

# EFFECTIVENESS OF CELEBRITY ENTREPRENEUR ENDORSEMENT IN ADVERTISEMENTS

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## ABSTRACT

This research study aims to the effect of entrepreneur endorsement in the advertisements to influence its own target audience. Source elegance, the credibility of the commercial, creating the trust on brand, client self-satisfaction, and it concentrates the impact on target audience . Survey format will be done with materials that contains influence of the Celebrity Entrepreneurs endorsing a product. The sampling method used in this survey have the purposive sampling and the respondents are those who recognize 'Kiran Kumar' the owner of 'Lalitha jewellers' , 'Padma Singh Isaac' the owner of 'Aachi masala' and ' Saravana Arul' the owner of 'the legend new Saravana stores' . The findings indicated that deliver elegance, source credibility, customer expression of entrepreneur endorsed advertisements, purchaser's own decision are the elements for clients to follow the Celebrity Entrepreneurship behaviour and buying purpose. However, this survey brings out the purchasing power of the target audience .The target audience of the survey is 30 to 50 aged women in Chennai as the advertisement's target audience are women.

**Keywords:** Advertisement, Celebrity, Entrepreneurship , Brand ambassador.

## Introduction

Advertisements are created to enhance the business of any product or services of any company or organisation or non profit organisation .Advertisements are published or created to introduce or market the product or services of any organisations .It influences people to purchase the products .Thus to influence among public ,celebrity endorsed commercials have created good outputs and easily to achieve the goals of the business .People are easily attracted to familiar faces or the person with dignities . The positive image of celebrities influences the public to purchase the products .This marketing strategy worked out worldwide. Celebrity endorsement of a business employer's product is strong in large part because of the reality celebrities have the capability to reach a massive variety of potential clients .Reach may be defined because of the range of humans which have seen and/or heard the brand's intended message as a minimum as soon as enterprise makes a choice to use celebrity branding to marketplace their product, it is notably likely that they're figuring out to try to attain the largest series of functionality consumers possible, in preference to reaching a small type of clients. Though celebrity endorsed advertisements have created huge impact among people and to develop their business using

celebrity status strategy there is a new trend where the brand owners itself promoting the products through advertisements and becoming celebrity .These advertisements are so called as celebrity entrepreneur endorsement. Celebrity advertising endorsements started in the era of 1760.Advertisements though it has the nature of influencing people effectively ,celebrity endorsed advertisements have created the trust on brand and these celebrities influences the products or brands as brand ambassadors.

**Objective :** To understand consumers attitude towards celebrity entrepreneur endorsed advertisements.

**Scope of the study :** The scope of the study is to find the consumer behaviour on the influence of celebrity entrepreneur endorsement advertisements

### **Research Methodology :**

Questionnaire is conducted to the women of age group 30-50 in Chennai to find the effectiveness of celebrity entrepreneur endorsements in advertisements. A questionnaire consists of 20 close end questions is formed and will be covering 50 women in Chennai from the age group of 30 to 50.The sampling method is purposive .The survey is conducted to study the effectiveness or the benefits in entrepreneur endorsed advertisements.

### **Analysis and Interpretation:**

The aim of this study is to find out the effectiveness of celebrity entrepreneur endorsement in advertisements which are Saravana stores,Aachi masala and Lalitha Jewellers. Datas have been collected from the women of age group between 30-50 in Chennai .

Q. Have you ever compared the products which influenced by Brand ambassadors and entrepreneurs?

It is concluded that 62% of the women has not compared the products by seeing advertisements.

Q. On which type of advertisement u prefer to trust ?

It is interpreted that 50% of the women like to prefer celebrity endorsement advertisement and the other 50% of the women like to prefer entrepreneurs endorsement in the advertisement.

Q. which entrepreneur endorsed advertisement influeneces more ?

It is interpreted that 59.3% of the women have chosen Lalitha Jewellers, 35.2% of the women have chosen Aachi masala and the 5.5% of the women have chosen Saravana stores advertisement.

Q. Did you purchase any product only after seeing entrepreneur in advertisement?

It is interpreted that 87% of the women have said yes and 11% of the women have said no and the remaining 2% of the women are not sure .It is concluded that entrepreneurs in advertisements have influenced their target audience.

## Findings and conclusion

This research has found the impact on celebrity entrepreneur endorsement advertisement with the study of Lalitha jewellers ,Aachi masala and the legend new saravana stores. This research has the survey of 50 women from the age group of 30 to 50 belongs to Chennai. The survey questions consists 20 and have shown the results in pie chart. The survey is done with field work.

The research concludes that any advertisements that have the influence of celebrities, its impact is good in the market and the people are also gets influenced by the celebrity entrepreneurs endorsements .But this research have studied with survey of people's perspective of celebrity entrepreneur endorsed advertisements.

The advertisements of Kiran kumar the owner of Lalitha jewellers and Padma singh Isaach the owner of Aachi masala and Saravana arul the owner of legend new saravana stores are the entrepreneur come celebrities advertisements.They are already celebrities marketing their products through advertisements.Thus the advertisements have good impact on consumers.

People also trust and easily gets influenced by celebrity entrepreneur endorsements more than the celebrity endorsement .But people cannot get influenced by all entrepreneurs. Because all entrepreneurs are not celebrities.The effectiveness of the celebrity entrepreneur endorsement is new in the industry and attention seeking strategy of the consumers. Thus it helps in good marketing of the products.

Thus the research concludes by saying that whether the influencer or the brand ambassador are entrepreneurs or non entrepreneurs, the celebrity status has to be there to create more impact and to trade the consumer behaviour.

## Reference

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