

Celebrity Advertising-A Perceptual Analysis

Rakhi Mahajan
Assistant Professor in Commerce
MCMDAV College, Kangra(H.P), India

Abstract

Celebrity advertising is common these days. It has been widely used by the marketers to boost sales. The paper is designed to know the perception of the respondents. Their perceptions are very important for the manufactures. Perception means opinion, view, judgment or appraisal formed in the mind of the respondents about a particular statement. The objective of the paper is to know the level of advertising required in case of different durable and non-durable products and the other objective is to see whether any celebrity come to the mind of respondents while purchasing these durable and non-durable goods. To achieve the objectives of the paper questionnaire has been used and simple percentage method has been applied.

KEYWORDS: Celebrity advertising, durable and non durable product

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 moulding attitude and behaviour 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. To make advertising effective and attractive advertisers are using different celebrities in their advertising.

Meaning Of Celebrity Advertising – Celebrity marketing is when the particular celebrity wants to be marketed. In this case, they are handled as brands such that everything about effective marketing that would help in ensuring that an ideal brand image and personality are incorporated to help in creating a brand revolving around that particular celebrity. It is common in these days. Celebrity may be related to the field of sports, movie etc

Reasons for Celebrating Advertising-

1. Celebrities may express the need for working an agency in marketing them for various reasons. One of their desires would be to portray an ideal image to the public. That is common with the celebrities that have difficulty in actually reaching out to their target audience depending on what they are famous for.
2. The other one is for carrying out celebrity marketing would be to help in such individuals to place themselves in a better position of getting an endorsement with some organisations. This is very familiar with many celebrities who are always interested in building a brand as a way of building a brand for other organisations.
3. Then the other reason is simply that some of these celebrities regard themselves as brands in their respective industry. And they need to stay relevant by ensuring that their presence help in the market.

But celebrity marketing just like any other kind of marketing also has its fair share of challenges and it ranges from the clothes they are wearing, the manner in which they are walking, the kind of communication that they needs to handle and even the types of brands they should endorse.

This thus puts the celebrity marketer in a precarious situation because they have to make sure that they plans and re-plans just in case the star behaves or carry out himself in a strange manner But the most important thing when dealing with a celebrity as a marketer is ensuring that you are wise enough to correct all the unlikely mishaps and guide the celebrity appropriately.

Durable And Non-Durable Goods - People purchase and consume goods every day. Most of those goods satisfy a need or want, and are called consumer goods. Consumer goods are of two types. One is durable and the other is non-durable. Consumer durables goods have a long useful life. For statistical purposes, a durable good is expected to last for three years. Goods consumed in a short time or that have useful lives of less than three years are classified as non-durable.

Need Of The Study – Celebrity advertising is one of the important disciplines for the marketers and it motivates consumers. Therefore it is essential to study the role of celebrity advertising in purchase. The study helps the marketers to know the power of celebrity advertising.

Objectives Of The Paper - *The objective of the paper is to know the level of advertising required in case of different durable and non-durable products and the other objective is to see whether any celebrity come to the mind of respondents while purchasing these durable and non-durable goods.*

Research Methodology- Research methodology helps us to systematically solve the research problem. To achieve the objective of the paper four durable and four non durable products has been used. Questionnaire has been used in the study. The sample size is 400. The sample has been derived from the four districts of Himachal Pradesh. The districts are Shimla, Solan, Mandi and Kangra. The sampling technique used is Quota and convenient. Percentage method has been used in the paper to draw out the conclusion.

Analysis And Interpretation- Analysis and Interpretation is the most important part of the study and it needs skill, intelligence and foresightedness.

Demographic Profile Of Shopkeepers- Table 1 explains the demographic profile of the shopkeepers. It reveals that out of 100 respondents 63 are male and 37 are female. Age-wise classification shows that 21% are below the age of 30 years, 31% are between the age group of 31 to 50 and 48% are in the age group of 51 years and above. Similarly, on the education side 22% are 10th pass, 40% are 12th and 38% belong to graduation and above category. It is concluded from the table that majority of the respondents are male, 12th pass and belong to the age group of 51years and above age category.

Table 1: Demographic Profile of Shopkeepers

	Particulars	Frequency	Percentage
Gender	Male	63	63.0
	Female	37	37.0
	Total	100	100.0
Age	Particulars	Frequency	Percentage
	Below 30 years	21	21.0
	31 to 50 years	31	31.0
	51 years and above	48	48.0
	Total	100	100.0
Education	Particulars	Frequency	Percentage
	10 th	22	22.0
	12 th	40	40.0
	Graduation and above	38	38.0
	Total	100	100.0

Level Of Advertising- Table 2 shows the opinions of the respondents regarding the level of advertising required in case of following durable and non-durable products.

Table 2: Level of Advertising Required

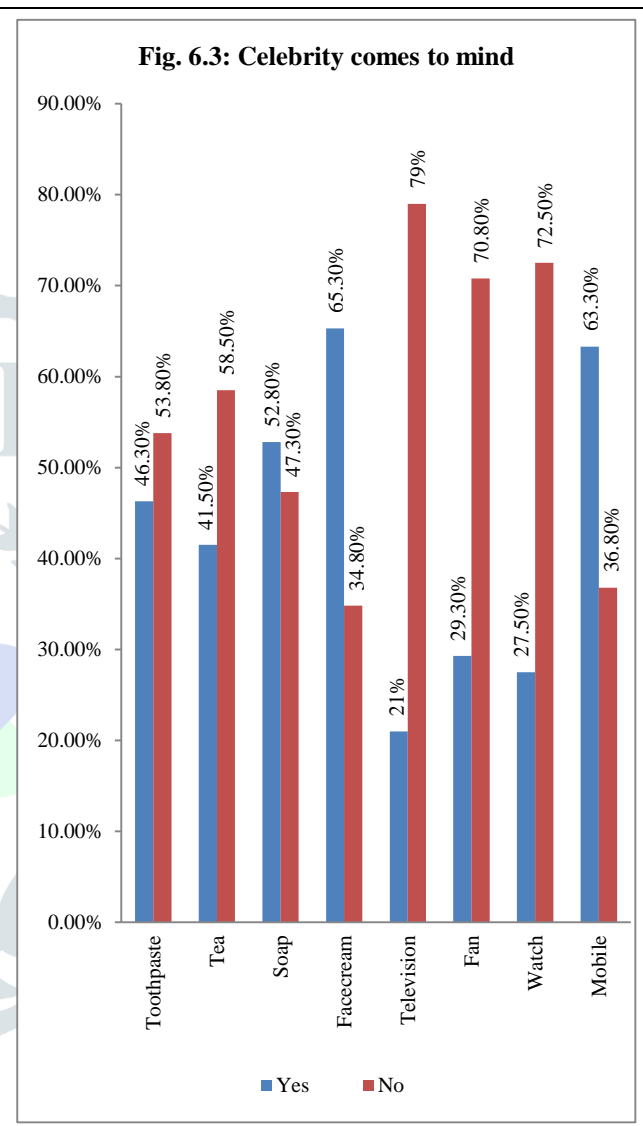
Sr. No	Products	Level of Advertising	Frequency	Percentage
1.	Toothpaste	High	32	32%
		Low	56	56%
		No	12	12%
Total			100	100%
2.	Tea	High	21	21%
		Low	56	56%
		No	23	23%
Total			100	100%
3.	Soap	High	62	62%
		Low	15	15%
		No	23	23%
Total			100	100%
4.	Facecream	High	44	44%
		Low	38	38%
		No	18	18%
Total			100	100%
5.	Fan	High	38	38%
		Low	29	29%
		No	23	23%
Total			100	100%
6.	Watch	High	20	20%
		Low	33	33%
		No	47	47%
Total			100	100%
7.	Mobile	High	59	59%
		Low	28	28%
		No	13	13%
Total			100	100%
8.	Television	High	13	13%
		Low	29	29%
		No	58	58%
Total			100	100%

In case of toothpaste, 32% respondents are of views that toothpaste requires high advertising, followed 56% of low advertising and only 12% said that there is no advertising required in case of toothpaste. Similarly, in case of tea 21% supports that tea needs high advertising, followed 56% supports of low advertising and 23% said that no advertising is required in case of tea. The figures are totally different in case of soap, majority says that soap requires high advertising. The statement is supported by 62% respondents. On the other hand, in case of face cream also majority (44%) are of the view that it desires high advertising. High advertising is again supported in case of fan also. It gets the favour of 38%. The results are totally different in case of watch majority i.e. 47% are of the view that it doesn't require advertising. Mobile is the most important source of communication. Majority speaks that it requires high advertising. Similarly,, in case of television majority says that it requires no advertising. It is concluded from the table that respondents supports that high advertising is required in case of soap, face cream, fan and mobile.

Celebrity In The Mind- Table 3 disclosed the responses related to the question that whether any celebrity comes to respondent's minds when they purchase the following durable or non-durable goods. While purchasing toothpaste 53.80 % respondents says that no celebrity appears in their mind. In case of tea majority i.e. 58.50 % again support that no celebrity comes in their mind. The result is changed for the first time and in the purchase of soap and face cream, 52.80 % and 65.30 % respondents say yes to celebrity. The results are again same in case of television, fan and watch with the support of 21 %, 29.30 % and 27.50 % respectively. While mobile purchase 63.3% respondents are of the view that they have the celebrity in their mind while mobile purchasing. It means that only in case of soap, face cream and mobile respondents are very much celebrity conscious.

Table 3: Celebrity comes to mind

Particulars	Celebrity Comes to mind		Total
	Yes	No	
Toothpaste	185 (46.3)	215 (53.8)	400 (100)
Tea	166 (41.5)	234 (58.5)	400 (100)
Soap	211 (52.8)	189 (47.3)	400 (100)
Facecream	261 (65.3)	139 (34.8)	400 (100)
Television	84 (21)	316 (79)	400 (100)
Fan	117 (29.3)	283 (70.8)	400 (100)
Watch	110 (27.5)	290 (72.5)	400 (100)
Mobile	253 (63.3)	147 (36.8)	400 (100)



Source: Survey Questionnaire, Figures in parenthesis represent the %

Summary, Conclusion and Suggestion- Most of the companies are spending lots of money on celebrity advertising. Therefore it is of paramount importance for the marketers. It is concluded from the study that majority of respondent's support that high advertising is required in case of soap, face cream, fan and mobile. Therefore advertisers are suggested that less advertising should be done in case of toothpaste, tea, watch and television on the other hand soap, face cream and mobile require celebrity advertising. Once again it is advised that not to waste money in celebrity advertising in case of toothpaste, tea, watch, fan, and watch.

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