

COMPARING THE RELATIVE EFFECTIVENESS OF DIGITAL ADVERTISING VIS-À-VIS CELEBRITY ENDORSED TV ADVERTISING ON THE ATTITUDE OF TEENAGERS

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Abstract-As technology is progressing, new avenues for advertising are being explored. Digital advertising is an entirely new field which is being utilized by several ace brands and business giants like Reliance Communications, eBay and Amazon India etc. The internet has allowed an expanded reach of advertising by incorporating new ways of targeting young audiences like teenagers. In spite of the fact that internet is steadily increasing its share in the advertising pie, traditional media like television still remains the preferred media for seeking information and entertainment. Among TV advertising, the value of celebrity endorsements has been recognized worldwide. The present study is an attempt to Compare the relative effectiveness of digital advertising vis-à-vis celebrity endorsed TV advertising on the attitude of teenagers. For the purpose of this study, sample size of 300 teenagers were taken on the basis of enrollment in schools from top five urbanized districts of Punjab. The findings from the empirical data suggested that Celebrity endorsed TV advertising as more effective medium for teens' entertainment, more popular medium, increases cost of product and more influences their attitude towards brand in comparison to Digital advertising. On the other hand, Digital advertising as more effective medium for teens' timely, up-to-date and complete information, causes irritation, more interactive medium in comparison to Celebrity endorsed TV advertising

1.0 INTRODUCTION

Advertising is used for communicating business information to the present and prospective customers and it mainly provides information about the advertising firm, its product features, pricing, place of availability of its products, etc. Adolescents in the target group 13–19 years old are the most influenced by advertisement. They are in the age when they create their consumer habits. As technology is progressing, new avenues for advertising are being explored. Digital advertising is an entirely new field which is being utilized by several ace brands and business giants. Businesses and product manufacturers use digital advertising to build or maintain a brand image and market products and services. In spite of the fact that internet is steadily increasing its share in the advertising pie, traditional media like Television is generally acknowledged as the most powerful advertising medium. Television and advertising together present a lethal combination and has become an integral part of modern society. Among TV advertising, the value of celebrity endorsements has been recognized worldwide.

1.1 TEEN BEHAVIOUR

A teenager, or teen, is a young person whose age falls within the range from thirteen to nineteen (13–19). **According to UNICEF report on the 'State of the World's Children'**, the world is home to 1.2 billion individuals aged 10-19 years. India has the largest population of adolescents in the world (243 million) followed by China (207 million) and USA (44 million). Around 25% of Indians belong to the age group of 11-19. The country's adolescents constituted 20% of world's 1.2 billion adolescents. Teenagers look toward to the future, are ambitious, opinionated, influential, and know more about technology than previous generations (Chaet, 2012).

1.2 MEDIA AND TEENS

Teen's media use has changed radically over the last decade, with the extensive use of computer games, digitalization of media; trend of e-commerce is shifting to m-commerce with extensive utilization of mobile phones, and especially the internet. Young people including teenagers are one of the fastest growing internet users around the world (Kaiser Family Foundation, 2010). Young people use internet 38% more than adults. Teenagers spend less time in front of T.V. and more time on internet as compare to adults (Forrester Research, 2000). It is more common today for young people to have personal mobile phones and computers than a private television set in their bedroom (Medieradet, 2009).

1.3 ADVERTISING AND TEENS

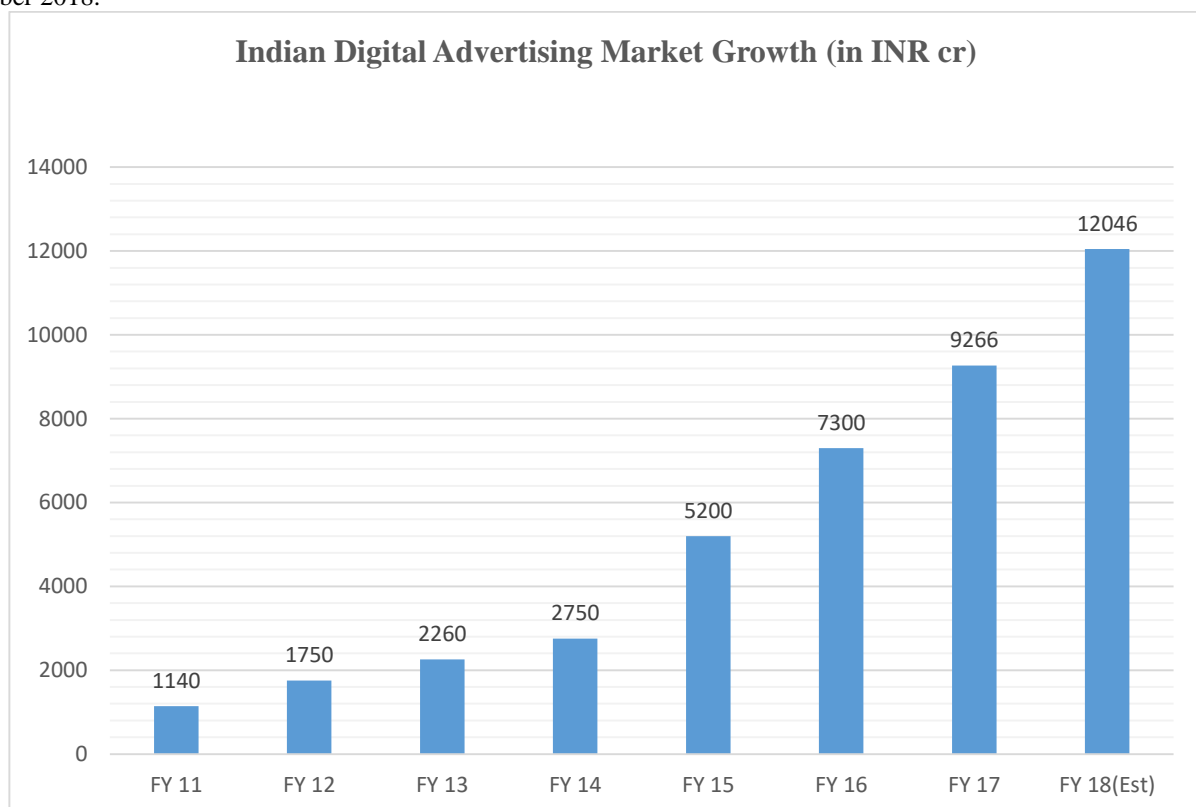
Advertising is used for communicating business information to the present and prospective customers and it mainly provides information about the advertising firm, its product features, pricing, place of availability of its products, etc. Advertisements are among the most noticeable of the marketing strategy and have been the subject of a great deal of attention in the last two decades.

Advertisements develop self-concepts in order to persuade purchase decisions. Adolescents in the target group 13–19 years old are the most influenced by advertisement.

1.4 DIGITAL ADVERTISING

Digital Advertising is an extension of online advertising, including advertising done on mobile phones and tablets. Businesses and product manufacturers use digital advertising to build or maintain a brand image and market products and services. As these devices are vital component of media today, it has become essential to include various forms altogether into a category called Digital Advertising. (Lombard and Duch, 2001) observed that the internet and other interactive technologies made it possible to create ads that are more targeted, but more personal, in which advertising is an experience in which the consumers participate and is engaged.

According to the 'Digital Advertising in India' report, jointly published by the **Internet and Mobile Association of India (IAMAI)** and **IMRB International (FY 2016-17)**, the digital advertising market in India, comprising search, display, mobile, social media, email and video advertising that was valued at INR 9,266 crore at the end of December 2017, growing at a rate of 27% over 2016. The growth in spends on digital advertising is expected to continue at a CAGR of 30% to touch INR 12,046 crore by December 2018.



Source: Kantar IMRB Estimates, December 2017

1.5 CELEBRITY ENDORSED TV ADVERTISING

Among TV advertising, the value of celebrity endorsements has been recognized worldwide. Celebrity endorsement advertising is “a ubiquitous feature of modern marketing” (McCracken, 1989). Advertisers often use endorsers as a promotional strategy to communicate the features of their product to potential consumers. In India too, it has become one of the most readily accepted practices. Interestingly teenagers and young adults are more susceptible to be influenced by celebrities as compared to other members of family. Past researchers have shown that athlete role models are able to influence young generation’s behavioural intentions, especially positive word-of-mouth regarding the products endorsed by them (Bush and Martin, 2000)

2.0 REVIEW OF LITERATURE

Azeem and Haq (2012) investigated antecedents of consumer attitudes toward Internet Advertising and impact of various factors on internet advertising and also the distinction of internet advertising effectiveness among three demographically different variables. Survey was conducted in India; a representative quota sample of internet users were interviewed. Approximately 600 questionnaires were distributed to employees, entrepreneurs and students. This study identified five common belief factors across the students, employees and entrepreneurs’ samples: Entertainment, Information, Credibility, Economy, and Value corruption. The results showed that all five factors were significant predictors of consumers’ attitude towards online advertising (ATOA). Among the five factors, the economy belief played the most important role in predicting ATOA. Significant differences of beliefs and ATOA were found among the three demographic variables. Entrepreneurs reported more positive attitudes toward online advertising (more informative and credible) than those of Students and Employees.

Mohammed and Alkubise (2012) in their study explored the factors that contribute to the effectiveness of online advertisements and affect consumer purchasing intention from the perspective of developing countries. Based on a five dimensions' theoretical model, this study empirically analyzed the effect of online advertisement on purchasing intention using data collected from 339 Jordanian university students. Results show that Income, Internet skills, Internet usage per day, advertisement content and advertisement location are significant factors that affect the effectiveness of online.

Zafar and Rafique (2012) in their study aimed at investigating the impact of celebrity endorsements with respect to their physical attractiveness, source credibility and congruence on customers' brand perception and purchase intention. Their study tested the efficacy of this marketing tool. The data was collected from 103 respondents in a questionnaire form. Significant results were deduced to enforce the hypotheses that celebrity endorsements do had impact on customer's perception and purchase intention. Celebrity endorsement had come out as not only an influential factor but rather a causal factor in the results of this paper. Physical attractiveness, credibility and congruence of celebrity with reference to the endorsed advertisement all had impact on the customer's perception about the advertised product

Apejoye (2013) in his study examined the influence of celebrity endorsed advertisement on purchase intention of students' of Abdu Gusau Polytechnic, Zamfara state employing quasi-experiment as the method of study. Two Pepsi Cola commercials were used with one featuring a celebrity as the endorser while the second commercial did not feature any celebrity. Findings of the research suggested that celebrity-endorsed advertisement had a significant influence on students' purchase intention, it significantly increased the popularity and credibility of a product and brand recall level of advertisement that was endorsed was significantly higher than the one that was not endorsed.

Aqsa and Kartini (2015) in their study aimed to analyze and test the effect of online advertising on consumer attitudes and purchase interest online, a survey conducted on students (internet users) of both public and private universities, in the city of Makassar. Quantitative analysis was applied on the sample size of 340. In this study interactivity, accessibility, entertainment, informativeness, irritation and credibility were taken as different dimensions of online advertising. Structure Equation Modeling (SEM) was also used for testing hypotheses. The results showed that majority of internet users have a high valuation for online advertising, it positively influenced their attitudes. Dimension of interactivity of online advertising provided the highest influence on the attitudes and interest of consumers.

Brahim (2016) in the present study focused on the determinants of online advertising and the role of the mediating variable "attitude towards online advertising" in the relationship between perceived advertising value and consumer purchase intention. Perceived value was found out to be as a result of informativeness, credibility and entertainment provided by online advertisements. The results indicated that online advertising value depends positively on its information, credibility and entertainment value. Finally results confirmed the positive effect of perceived value on consumer attitude towards advertisements. Attitude developed by consumers in turn acts on their purchase intention.

Priyankara, R. et al. (2017) in the study explored the celebrities appearing on television advertisements. The aim of this study is to determine the effect of celebrity endorsement on customer purchasing intention for perfume brands. The survey method by using questionnaire was utilized in gathering information from the respondents in Colombo and Gampaha in Sri Lanka. Cluster sampling technique was used for the selection of sample size of 100. Correlation analysis was conducted to establish the nature of the relationship between the celebrity endorsers and consumer purchasing intention. Results showed significant relationship between the celebrity endorsement (likability, credibility, personality, attractiveness, and expertise) and consumer purchasing intention.

OBJECTIVE OF THE STUDY

1. To compare the relative effectiveness of digital advertising vis-à-vis celebrity endorsed TV advertising on the attitude of teenagers.

3.0 RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

Descriptive research design was adopted in the study as an attempt is made to compare the relative effectiveness of digital advertising vis-à-vis celebrity endorsed TV advertising on teenagers. through survey method by using structured questionnaire.

3.2 SAMPLING DESIGN

Stratified Random Sampling Technique for the selection of the sample was used in the present study. For the purpose of this study, sample size of 300 teenagers from both secondary and higher secondary schools were taken (8th -12th standard) on the basis of enrollment in schools from top five urbanized districts of Punjab with literacy level more than average literacy level of Punjab. Districts covered under the study were Ludhiana, Amritsar, Jalandhar, Patiala and Mohali. Structured questionnaire was used to gather information from the teens.

3.3 DATA ANALYSIS AND INTERPRETATION

For comparing the effectiveness of Digital advertising vis a vis Celebrity Endorsed TV advertising Paired t test was conducted. To compare the effectiveness, a list of twenty-nine statements was prepared; that depicted influence of both the advertising mediums on the attitude of teenagers. Teenagers were asked to state the intensity of influence of both the advertising mediums with different statements on a 5 point Likert scale ranging from 1 to 5, 1 being very low, 2 being low, 3 being average, 4 being high and 5 being very high.

RESULTS AND DISCUSSION

For comparing the effectiveness of digital advertising vis-a-vis celebrity endorsed TV advertising, paired t test was conducted.

Table 1. Group Statistics for Digital Advertising versus Celebrity endorsed TV advertising for different statements

Pair	Statements	Mean	Std. Deviation	Correlation	Sig.
1	High degree of pleasure and involvement	2.68	1.218	0.125	0.031
		3.32	1.204		
2	Enjoyable and entertaining	3.00	1.155	0.11	0.056
		3.57	1.144		
3	Customized according to need	2.96	1.260	0.152	0.008
		2.95	1.141		
4	Convenient source of information	3.26	1.199	0.071	0.220
		3.13	1.241		
5	Relevant product information	3.25	1.264	0.163	0.005
		3.14	1.210		
6	Better product quality assurance	3.15	1.212	0.160	0.005
		3.10	1.127		
7	Timely and up-to-date information	3.43	1.193	0.156	0.007
		3.12	1.217		
8	Provides complete information	3.23	1.401	0.237	0.000
		2.97	1.148		
9	Attention grabbing	3.22	1.245	0.191	0.001
		3.60	1.259		
10	Eye catching and attractive	3.26	1.177	0.264	0.000
		3.72	1.233		
11	Popular medium	3.42	1.172	0.109	0.059
		3.80	1.211		
12	Provides reliable information	3.12	1.271	0.345	0.000
		3.07	1.232		
13	Trustworthy source for obtaining information	2.97	1.288	0.402	0.000
		3.08	1.302		
14	Content misleads you	2.71	1.243	0.384	0.000
		2.79	1.168		
15	Increases awareness of brands and their acceptance	3.18	1.202	0.262	0.000
		3.28	1.200		
16	Encourages you to recommend accepted brands to others	3.13	1.205	0.276	0.000
		3.24	1.224		
17	Creates better brand recall and recognition	3.25	1.188	0.317	0.000
		3.30	1.175		
18	Make you aware about products available at lower prices	3.37	1.262	0.106	0.067
		3.01	1.198		
19	Increases cost of product	3.08	1.233	0.155	0.007
		3.49	1.164		
20	More of an irritant than helpful	3.08	1.311	0.267	0.000
		2.74	1.302		
21	Annoys you more	2.94	1.328	0.301	0.000
		2.65	1.329		
22	Persuades you to buy things you should not buy	2.87	1.327	0.347	0.000
		2.91	1.394		
23	More interactive medium	3.38	1.151	0.105	0.069
		3.07	1.265		

24	Stronger engagement with product	3.07	1.205	0.074	0.203
		3.20	1.269		
25	More involvement with brand	3.25	1.263	0.139	0.016
		3.23	1.282		
26	Effective as communication tool	3.08	1.237	0.187	0.001
		3.13	1.286		
27	Changed your product liking	3.07	1.288	0.254	0.000
		3.18	1.371		
28	Leads to change in your brand preference	2.93	1.268	0.366	0.000
		3.28	1.264		
29	More influences your attitude towards brand	3.16	1.388	0.423	0.000
		3.50	1.281		

Table 2. Paired Samples t-test (Digital Advertisement versus Celebrity Endorsed TV Advertisement)

Pair	Statements of Advertisement	Paired Differences					t	Df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
1	High degree of pleasure and involvement	-.640	1.602	.092	-.822	-.458	-6.921	299	.000
2	Enjoyable and entertaining	-.577	1.534	.089	-.751	-.402	-6.513	299	.000
3	Customized according to need	.003	1.566	.090	-.175	.181	.037	299	.971
4	Convenient source of information	.127	1.663	.096	-.062	.316	1.319	299	.188
5	Relevant product information	.107	1.601	.092	-.075	.289	1.154	299	.249
6	Better product quality assurance	.043	1.517	.088	-.129	.216	.495	299	.621
7	Timely and up-to-date information	.317	1.566	.090	.139	.495	3.503	299	.001
8	Provides complete information	.253	1.587	.092	.073	.434	2.765	299	.006
9	Attention grabbing	-.380	1.593	.092	-.561	-.199	-4.132	299	.000
10	Eye catching and attractive	-.453	1.463	.084	-.620	-.287	-5.365	299	.000
11	Popular medium	-.380	1.591	.092	-.561	-.199	-4.137	299	.000
12	Provides reliable information	.047	1.432	.083	-.116	.209	.564	299	.573
13	Trustworthy source for obtaining information	-.103	1.416	.082	-.264	.058	-1.264	299	.207
14	Content misleads you	-.083	1.340	.077	-.236	.069	-1.077	299	.282
15	Increases awareness of brands and their acceptance	-.100	1.460	.084	-.266	.066	-1.187	299	.236
16	Encourages you to recommend accepted brands to others	-.107	1.461	.084	-.273	.059	-1.264	299	.207
17	Creates better brand recall and recognition	-.050	1.381	.080	-.207	.107	-.627	299	.531
18	Make you aware about products available at lower prices	.363	1.645	.095	.176	.550	3.825	299	.000
19	Increases cost of product	-.410	1.559	.090	-.587	-.233	-4.556	299	.000
20	More of an irritant than helpful	.337	1.583	.091	.157	.516	3.684	299	.000
21	Annoys you more	.287	1.570	.091	.108	.465	3.162	299	.002
22	Persuades you to buy things you should not buy	-.040	1.556	.090	-.217	.137	-.445	299	.656

23	More interactive medium	.303	1.619	.093	.119	.487	3.246	299	.001
24	Stronger engagement with product	-.123	1.685	.097	-.315	.068	-1.268	299	.206
25	More involvement with brand	.020	1.670	.096	-.170	.210	.207	299	.836
26	Effective as communication tool	-.057	1.609	.093	-.239	.126	-.610	299	.542
27	Changed your product liking	-.107	1.626	.094	-.291	.078	-1.136	299	.257
28	Leads to change in your brand preference	-.343	1.426	.082	-.505	-.181	-4.171	299	.000
29	More influences your attitude towards brand	-.343	1.437	.083	-.507	-.180	-4.138	299	.000

Table 1 and 2, shows that the paired t test was applied on the variable of digital advertising and celebrity endorsed TV advertising. Out of 29 statements regarding digital advertising and celebrity endorsed TV advertising, statistically significant average difference between both the mediums was found between 14 statements.

1. **High degree of pleasure and involvement-** There was a significant average difference between digital advertising and celebrity endorsed TV advertising ($t_{299} = -6.921$, $p < 0.05$). The mean value of celebrity endorsed TV advertising (3.32) was higher than digital advertising (2.68). Teenagers experienced statistically significantly more pleasure and involvement ($p = .000$) when exposed to celebrity endorsed TV advertising than to digital advertising.

2. **Enjoyable and Entertaining-** There was a significant average difference between digital advertising and celebrity endorsed TV advertising ($t_{299} = -6.513$, $p < 0.05$). The mean value of celebrity endorsed TV advertising (3.57) was higher than digital advertising (3.00). Teenagers found celebrity endorsed TV advertising as more enjoyable and entertaining medium ($p = .000$) of advertising as compared to digital advertising.

3. **Timely and Up to date Information-** Regarding the advertising medium that provides timely and up to date information, statistically significant average difference between digital advertising and celebrity endorsed TV advertising ($t_{299} = 3.503$, $p < 0.05$ *i.e.* 0.001). In teen's opinion digital advertising provided more timely and up-to-date information compared to celebrity endorsed TV advertising as the mean value of digital advertising (3.43) was more than celebrity endorsed TV advertising (3.12).

4. **Provides complete information-** Statistically significant average difference was found between digital advertising and celebrity endorsed TV advertising when teenagers were asked regarding the medium which provided them complete information ($t_{299} = 2.765$, $p = 0.06$). According to teenagers digital advertising provided them complete information about products with the mean value of (3.23) in comparison to celebrity endorsed TV advertising (2.97).

5. **Attention grabbing-** Significant average difference was found between digital advertising and celebrity endorsed TV advertising ($t_{299} = -4.132$, $p < 0.05$ *i.e.* 0.000). The results showed that teenagers found celebrity endorsed TV advertising (3.60) as more attention grabbing medium in comparison to digital advertising (3.22).

6. **Eye catching and attractive-** Regarding eye catching and attractive medium, statistically significant average difference between digital advertising and celebrity endorsed TV advertising ($t_{299} = -5.365$, $p < 0.05$ *i.e.* 0.000). Celebrity endorsed TV advertising was found to be more eye catching and attractive medium (3.72) in comparison to digital advertising (3.26) among teenagers.

7. **Popular medium-** Significant average difference was found between digital advertising and celebrity endorsed TV advertising regarding their popularity ($t_{299} = -4.137$, $p < 0.05$ *i.e.* 0.000). Teenagers found celebrity endorsed TV advertising as more popular medium (3.80) in comparison to digital advertising (3.42).

8. **Make teens aware about products available at lower prices-** Statistically significant average difference was found between digital advertising and celebrity endorsed TV advertising when teenagers were asked regarding the medium that makes them aware about products available at lower prices ($t_{299} = 3.825$, $p < 0.05$ *i.e.* 0.000). According to teenagers digital advertising makes them more aware about products available at lower prices (3.37) in comparison to celebrity endorsed TV advertising (3.01).

9. **Increases cost of product-** Regarding the advertising medium that increases cost of product, significant average difference was found between digital advertising and celebrity endorsed TV advertising ($t_{299} = -4.556$, $p < 0.05$ *i.e.* 0.000). In teen's opinion celebrity endorsed TV advertising (3.49) more increases the cost of product in comparison to digital advertising (3.08).

10. **More of an irritant than helpful-** Statistically significant average difference was found between digital advertising and celebrity endorsed TV advertising when teenagers were asked regarding the medium which is more of an irritant than helpful ($t_{299} = 3.684$, $p < 0.05$ *i.e.* 0.000). Teenagers found digital advertising (3.08) as more of an irritant medium rather than helpful in comparison to celebrity endorsed TV advertising (2.74).

11. **Annoys teen more-** Regarding the advertising medium that annoys teen more, statistically significant average difference was found between digital advertising and celebrity endorsed TV advertising ($t_{299}= 3.162$, $p<0.05$ i.e. 0.002). Digital advertising (2.94) annoyed teens more in comparison to celebrity endorsed TV advertising (2.65).

12. **More interactive medium-** Significant average difference was found between digital advertising and celebrity endorsed TV advertising when teenagers were asked regarding the more interactive medium ($t_{299}= 3.246$, $p<0.05$ i.e. 0.001). According to teenagers digital advertising (3.38) was more interactive medium in comparison to celebrity endorsed TV advertising (3.07).

13. **Leads to change in brand preference-** Significant average difference was found between digital advertising and celebrity endorsed TV advertising when teenagers were asked regarding, which advertising medium leads to change in their brand preference ($t_{299}= -4.171$, $p<0.05$ i.e. 0.000). According to teenagers' celebrity endorsed TV advertising (3.28) more leads to change in their brand preference in comparison to digital advertising (2.93).

14. **More influences attitude towards brand-** Regarding the advertising medium that more influences teen's attitude towards brand, statistically significant average difference was found between digital advertising and celebrity endorsed TV advertising ($t_{299}= -4.138$ $p<0.05$ i.e. 0.000). In teenagers' opinion celebrity endorsed TV advertising (3.50) more influences their attitude towards brand in comparison to digital advertising (3.16).

On the other hand, statistically significant average difference was not found between digital advertising and celebrity endorsed TV advertising in the following statements: customized according to need, convenient source of information, relevant product information, better product quality assurance, provides reliable information, trustworthy source for obtaining information, content mislead teens', increases awareness of brands and their acceptance, encourages teens' to recommend accepted brands to others, creates better brand recall and recognition, persuades teens' to buy things they should not buy, stronger engagement with product, more involvement with brand, effective as communication tool, changed their product liking as p value is greater than 0.05.

4. MAJOR FINDINGS

1. Statistically significant average difference between Digital advertising and Celebrity endorsed TV advertising is found between 14 statements out of 29 (Paired t-test);

2. Celebrity endorsed TV advertising as more effective medium for teens' high degree of pleasure and involvement, more enjoyable and entertaining, attention grabbing, eye catching and attractive, popular medium, increases cost of product, leads to change in their brand preference and more influences their attitude towards brand in comparison to Digital advertising (Paired t-test);

3. On the other hand, Digital advertising as more effective medium for teen's timely and up-to-date information, complete information, make them aware about products available at lower prices, more of an irritant than helpful, annoys them more, more interactive medium in comparison to Celebrity endorsed TV advertising (Paired t-test).

4. Statistically significant average difference was not found between digital advertising and celebrity endorsed TV advertising in the following statements: customized according to need, convenient source of information, relevant product information, better product quality assurance, provides reliable information, trustworthy source for obtaining information, content mislead teens', increases awareness of brands and their acceptance, encourages them to recommend accepted brands to others, creates better brand recall and recognition, persuades them to buy things they should not buy, stronger engagement with product, more involvement with brand, effective as communication tool, changed their product liking. (Paired t-test).

Limitation of this study is that sample of the present study was confined to teenagers only from five urbanized districts of Punjab and the attitude of the teenagers of these districts of Punjab may vary from those of the rest of Punjab and India. The convenience sampling technique was used in the study for the sample size selection, that does not indicate fully representative profile of teenager's population. The sample is small proportion of the entire population of teenagers enrolled in schools in five urbanized districts of Punjab. However, research has no limit and there is a room for extensive research in this regard in future. Further research can be conducted by adding a couple of facets to it. Future researchers can focus on large sample size by taking samples from more districts of Punjab and covering other regions from rest of India. Future research can include comparison of rural, urban and even metro cities.

5. CONCLUSION

Media in its various manifestations is influencing teens. Teen's media use has changed radically over the last decade, with the extensive use of computer games, digitalization of media; trend of e-commerce is shifting to m-commerce with extensive utilization of mobile phones, and especially the internet but still television is generally acknowledged as the most powerful advertising medium. The study proposes that teenagers consider celebrity endorsed TV advertising as more effective medium for their pleasure and entertainment, more popular advertising medium, it increases cost of product due to celebrity presence, leads to change in their brand preference and more influences their attitude towards brand in comparison to Digital advertising. On the other hand, Digital advertising provides teens' timely, up-to-date and complete information, make them aware about products available at lower prices in the market, more of an irritant and annoys them, more interactive medium in comparison to Celebrity endorsed TV advertising.

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