country in the world where large number of population belong to service class and small traders i.e. middle class, creating a large section of people falling under the consumer market, thus making it an important element for the study.

4. Objective of the Study

1. To know the best medium of awareness about the latest retailer’s product by the middle class consumers.
2. To know the various type of celebrities’ effectiveness while endorsing the products for middle class consumers in Lucknow city.
3. To find out the various factors needed to be present in the celebrities for influencing the purchase decision of middle class consumers.
4. To discover other factors apart from celebrity that affect the purchase decision of middle class consumers.
5. To find out the best medium for recall of the retailer’s product by the consumers.
6. To find different factors needed to be present in the celebrities for having a better recall of the products while purchasing.

5. Research Methodology

The survey was conducted in Lucknow city, Uttar Pradesh, India. Research design used is a descriptive research design, which is description of the current scenario as it exists at present. The research data is collected from the respondents by using structured schedule. The sample size for the study was 300 persons taken for this research, and to collect the primary data judgmental Sampling technique is used to cover the large area of the city.

6. Analysis and Discussion

6.1. Best Medium of Awareness about the Latest Retailer’s Product by the Middle Class Consumers.

Various Medium Degree	Weight (Wt.)	Print Media (F1)	Wt.*F1	Television Advertising (F2)	Wt.*F2	Word of Mouth (F3)	Wt.*F3	Mobile And Internet(F4)	Wt.*F4	Radio (F5)	Wt.*F5
Very High	1	62	62	170	170	19	19	33	33	16	16
High	2	111	222	79	158	46	92	47	94	17	34
Moderate	3	77	231	26	78	44	132	85	255	68	204
Low	4	27	108	14	56	107	428	92	368	60	240
Very Low	5	23	115	11	55	84	420	43	215	139	695
Total	15	300	738	300	517	300	1091	300	965	300	1189
$\sum X$			2.46		1.72		3.64		3.22		3.96
Rank			2		1		4		3		5

Table 1: Weighted Mean score table of different medium for the latest products awareness.

6.1.1. Interpretation

From the Table 1 we can see that print media has got a weighted mean score of 2.46 and ranking of second place and television advertisement has got a weighted mean score of 1.72 and ranking of first place whereas word of mouth and mobile and internet has got a weighted mean score of 3.64 and 3.22 along with the ranking of fourth and third place respectively. Radio medium has got a weighted mean score of 3.96 and ranking of fifth place. So it can be concluded that television advertisement is the best medium that is mostly preferred by the middle class consumers for awareness about the latest retailer's product.

6.2. Various Type of Celebrities' Effectiveness While Endorsing the Products for Middle Class Consumers

Celebrity Types Degree	Weight (wt.)	Film Stars(F1)	Wt.*F1	Sports Persons (F2)	Wt.*F2	Business Icons (F3)	Wt.*F3	Entertainers (F4)	Wt.*F4	Animations (F5)	Wt.*F5
Very High	1	211	211	48	48	7	7	14	14	20	20
High	2	50	100	148	296	15	30	53	106	34	68
Moderate	3	28	84	53	159	34	102	81	243	104	312
Low	4	11	44	31	124	62	248	125	500	71	284
Very Low	5	0	0	20	100	182	910	27	135	71	355
Total		300	439	300	727	300	1297	300	998	300	1039
$\sum X$			1.46		2.42		4.32		3.33		3.46
Rank			1		2		5		3		4

Table 2: Weighted mean score table of various celebrities' effectiveness while endorsing the products.

6.2.1. Interpretation

It can be seen from Table 2 that film stars have a score of 1.46 and rank 1 while sports person have a score of 2.42 and rank 2 followed by entertainers having a score of 3.33 and rank 3. Animation characters have a score a 3.46 and rank 4 followed by business icons as a score of 4.32 and rank of 5. It can be clearly seen that film stars are the most effective celebrities while endorsing the products most of the population strongly agreed to this fact and it has also been seen that they have been the first choice of the people, followed by the sports persons who are on the second number of choice as most effective celebrity while endorsing the products.

6.3. Various Factors Needed to Be Present in the Celebrities for Influencing the Purchase Decision of Middle Class Consumers.

Factors Degree	Weight	Impressive appearance (F1)	Wt.*F1	Expertise in the main work (F2)	Wt.*F2	Charitable activity (F3)	Wt.*F3	Commitment (F4)	Wt.*F4	Public Image (F5)	Wt.*F5
Very High	1	104	104	50	50	36	36	45	45	65	65
High	2	71	142	57	114	54	108	53	106	65	130
Moderate	3	64	192	73	219	33	99	62	186	68	204
Low	4	25	100	73	292	66	264	84	336	52	208
Very Low	5	36	180	47	235	111	555	56	280	50	250
Total		300	718	300	910	300	1062	300	953	300	857
$\sum X$			2.39		3.03		3.54		3.18		2.86
Rank			1		3		5		4		2

Table 3: Weighted mean score table of factors present in the celebrities that influence the purchase of consumer

6.3.1. Interpretation:

It can be seen from the above Table 3 Impressive appearance factor has a score of 2.39 and ranked 1 followed by the public image factor with a score of 2.86 and ranked 2. Expertise in the work factor has a score of 3.03 and ranked 3 followed by the commitment with a score of 3.18 and ranked 4. The charitable activity factor has a score of 3.54 and ranked 5. From the above analysis it can be concluded that impressive appearance is the most important factor needed to be present in the celebrity, which influence the purchases of consumers. Public image is the second most important factor needed to be present in the celebrity, which influence the purchase of consumers.

6.4. Other Factors Apart from Celebrity that Affect the Purchase Decision of Middle Class Consumers.

Factors Degree	Weight	Quality (F1)	Wt.*F1	Price (F2)	Wt.*F2	Brand Loyalty (F3)	Wt.*F3	Suggestion from Peers (F4)	Wt.*F4	Cultural Approval (F5)	Wt.*F5
Very High	1	187	187	40	40	62	62	8	8	3	3
High	2	79	158	129	258	69	138	12	24	11	22
Moderate	3	24	72	81	243	86	258	91	273	18	54
Low	4	10	40	23	92	71	284	132	528	64	256
Very Low	5	0	0	27	135	12	60	57	285	204	1020
Total		300	457	300	768	300	802	300	1118	300	1355
ΣX			1.52		2.56		2.67		3.73		4.52
Rank			1		2		3		4		5

Table 4: Weighted mean score table of factors that influences the purchase of consumer other than the celebrities' personal factors.

6.4.1. Interpretation

It can be observed from the above Table 4. Quality factor has a score of 1.52 and ranked 1 followed by price factors which have a score of 2.56 and ranked 2. Brand loyalty factor has a score of 2.67 and ranked 3 followed by suggestions from peers which have a score of 3.73 and ranked 4. Cultural approval factor has a score of 4.52 and ranked 5. So it can be inferred from the above that quality of the product is the most important and critical factor which strongly influences the purchases of middle class consumers. Price is the second most important factor followed by Brand Loyalty factor which influences the purchase of consumers.

6.5. Best Medium for Recall of the Retailer's Product by the Consumers.

Various Medium Degree	Weight (Wt.)	Print Media (F1)	Wt.*F1	Television Advertising (F2)	Wt.*F2	Word Of Mouth (F3)	Wt.*F3	Mobile And Internet (F4)	Wt.*F4	Radio (F5)	Wt.*F5
Very High	1	39	39	178	178	15	15	39	39	29	29
High	2	121	242	86	172	36	72	43	86	10	20
Moderate	3	77	231	19	57	57	171	75	225	76	228
Low	4	33	132	6	24	103	412	93	372	65	260
Very Low	5	30	150	11	55	89	445	50	250	120	600
Total		300	794	300	486	300	1115	300	972	300	1137
ΣX			2.65		1.62		3.72		3.24		3.79
Rank			2		1		4		3		5

Table 5: Weighted mean score table of different medium helping in recalling products.

6.5.1. Interpretation

It can be seen from the above Table 5 that Television advertising medium have a weighted mean score of 1.62 and ranked 1 followed by print advertising medium which have a mean score of 2.65 and ranked 2. Mobile internet advertising medium has a mean score of 3.24 and ranked 3 followed by word of mouth medium which has a mean score of 3.72 and ranked 4. Radio medium has a mean score of 3.79 and ranked 5. So it can be clearly seen that television advertisement is the best medium for recalling the products by consumers and it has also been seen that they have been the first choice of the people, followed by the print media which is secondly most effective medium for recalling products.

6.6. Factors Needed to Be Present in the Celebrities for Having a Better Recall of the Products While Purchasing.

Factors Degree	Weight (wt.)	Positive Impact (F1)	Wt.*F1	Relate to Consumer (F2)	Wt.*F2	Brand Image (F3)	Wt.*F3	Attractive Person (F4)	Wt.*F4	Curiosity (F5)	Wt.*F5
Strongly Agree	1	55	55	162	162	26	26	29	29	28	28
Agree	2	126	252	82	164	33	66	46	92	13	26
Neutral	3	51	153	29	87	65	195	70	210	85	255
Disagree	4	35	140	14	56	105	420	91	364	55	220
Strongly Disagree	5	33	165	13	65	71	355	64	320	119	595
Total		300	765	300	534	300	1062	300	1015	300	1124
ΣX			2.55		1.78		3.54		3.38		3.75
Rank			2		1		4		3		5

Table 6: Weighted mean score table of different factors and their impact on the buyer in recalling of the product while purchasing.

6.6.1. Interpretation

It can be seen from the above Table 6. Positive impact on the product factor has a score of 2.55 and ranked second. The ability to relate to consumer factor has a score of 1.78 and ranked one. Suits the brand image is another factor which has a score of 3.54 and ranked fourth, followed by attractive personality of celebrity factor that has a score of 3.38 and ranked third. Generating curiosity about the product is the factor that has a score of 3.75 and ranked fifth in the table. So it is concluded that population believes/agrees that celebrities' ability to relate the product to consumer and celebrities' positive impact on the product is the most important factors that helped the buyer in recalling of the products while purchasing. Attractive personality of the celebrity, followed by suits the brand image are the weak factors on which population disagrees and hence it is concluded that these factors do not helped the buyer in recalling of the products while purchasing.

7. Findings of the study

From the above analysis it can be very well established that television advertisement is the best medium that is mostly preferred by the middle class consumers for awareness about the latest retailer's product, followed by print media which is second most preferred medium by the middle class consumers. Film stars are the most preferred celebrities among all the middle class consumers, as they are more effective while endorsing the products than any other celebrities. In this following sport stars are the second most preferred celebrities by the middle class consumers after the film stars. Impressive appearance of the celebrity and good public image are the two most important factors that needed to be present in the celebrity for influencing the purchase decision of middle class consumers. Quality of the product and price of the product are the two most important factors other than celebrity personal factors that influence the purchase decision of middle class consumers. Television advertisements are the best medium for recall of the retailer's products by the middle class consumers which is followed by print media as the second best medium for recall of the products. In a major finding it was concluded that celebrity ability to relate to consumers is the most important factors needed to be present in the celebrities for having a better recall of the products while purchasing and positive impact on the product is the second most important factors needed to be present in the celebrities for having a better recall of the products.

8. Conclusion

A review of the latest market conditions signifies that celebrity endorsement promotion strategy following the correct conditions certainly justifies the increased costs associated with this form of advertising. The use of well-known personalities for promotion or endorsements generates a very positive impact on the clients and it adds up communication with customer's mind which propels a consumer to buy product.

There is no doubt that popularity of the celebrity endorsements is an influential and useful way that enlarge the consequence of a campaign but we need to be cautious; celebrities alone do not guarantee success nor does a great advertising campaign or the best possible product. It is the combination of several factors and elements that work together for the success of a brand and its acceptance in the minds of consumers as well as for its market offering.

9. Limitations of the Study

The time of research was short due to which many facts have been left untouched. The area undertaken in research is some major parts of Lucknow only. But to do a completer research wide area is required, so the area is also a constraint of the study. Sample for the study taken is of only 300 individuals which can also act as a constraint in the study. While collecting data some of the respondents are not willing to fill the questionnaire, so they might not fill their true behavior. This can also be a constraint of the study.

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