



IMPACT OF CELEBRITY ENDORSED TELEVISION ADVERTISEMENTS ON PURCHASE OF PERSONAL CARE PRODUCTS IN COIMBATORE

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Abstract

The study highlights the impact of celebrity endorsed television advertisements on purchase of personal care products in Coimbatore. The relationship between the impact of celebrity in advertisements and the select demographic variables like age, sex, educational qualification and occupational status show the effects on sales volume. The study focuses on the more effective media for the celebrity advertisements and to different segments of people. Through this analysis, the perceptions of viewers against the type of celebrity endorsement in the advertisement have been brought out.

Key Words: Impact, Celebrity, Endorsed, Segments, Viewers, Perceptions.

Introduction

Celebrities are people who enjoy public recognition and mostly they are the experts of their respective fields having wider influence in public life and societal domain. Attributes like attractiveness, extraordinary life style or special skills, larger than life image and demigod status can be associated with them. Celebrities appear in public in different ways. To start, they appear in public when fulfilling their professional commitments example: Mahendra Singh Dhoni, who played cricket in front of an audience in T20 world cup. Furthermore, celebrities appear in public by attending special celebrity events, example: the movie award nights; special screening; world premiers of movies or for social causes. These celebrities have universal presence and appeal, they are present everywhere, in news, fashion shows and magazines and above all advertisements.

Need for the Study

Advertisement can only be cleverly thrust upon the viewer into a media where the attention of the viewer is being focused upon for obtaining something else. The various demographic factors like age, sex, occupation, income and educational qualification of the consumer has also go an impact in viewing the celebrity endorsed advertisement for the personal care product and the resultant level of effectiveness of the same on these viewers. The advertisers should also now about the benefits and drawbacks of the celebrity endorsed advertisements among the consumers in order to take the right decision. This calls for an in-depth study of the type of media which is effective of the celebrity advertisements among the various segments/groups of people and this study aims at discovering it by taking up a sample of the viewers in Coimbatore district.

Objectives of the Study

Following are the objectives of this study

- To study the socio-economic characteristics of the respondents
- To analyze Impact of Celebrity Endorsed Television Advertisements on purchase of Personal Care Products in Coimbatore

Analysis and Interpretation

Percentage Analysis

Distribution of the Sample Respondents

Table- A

Gender	No. of Respondents	%
Male	50	33.33
Female	100	66.67
Total	150	100

Source: Survey Data



The table a shows that the ratio of respondents has been selected for the study is 1:2.

Table -B

Age	No. of Respondents	%
Up to 25 yrs	14	9.3
25-35 yrs	60	40
35-45 yrs	50	33.33
45 and above	26	17.33
Total	150	100

Source: Survey Data

The table B shows that out of 150 respondents, 9.3% of the respondents age is upto 25 yrs, 40% of the respondents are 25-35 yrs, 33.33% of the respondents are 35-45 yrs and 17.33% of the respondents are 45 and above.

Table C

Occupation	No. of Respondents	%
House Wife	50	33.33
Employee	40	26.66
Business	44	29.33
Student	16	10.6
Total	150	100

Source: Survey Data

The table C shows that out of 150 respondents, 33.33% of the respondents is House wives, 26.66% of the respondents are Employees, 29.33% of the respondents are Business and 10.6% of the respondents are Students.

Table D

Educational Qualification	No. of Respondents	%
Illiterate	10	6.66
School Level	30	20
Graduate	56	37.33
Post Graduate	40	26.66
Diploma	14	9.33
Total	150	100

Source: Survey Data

The table D shows that out of 150 respondents, 6.66% of the respondents are Illiterates, 20% of the respondents are educated upto School level, , 37.33% of the respondents are Graduates, 26.66% of the respondents are Post Graduates and 9.33% of the respondents are Diploma holders.

Table E

Marital Status	No. of Respondents	%
Married	120	80
Unmarried	30	20
Total	150	100

Source: Survey Data

The table E shows that out of 150 respondents, 80% of the respondents are married, 20% of the respondents are Unmarried.

Table F

Purchase of Personal Care Products	No. of respondents	%
Soap	50	33.33
Talcum powder	36	24
Perfumes	16	10.67
Shaving razor	24	16
Shampoo	26	17.33
Total	150	100

Source: Survey Data



The table F shows that out of 150 respondents, 33.33% of the respondents purchase Soap, 24% of the respondents purchase Talcum powder, 10.67% of the respondents purchase perfumes, 16% of the respondents purchase Shaving razor and 17.33% of the respondents purchase Shampoo.

Ranking Analysis

Table- G
Impact of Celebrity Endorsed Television Advertisements on Purchase of Personal Care Products

Factor	Weighted Average Score	Rank
Movies	957	1
News	587	4
Serials	612	3
Songs	653	2
Live shows	265	5

Source: Survey data

From the table G, it is inferred that the respondents rank **MOVIES** as **First**, **SONGS** as **Second**, **SERIALS** as **Third**, **NEWS** as **Fourth** and **LIVE SHOWS** as **Fifth** among the programmes with regard to Impact of Celebrity Endorsed Television Advertisements on purchase of personal care products

Findings, Suggestions and Conclusion

Findings

1. Majority of the respondents are Female.
2. Majority of the respondents belong to the age group of 25-35 years.
3. Majority of the respondents are House wives.
4. Majority of the respondents are Graduates.
5. Majority of the respondents are married.
6. Majority of the respondents are purchasing soaps.
7. The impact of Celebrity Endorsed Television Advertisements in movies is high and the same is low in live shows with regard to purchase of Personal Care Products.

Suggestions

1. Further attention could be made by the companies of personal care products to attain more male consumers.
2. The companies should still classify their products and celebrity endorsed advertisements to get hold of all age group consumers.
3. The company still could try to attract consumers invariably devoid of occupational differences.
4. The companies should give equal importance to all products and promote the same accordingly to achieve mass markets.
5. The company should select appropriate celebrity endorsements, television channels and programmes to acquire substantial receptions for their products.

Conclusion

The present study deals with impact of celebrity endorsed television advertisements on purchase of personal care products in Coimbatore. As the perceptions and expectations of consumers always jerky, the companies of personal care products should also modify their strategies eternally to cope up with changing and challenging business environment.

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