

VOTERS AFFECTIVE REACTIONS TOWARDS CELEBRITY ENDORSEMENT FOR VOTING

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Abstract

This study explores how people react to ads with celebrity endorsements, particularly when it comes to voting. The research shows that ads can be a powerful communication tool influencing voters' feelings. Interestingly, men and women seem to be affected by these ads in different ways. The study looked at seven emotions people might feel when watching these ads: entertained, confused, informed, connected to the brand, empathetic towards the celebrity, familiar with the message, or alienated by the ad. Men tended to score higher on feeling entertained, informed, a connection to the brand, and empathy. Women, on the other hand, were more likely to report feeling confused, familiar with the message, or alienated by the ad. Notably, men and women differed significantly in how much they felt informed and familiar with the message. This suggests that advertisers need to consider how their message might be interpreted differently by men and women. By understanding these gender-based emotional responses, advertisers can create more effective campaigns that resonate with a broader audience.

Introduction

Advertising is a key element of our social, political and economic systems. In today's intricate society, it has become a crucial communication tool for businesses, government as well as non-government organizations. Companies of all sizes, from large corporations to small stores, depend on advertising to promote their products and services.

For consumers in market economies, advertising serves as a trusted source of information to guide their buying choices. Effective advertising uses targeted messaging to reach specific audiences and can influence their thoughts and actions. Seth (1974) outlined four key functions of advertising: introducing new ideas (precipitation), persuading customers to buy (persuasion), strengthening existing positive brand associations (reinforcement), and keeping customers remembering the brand (reminder).

Since advertising can be expensive, it's important to assess how well it achieves a company's goals. This is typically done by measuring its impact on sales, brand awareness, brand preference, and other factors like building brand image, informing customers or viewers, and influencing their attitudes toward the product, services or special campaigns. This study specifically focuses on how viewers feel about celebrity endorsement for voting, looking at seven emotional responses: entertainment, confusion, perceived news value, brand reinforcement, empathy, familiarity, and alienation.

Review of Literature

A number of scholars have conducted research on the impact of commercials and how responsive viewers are to them. The main goals of these studies were to determine how viewers perception and attitude developed in relation to advertising stimuli, how effective advertising was, and how consumer perception and attitude related to consumer purchasing behavior.

The question of whether emotionally charged advertisements are more successful than augment-based ones was the subject of early marketing study (Batra and Ray, 1983). Arguments have long been studied in relation to emotions, and they have the power to influence conduct (Edell and Dubitsky, 1990).

Many authors contend that arguments are more persuasive than emotions (Edword et, al. 1995). According to more recent study, arguments and emotions can both be useful, but how useful they are depends on the situation (Olson and Zanna 1993, Petty and Wegener 1998).

Factual information about a product is rarely communicated through emotionally charged advertisements. As a result, they might not lessen the perceived risk for consumers. They might therefore have little prior information. Despite the fact that feelings can elicit positive brand attitudes and warm sentiments. Moreover, emotional knowledge may divert customers from important products when they lack product expertise (Moore and Hutchison, 1983). Appeals may stand out due to their size (big vs. small font, for example) and the frequency with which they appear (Stewart and Furse 1986).

In an effort to pinpoint the traits of viewers who are susceptible to advertisements, numerous studies have examined the advertising process and consumers' attitudes about advertisements using consumer observation behavior. In particular, customers are more inclined to pay attention to and consider arguments in advertisements when they are unfamiliar with the product. If advertisements are to be convincing, they must present strong arguments that lower the risk of making a purchase and set the product apart from rivals. Customers are less inclined to digest information about a product, though, if they are already familiar with it and have an opinion toward it. Indeed, their satiation of boredom or annoyance may induce them to react adversely to advertisements that center on debates. (Batra and Ray 1986, Schumann).

Objective of the Study

The main aim of the research was to evaluate the efficacy of celebrity endorsement in relation to voting. In the current study, respondents' gender was taken into account, and Schlinger's VRP scale was used to examine their affective responses to the celebrity voter awareness advertisement.

Hypothesis

The study's following hypotheses were put forth and verified at a significance level of 5%. The seven components of Schlinger's VRP scale form the basis of these theories.

H1: The entertainment aspect of advertisement differs significantly between men and women.

H2: The confusion factor of advertisement varies significantly between males and females.

H3: The Relevant News element of advertisement differs significantly between males and females.

H4: The brand reinforcing factor of advertisement varies significantly between genders.

H5: The empathy factor of advertisements varies significantly between men and women.

H6: The familiarity factor of advertisements varies significantly between genders.

H7: When it comes to the advertisement's alienation element, there is a significant difference between male and female.

Research Design

Data Collection

Primary data used for the study. Primary data collected through Schlinger (1979) VRP questionnaire comprising of 32 items. The scale has seven facets- Entertainment, Confusion, Relevant News, Brand reinforcement, Empathy, Familiarity and Alienation. Respondents were group of people who have seen the advertisement of celebrity for voting and their responses were measured with the help of seven point Likert scale ranging from 1 strongly disagree to 7strongly agree. Reliability of questionnaire checked with the help of Cronbacks alpha coefficient. Values of alpha and number of items included in factors of Schlinger's VRP scale are given in **Table1**. Reliability of all dimensions of scale was found to be grater than 0.60, the generally accepted limit considered in the researches.

The study used primary data. 32-item Schlinger (1979) VRP questionnaire used to collect primary data . The seven dimensions of the scale are: Brand reinforcement, Empathy, Familiarity, Entertainment, Confusion, Relevant News, and Alienation. The respondents were shown clips of the celebrity endorsed voter awareness advertisements and their answers were recorded using a seven-point Likert scale, which went from 1 strongly disagree to 7 strongly approve. The Cronback's alpha coefficient was used to assess the questionnaire's reliability. Table 1 provides the alpha values and the total number of items contained in the factors of Schlinger's VRP scale. All scale dimensions had reliability values more than 0.60, the commonly acknowledged cutoff point taken into account in the studies.

Table 1 Cronbach's α (Measure of Reliability) for Factors of Scale

Factors	No. of Items	Cronbach's α Score
Entertainment	7	0.6422
Confusion	4	0.7159
Relevant News	5	0.6315
Brand Reinforcement	2	.6203
Empathy	5	.8013
Familiarity	3	0.628
Alienation	6	.7813

Sampling Plan

Purposive sampling technique for gathering information was used for the study. A total of 140 questionnaires were distributed, and 111 were returned. Six responses were removed because respondents did not supply enough information, leaving 105 responses remaining for further research.

Tools for Data Analysis

Codes, classifications, and tabulations were applied to the data gathered via the questionnaire. The independent sample T-test and mean standard deviation were employed as statistical techniques for data analysis.

Results

Table 2 Gender wise Mean and Standard Deviation

		Mean	Std Devn
Entertainment	Male	5.5314	0.6388
	Female	5.4714	0.6343
Confusion	Male	3.13	1.0531
	Female	3.527	0.8613
Relevant News	Male	4.264	1.0558
	Female	3.724	0.5971
Brand Reinforcement	Male	5.14	1.0214
	Female	4.83	0.9137
Empathy	Male	4.212	1.1048
	Female	3.824	1.1845
Familiarity	Male	3.4467	0.8777
	Female	4.2567	0.9283
Alienation	Male	3.36	1.0244
	Female	3.77	1.0919

Table3 Independent Sample T test Between Male and Female group

	t Value	Significance
Entertainment	0.456	0.650
Confusion	-1.907	0.058
Relevant News	2.567	0.013
Brand Reinforcement	1.482	0.140
Empathy	1.678	0.095
Familiarity	-3.963	0.0001
Alienation	-1.934	0.055

Table 2 shows that respondents who were male thought the advertisement was somewhat more entertaining than those who were female. Table 3 indicates that the difference was not statistically significant. Thus, hypothesis H1 was disproved.

When providing their Affective Reactions to the advertising, female respondents were less certain than male respondents. It indicates that women found it harder to follow the advertisement than males did. At the 5% significance level, the difference is not significant, therefore hypothesis H2 was disproved.

Male respondents scored higher than female respondents on relevant news. This indicates that while women felt that advertisements did not do enough of conveying pertinent news, males thought the advertisement had revealed something significant about provided helpful information. Table 3 indicates a statistically significant difference in the opinions of the male and female groups about the relevance of the news component for advertisements. Hypothesis H3 was accepted.

Compared to female respondents, male respondents are more certain that the advertisement has strengthened their already favorable opinion of the voting. It indicates that males were more likely than women to assume that this advertisement served as a means of reiterating the cause for voting. However the difference was not significant and hypothesis H4 was not accepted.

Male respondents were shown to be more likely than female respondents to participate subjectively in the events, emotions, and behaviors depicted in advertisements. It indicates that men were more sympathetic to the advertisement than women were. Nevertheless, the hypothesis H5 was rejected because there was no noticeable distinction in their behavior.

Compared to male respondents, female respondents were more at ease expressing their Affective Reactions to the advertising. The male and female groups' opinions differed significantly, and hypothesis H6 was accepted.

Males were found to have a lower mean score on the alienation scale than females. It indicates that women were more likely than males to find the celebrity endorsement for voting annoying or irrelevant. Nevertheless, the hypothesis H7 was rejected because the difference in opinion was not sufficiently significant.

Conclusion

Many aspects, including entertainment, confusion, relevant news, brand reinforcement, empathy, familiarity, and alienation, among others, influence how effective an advertisement is. In order to reach the targeted consumer categories with their commercial, the marketer needs to give these things careful thought. The study's conclusions and results showed that male respondents gave higher ratings to the factors of entertainment, relevant news, brand reinforcement, and empathy, while female respondents gave higher ratings to the factors of confusion, familiarity, and alienation. Additionally, it was discovered that respondents' opinions regarding the advertisement's familiarity factors and relevance to news differed significantly between male and female respondents.

It suggests that distinct categories of respondents have diverse emotive reactions to the same commercial and message content. Therefore, in order to effectively communicate their message to all customer types, advertisers must take into account a variety of advertising factors. In conclusion, the research indicates that the affective responses of both genders to the advertisement can offer customers multiple interpretations and benefits. Additionally, it instructs advertising experts on how to use a variety of elements to enhance the attraction in order to maximize the total communication effect. Advertising firms and specialists can both benefit from this study in developing successful advertising communication strategies.

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