

# A Study on the persuade of Celebrity Endorsement on Advertisement in Sub-Urban Cities of Karnataka

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**Abstract:** The study was conducted to review the attitude of consumers towards on the persuade of celebrity endorsement on advertisement in sub-urban cities, keeping the gender as one of the consistent factor. The study reviled that the image of the celebrity endorsers and their acceptance, which get transformed as buying behaviour is more among women and less among men in sub-urban cities. Furthermore, trustworthiness and success has been shown as important factors in a celebrity endorser. Lastly, the research has shown that attributes of consumer towards advertisement is just for the purpose of gaining information about the product, but not much influenced by celebrity endorser in Sub-urban cities of Karnataka.

**Key words:** Celebrity Endorsers, Attitude towards celebrity, Sub-urban cities

**Introduction:** The use of celebrities in brand endorsements has been a widespread strategy in advertising. Across the globe, companies are spending a large amount of their marketing communication budget on celebrity endorsements.

Over the years, academicians and practitioners have been trying to determine effective ways to select appropriate celebrities and effective strategies to utilize celebrities properly in various channels of marketing communications.

Celebrity endorsements are now common place in the advertising world. Celebrity endorsements influence brand image through a transfer of meaning from the endorser to the brand. Communication activities establish a pattern of connectivity between the image of the celebrity and the image of the brand.

## Statement of the problem

The Study seeks to identify the consumer side of celebrity advertisement, research has been conducted to know, **the consumer attitude towards advertisements in general** considering various factors of advertising and the celebrity endorsement in sub-urban cities keeping gender as a base for analysis.

## Literature Review:

(Safi Hani, 2018) Celebrity endorser attractiveness has no significant effect on consumer's purchase intention in contradiction with. The latter might be due to the fact that element of the Lebanese society tend to trust a jewellery brand and not its celebrity endorser. Celebrity endorser credibility has a positive effect on consumer's ad recall and purchase intention

(Yazdanifard, 2015) It is vital for advertisers to beware of the risks associated with celebrity advertising campaigns. The risks stem from the unpredictable nature of celebrities lifestyles. It is critical to follow the four elements of a celebrity advertising campaign; 1) choose the right message; 2) pick the right celebrity; 3) select the right channel choice; and most importantly, 4) create a lasting impression that will stick to the consumers mind.

(M.Naresh Babu, 2014) Celebrity endorsement impact would be particularly important in the Indian context since different age groups have different levels of perceptions on their trustful and likeable celebrities.

Overall the findings from this study explores that there is a impact of celebrities in advertisements on consumers (young) to Identify a Brand in India Telecom industry and have given the practitioners a new way of rethinking the practice on great impact.

(Renton, 2006) Increasing sales volume and brand profitability are the ultimate goals for retailers and the only way for companies to survive. Using celebrities has already shown that they help increase sales profits and are also a unique way to get consumers attention the study showed how consumers really feel towards these types of advertisements. While most were positively viewed, each celebrity did generated different scores. Advertisers and retailers need to be aware of this occurrence

### Objectives:

The primary objective of the paper is to examine the examine the effect of celebrity endorsement on advertisement. Therefore, the following objectives are stated for the study.

1. To understand the attitude of consumer on advertisement with regard to advertisement.
2. To find whether the attitude of consumer on advertisement is independent of gender.

### Limitations of the study

The Study is restricted only to few selected sub-urban cities in Karnataka State  
The Study is restricted only to selected FMCG product's of organized sector to which endorsements are made.

### Plan of analysis

Use of simulation software analysis tool data analysis was done through the statistical package for social science software. The package used is "SPSS" for the analysis of data.

### Hypothesis

The stated objectives are studied by testing the following hypothesis:

**H1:** There is association between attitudes of consumer on advertisement endorsed by the celebrity with regard to gender.

### Demographical Profile:

**Table: Gender of the Respondents**

Gender	Frequency	Percent	Cumulative Percent
MALE	92	46.0	46.0
FEMALE	108	54.0	100.0
Total	200	100.0	

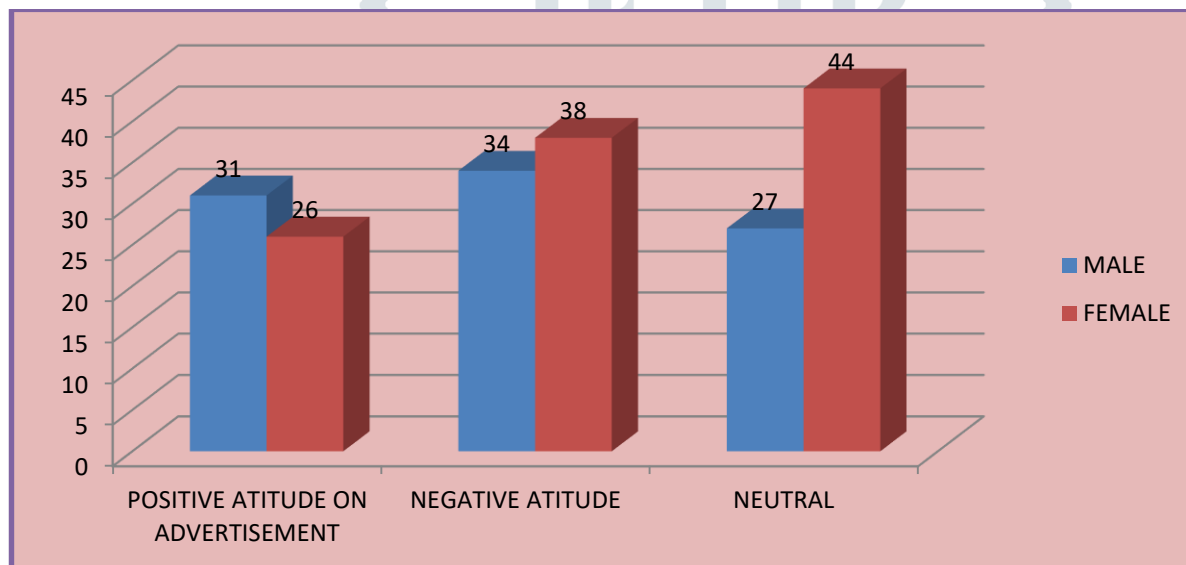
**Table: Attitude of consumer on advertisement**

Gender	Frequency	Percent	Cumulative Percent
POSITIVE ATITUDE	57	28.5	28.5
NEGATIVE ATITUDE	72	36.0	64.5
NEUTRAL	71	35.5	100.0
Total	200	100.0	

### Analysis and Results

There are 27 items which are used to build the construct of attitude of consumer on advertisement. The 5 point Likert scale with strongly disagree value of 1 to strongly agree value of 5 are considered to find the attitude on advertisement. The 27 items are further classified as positive attitude questions and negative attitude questions and their response are recorded as positive attitude, negative attitude and neutral. The cross tabulated table between attitudes on advertisement based on gender is shown below.

GENDER	ATTITUDE ON ADVERTISEMENT			TOTAL
	POSITIVE ATITUDE	NEGATIVE ATITUDE	NEUTRAL	
MALE	31	34	27	92
	33.7%	37.0%	29.3%	100.0%
FEMALE	26	38	44	108
	24.1%	35.2%	40.7%	100.0%
TOTAL	57	72	71	200
	28.5%	36.0%	35.5%	100.0%



The descriptive statistics of attitude on advertisement and gender is represented below. From the table it is evident that the mean value of attitude on advertisement is 2.07 which indicate the negative attitude on advertisement and the mean value of gender is 1.54 which indicates there is more number of female respondents than male. The standard deviation of attitude on advertisement and gender are 0.798 and 0.499 respectively.

	N	Minimum	Maximum	Mean	Std. Deviation
ATTITUDEONADVERTISEMENT	200	1.00	3.00	2.0700	.79893
GENDER	200	1.00	2.00	1.5400	.49965

**Table: Chi-square on gender and attitude on advertisement**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.473 <sup>a</sup>	2	.176
Likelihood Ratio	3.490	2	.175
Linear-by-Linear Association	3.437	1	.064
N of Valid Cases	200		

From the above table it is evident that Chi-square test statistic =3.473 and p=0.176 greater than alpha level of significance of 0.05. The hypothesis there is association between attitudes of consumer on advertisement endorsed by the celebrity with regard to is rejected. Hence it can be concluded that attitude of consumer on advertisement is independent of gender.

#### Conclusion:

The study reveals that the attitude of getting attracted towards the product through and advertisement with celebrity endorsement in sub-urban cities is minimal. Majority of the respondents are neither positively nor negatively influenced by the celebrity endorsement in advertisement of FMCG products. In contrast women buyers are more influenced by the celebrity endorsement than men in sub-urban cities. Lastly the respondents are getting influenced by the advertisement in their buying behaviour, where in their consideration of advertisements is just for product information.

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