CELEBRITY ADVERTISING – A PERCEPTUAL ANALYSIS

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ABSTRACT

Advertising is as old as human civilization. There is semblance of advertising in the many activities of human being, especially those activities which influence others, either favourably or otherwise. Advertising is of many types and Celebrity advertising is one of them. Celebrity advertising is the most common and impressive tool used by the marketers to boost sale. Present paper deals with the perception of the respondents towards celebrity advertising. The statement or the different indicators which are to be studied in the paper are celebrity advertising are more entertaining than non-celebrity, celebrity advertising is the easiest way to increase the product sale, celebrity advertising has more appealing power, company presents the fair picture through celebrity advertising , celebrity advertising is more suitable in case of expensive and status related product, there is no need of celebrity advertising in case of day to day product, celebrity advertising doesn't matter in case of quality product, celebrity advertising To achieve the objective of the study various statistical tools like mean, standard deviation, skewness, kurtosis, and chi square has been used with the help of SPSS.

KEYWORDS: Advertising, Celebrity advertising and Perception

INTRODUCTION

Advertising is a presentation of product profile (quantity, quality, price and service) on behalf of seller through sources of communication. "Advertising is a forceful tool in molding attitude and behavior towards product and ideas and services". Advertising has been defined by the American marketing Association as "Any paid form of non-personal presentation of ideas, goods and services by an identified sponsor."The term advertising originates from the Latin word 'adver to', which means to turn to. The dictionary meaning of term is "to give public notice or to announce publicity" Advertising is highly visible force; it is powerful communication force and a vital marketing tool, helping to sell goods, services, images an idea through channel of information. Advertising is one of the facets of mass communication. It is the largest component of any promotion activity. It is the structured and composed non-personal communication of information, usually paid for and commonly persuasive in nature, about the products through various media by identifying sponsors (Perrault and McCarthy, 2000). It is a more effective and extensive and less expensive way of creating contacts. Celebrity advertising is the most common tool used by the marketer to boost sale. Celebrities are the admired personalities in the field of sports and film.

OBJECTIVES OF THE STUDY

The objective of the study is to know the perception of the respondents regarding celebrity advertising

NEED OF THE STUDY

Advertising is a significant tool of sales promotion. Advertising has the power to influence the motivation level of the consumers. Advertising is the important issue not only for consumer but also for marketers and advertisers. Celebrity advertising is a popular type of advertising in these days and almost every product is supported by celebrity advertising. The cost of celebrity advertising is much more than the non celebrity advertising. Therefore an attempt has been made in the paper to study the effectiveness of celebrity advertising. To know the effectiveness of the celebrity advertising perception analysis is the technique commonly used in the research. It is a *belief or opinion, often held by many people and based on how things seem*. Consumer

perception is the best way to derive the information from the consumers regarding celebrity advertising. It is the way to know the opinions of the respondents. The paper entitled, "*Celebrity Advertising – A Perceptual Analysis*", is of the great significance to the consumers marketer and advertiser in decision making.

SAMPLING, TOOLS AND TECHNIQUES

To achieve the objective of the study primary data from four districts namely Shimla, Solan, Kangra and Mandi have been collected. The sample size of the study is 400 and sampling technique used in the study for the accomplishment of the purpose is simple random. To solve the purpose of the study *various statistical tools like mean, standard deviation, skewness, kurtosis, and chi square has been used with the help of SPSS*

PERCEPTION OF RESPONDENTS REGARDING CELEBRITY ADVERTISING

Table 1 reveals the perception of the respondents related to the entertaining feature of celebrity advertising. Entertainment is the key factor in the purchasing. It has been observed from the table that the mean value of the statement celebrity advertising is more entertaining than non-celebrity is 3.58. It is more than the standard rule of 3 in five point rating scale. It means that the majority of opinion lies between strongly agree and agree. The standard deviation is 1.14. This means that views of the respondents are scattered towards upper side. The negative value of the skewness i.e. -.67 point towards that the opinions are skewed towards the higher side or positive of the statement. The value of kurtosis is -.57 which is less than the standard norms of 3. This shows that the responses are platycurtic. The value of chi square is 220.45 which is significant at 5% significance level. This results into the rejection of null hypothesis. It means that celebrity advertising is more entertaining than non-celebrity.

Table also reveals the awareness of the respondents related to the statement, "celebrity advertising is the easiest way to increase the sale of a product". It has been observed from the table that the mean score of the statement that celebrity advertising is the easiest way to increase the sale of a product is 3.79. It is more than the standard norm of 3 in five point rating scale. It means that the majority of view lies between strongly agree and agree. The standard deviation is .966. This means that opinion of the respondents are scattered towards upper side. The negative value of the skewness i.e. -1.00 indicates that the judgments of the respondent are skewed towards the higher side or positive of the statement. The value of kurtosis is .80 which is less than the standard norms of 3. This shows that the responses are platycurtic. The value of chi square is 328.77 which is significant at 5% significance level. It means that celebrity advertising is the easiest way to increase the product sale.

It has been observed from the table that the mean score of the statement that celebrity advertising has more appealing power than non-celebrity is 3.62. It is more than the criterion of 3 in five point rating scale. It means that the majority of view lies between strongly agree and agree. The standard deviation is 1.03. This means that judgment of the respondents are scattered towards upper side. The negative value of the skewness i.e. -.87 indicates that the judgments of the respondent are skewed towards the higher side or positive of the statement. The value of kurtosis is .04 which is less than the standard norms of 3. This shows that the responses are platycurtic. The value of chi square is 336.50 which is significant at 5% significance level. It means that celebrity advertising has more appealing power than non-celebrity.

It has been clearly visible from the table that the mean score of the statement that company presents the fair picture of the product through celebrity advertising is 3.10. It is more than the standard norm of 3 in five point rating scale. It means that the majority of view lies between strongly agree and agree. The standard deviation is 1.17. This means that opinion of the respondents are scattered towards upper side. The negative value of the skewnes i.e. -.06 indicates that the judgments of the respondent are skewed towards the higher side or positive of the statement. The value of kurtosis is -1.00 which is less than the standard norms of 3. This shows that the responses are platycurtic. The value of chi square is 68.52 which is significant at 5% significance level. This results into

the rejection of null hypothesis. It means that company presents the fair picture of the product through celebrity advertising.

The mean score of the statement that celebrity advertising is more suitable in case of expensive and status related product is 3.65. It is more than the standard norm of 3 in five point rating scale. It means that the majority of view lies between strongly agree and agree. The standard deviation is 1.10. This means that opinion of the respondents are scattered towards upper side. The negative value of the skewnes i.e. -.84 indicates that the judgments of the respondent are skewed towards the higher side or positive of the statement. The value of kurtosis is -.12 which is less than the standard norms of 3. This shows that the responses are platycurtic. The value of chi square is 261.17 which significant at 5% significance level. This results into the rejection of null hypothesis. It means that celebrity advertising is more suitable in case of expensive and status related product.

Table 1 Perception of Respondents Celebrity Advertising

Statements	Nature of responses					Total	$\bar{x}$	S.D.	SKW	Kurts.	Chi Square	P Value
	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree							
Celebrities advertising are more entertaining than non-celebrity.	80 (20)	189 (47.3)	35 (8.8)	77 (19.3)	19 (4.8)	400	3.5850	1.14720	-.670	-.577	220.45	<0.05
Celebrity advertising is the easiest way to increase product sale.	81 (20.3)	218 (54.5)	52 (13)	37 (9.3)	12 (3)	400	3.7975	.96635	-1.009	.805	328.77	<0.05
Celebrity advertising has more appealing power than non-celebrity advertising.	59 (14.8)	223 (55.8)	42 (10.5)	61 (15.3)	15 (3.8)	400	3.6250	1.03055	-.870	.043	336.50	<0.05
Company presents the fair picture of the product through celebrity advertising.	49 (12.3)	119 (29.8)	90 (22.5)	108 (27)	34 (8.5)	400	3.1025	1.17918	-.061	-1.001	68.52	<0.05
Celebrity advertising is more suitable in case of expensive and status related products (Like car and Diamond). While non-celebrity advertising is reliable for economical product.	79 (19.8)	203 (50.8)	38 (9.5)	60 (15)	20 (5)	400	3.6525	1.10671	-.841	-.126	261.17	<0.05
There is no need of celebrity advertising in case of day today use products.	101 (25.3)	146 (36.5)	76 (19)	70 (17.5)	7 (1.8)	400	3.6600	1.08966	-.438	-.814	128.02	<0.05
Celebrity advertising doesn't matter in case of quality product.	109 (27.3)	194 (48.5)	34 (8.5)	50 (12.5)	13 (3.3)	400	3.8400	1.06171	-.965	.248	266.77	<0.05
Celebrity advertising is more effective in case of new product.	100 (25)	161 (40.3)	72 (18)	50 (12.5)	17 (4.3)	400	3.6925	1.10499	-.691	-.268	148.67	<0.05
Celebrity advertising fails to change the beliefs of experienced and habitual customers.	34 (8.5)	160 (40)	89 (22.3)	102 (25.5)	15 (3.8)	400	3.2400	1.04409	-.241	-.885	166.32	<0.05
Celebrity advertising should more be used towards the matter of national interest rather than other. (Like join Indian Army, Pulse Polio, Jan Dhan Yojna, Prevention of AIDS, Swach Bharat and Incredible India)	110 (27.5)	191 (47.8)	50 12.5)	28 (7)	21 (5.3)	400	3.8525	1.06470	-1.105	.813	253.82	<0.05

Table reveals the awareness of the respondents related to the statement, "there is no need of celebrity advertising in case of day to day product". It has been observed from the table that the mean score of the statement that celebrity there is no need of celebrity advertising in case of day to day product is 3.66. It is more than the standard norm of 3 in five point rating scale. It means that the majority of view lies between strongly agree and agree. The standard deviation is 1.08. This means that opinion of the respondents are scattered towards upper side. The negative value of the skewnes i.e. -.43 indicates that the judgments of the respondent are skewed towards the higher side or positive of the statement. The value of kurtosis is -.81 which is less than the standard norms of 3. This shows that the responses are platycurtic. The value of chi square is 128.02 which is more than the table value at 5% significance level. This results into the rejection of null

hypothesis. It means that there is no need of celebrity advertising in case of day to day product.

Table presents that the mean score of the statement that celebrity advertising doesn't matter in case of quality product is 3.84. It is more than the standard norm of 3 in five point rating scale. It means that the majority of view lies between strongly agree and agree. The standard deviation is 1.06. This means that opinion of the respondents are scattered towards upper side. The negative value of the skewness i.e. -.96 indicates that the judgments of the respondent are skewed towards the higher side or positive of the statement. The value of kurtosis is .24 which is less than the standard norms of 3. This shows that the responses are platycurtic. The value of chi square is 266.77 which is significant at 5% significance level. This results into the rejection of null hypothesis. It means that celebrity advertising doesn't matter in case of quality product.

Table discloses the awareness of the respondents linked to the statement, "celebrity advertising is more effective in case of new product". It has been seen from the table that the mean score of the statement that celebrity advertising is more effective in case of new product is 3.69. It is more than the benchmark of 3 in five point rating scale. It means that the majority of view lies between strongly agree and agree. The standard deviation is 1.10. This means that opinion of the respondents are scattered towards upper side. The negative value of the skewnes i.e. -.69 indicates that the judgments of the respondent are skewed towards the higher side or positive of the statement. The value of kurtosis is -.26 which is less than the standard norms of 3. This shows that the responses are platycurtic. The value of chi square is 148.67 which is significant at 5% significance level. This results into the rejection of null hypothesis. It means that celebrity advertising is more effective in case of new product.

Table illustrates that the awareness of the respondents related to the statement, "celebrity advertising fails to change the beliefs of habitual customers". Table explains that the mean score of the statement that celebrity advertising fails to change the beliefs of habitual customers is 3.24. It is more than the standard norm of 3 in five point rating scale. It means that the majority of view lies between strongly agree and agree. The standard deviation is 1.04. This means that opinion of the respondents are scattered towards upper side. The negative value of the skewnes i.e. -.24 indicates that the judgments of the respondent are skewed towards the higher side or positive of the statement. The value of kurtosis is -.88 which less than the standard norms of 3 is. This shows that the responses are platycurtic. The value of chi square is 166.32 which is more than the table value at 5% significance level. This results into the rejection of null hypothesis. It means that celebrity advertising fails to change the beliefs of habitual customers.

Table reveals the awareness of the respondents related to the statement, "celebrity advertising should more be used towards the matter of national interest rather than other". It has been observed from the table that the mean score of the statement that celebrity advertising should more be used towards the matter of national interest rather than other is 3.85. It is more than the standard norm of 3 in five point rating scale. It means that the majority of view lies between strongly agree and agree. The standard deviation is 1.06. This means that opinion of the respondents are scattered towards upper side. The negative value of the skewnes i.e. -.1.10 indicates that the judgments of the respondent are skewed towards the higher side or positive of the statement. The value of kurtosis is .81 which less than the standard norms of 3 is. This shows that the responses are platycurtic. The value of chi square is 253.82 which is significant at 5% significance level. This results into the rejection of null hypothesis. It means that celebrity advertising should more be used towards the matter of national interest rather than other.

SUMMARY, CONCLUSION AND SUGGESTIONS
The results of the paper indicates that the majority of the respondents are agree with the assertion that celebrity advertising are more entertaining than non-celebrity,

celebrity advertising is the easiest way to increase the product sale, celebrity advertising has more appealing power, company presents the   fair picture through celebrity advertising , celebrity advertising is more suitable in case of expensive and status related product, there is no need of celebrity advertising in case of day to day product, celebrity advertising doesn't matter in case of quality product, celebrity advertising. Therefore marketers are suggested that celebrity advertising should not be done on day to day and quality products.

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