CHAPTER -6 (B)

Diagrammatic Presentation and Analysis

This chapter contains the diagrammatic analysis and interpretation on the three objectives dimensions and those are perception of students, influencing factors and impacts on their buying behaviour towards personal care products.

The diagrammatic presentations are divided mainly into three parts based on the research objectives with a view to have comparative analysis of the students as a whole, boy versus girl students and urban versus rural students. Lastly the responses of the students on social responsibility of the celebrity endorser have been analyzed as an observation besides the research objectives followed by conclusion.

6.0 (B): Introduction:

The most of the authors and experts have discussed about the impacts of celebrity endorsement practices as an effective marketing communication technique for influencing buying behaviour of the consumers. The present research work also supports that the celebrity endorsement produces positive attitude and greater purchase intention by generating more and prompt recall options than the non-celebrity endorsements.

The diagrammatic presentation and analyses have been followed according to the following data analysis flow chart.

Figure-6.0 (B) DATA ANALYSIS FLOW CHART

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(A) Perception is a process by which individuals organize and interpret their sensory impressions in order to give meaning to their environment. Perception is our sensory experience of the world around us and involves both the recognition of environmental stimuli and actions in response to those stimuli. It also involves the cognitive processes required to process information.

The following are the question based diagrammatic presentation of data and analysis on the perception of college students about celebrity endorsement based on the facts of the response sheet and analyzed data against questionnaire.

6.1 (B) Diagrammatic Presentation on Students' Perception About Celebrity Endorsements:
1. How Frequently do You Come Cross With the Advertisement Using Celebrity?

Source: Self analysis from response sheet

Now a day's celebrity endorsement is common in every media, be it print or electronics, out of home or social media.

On the other, the student community as a whole happens to interact with such media and advertisements and the above diagram shows of the same.
2. How Do You Perceive Celebrity Endorsement?

Figure-6.2 (B)

From the analysis of the questionnaire data, it has been revealed that more than ninety percent of the students perceive the celebrity endorsement practice as an effective method of communication to consumers. The negligible sections of the students feel the celebrity endorsement is neither effective nor productive practice in advertisement. This has been reflected in the above pie-chart.

3. Do you Believe that the Advertisement with Celebrity is more Attractive?

Figure-6.3(B)

It reveals from the analysis of the data that most of the students as shown in the above diagram believe that the advertisements with the celebrity are more attractive which could draw attention of a greater number of viewers easily except only five percent of students who believes otherwise. The above pie-chart reflects the respondents view to validate the same.
4. What is your Impression About the Advertisement by a Celebrity in India?

**Figure-6.4(B)**

Source: Self analysis from response sheet

The above diagram shows a divided impression of students' responses about the celebrity endorsement practice in India. Impression, sometimes called a view or an ad view, is a term that refers to the point in which an ad is viewed once by a visitor, or displayed once on a media. An impression is an estimate of the number of people on a particular advertisement is reaching, and may be counted in different ways depending upon the way the ad is situated on, as well as the number of times the ad appears is shown. The point of tracking the number of impression of an advertisement is to judge whether the advertising campaign is working or not. The respondents are quite fragmented in their opinion as to decide or they find the options are equally relevant in endorsements in India what has shown in the diagram.

5. What Attracts you more, Celebrity Endorsed Advertisement or Non-celebrity Endorsed Advertisements?

**Figure-6.5(B)**

Source: Self analysis from response sheet
The above diagram exhibits the thumping majority of students who preferred celebrity endorsed ad than Non-celebrity endorsed advertisement. The attraction is the action or power of evoking interest in or liking for someone or something. It is a synonym with a quality or feature that evokes interest, liking, or desire or pleasure. This is one way prove the popularity of the celebrity endorsements for evoking interest as a unique marketing and promotional practice in the industry which helps in easy recall and recognized the products.

5. (i) The Preference of Celebrity vs. Non-celebrity Advertisement Among Boy and Girl Students

![Graph showing preference of celebrity vs. non-celebrity advertisement among boy and girl students.]

Source: Self analysis from response sheet

The above bar diagram shows that the celebrity endorsed advertisement is preferred by the most of students than the non-celebrity. While the girl's preference towards celebrity endorsed ad is even more than the boy students. It reflects the celebrity endorsed advertisements are more popular amongst the girls.

5. (ii) The Preference of Celebrity vs. Non -Celebrity ad Among Urban and Rural Students

![Graph showing preference of celebrity vs. non-celebrity advertisement among urban and rural students.]

Source: Self analysis from response sheet
The above bar diagram reveals the fact that three fourth urban students prefer celebrity endorsed Ad than the non-celebrity Ad while rural students' preference to celebrity Ad is even more than the urban students. The preference to the celebrity Ad also reflects the positive perception of majority of students towards the endorsements. Only a marginal section of urban and rural students are either prefer non celebrity Ad or remain indifferent or confused as shown in the diagram.

5. (iii) Celebrity vs. Non-Celebrity Ad Preference Among Rural Boy and Girl Students

The analysis of the questionnaire based data exhibits through the above bar diagram about the overwhelming popularity of the celebrity endorsed Ad amongst the rural boy and girl students with the responses to the tune of more than eighty percent. However, a minimum section of students only prefers non-celebrity advertisements as shown in the diagram.

5. (iv) Celebrity vs. Non-Celebrity Ad Preference Among Urban Boy and Girl Students

Source: Self analysis from response sheet
The data analysis of the urban respondent students indicates that most of the urban students, be it boy or girls preferred celebrity endorsed ad than the non-celebrity advertisements. However the preference of celebrity endorsed advertisement of girls are even more than the boys. It is discernible from the above bar diagram that non-celebrity endorsed advertisements are neither preferred by boy nor girl students.

6. **How Influential are the Celebrity Endorsements?**

![Figure-6.10(B)](image)

Source: Self analysis from response sheet

From the analysis of data available, it has been proved by the above pie-diagram that the celebrities can influence on the buying behaviour of the students. Here, more than 90% students who validate the claims of the usefulness of celebrity advertisements ranging from medium influence to high influence except a negligible six percent of students who feels otherwise as shown in the pie-chart.

![Figure-6.11(B)](image)

Source: Self analysis from response sheet

7. **Does the presence of the celebrities in the advertisements help you to recognize and recall products more promptly?**

![Chart](image)

Source: Self analysis from response sheet
The data analysis from the questionnaire which is presented in the above pie-chart clearly proved that the recall value of products due to the presence of celebrity in the advertisements. The above pie chart explains that fifty three percent and thirty six percent students directly and indirectly agree to the fact that celebrity endorsed advertisements help them easily recognize and recall the products promptly. While marginal 11 percent student respondents disagree to the fact of recognize and recall value of the endorsements as shown in the diagram.

6.2 (B) Diagrammatic Presentation on Influence of Celebrity Endorsements on Students’ Buying Behaviour:

(B) In psychology, the term stimuli is used to refer to anything in the environment that is detectable through the senses including sight, hearing, touch, taste, and smell. These stimuli can influence behaviour in a variety of ways. In psychological experiments, researchers often present and use different variants or intensity of the stimulus in order to look at the effect and changes on the behaviour of an individual or group.

The celebrity endorsement models are reflective to the key factors or persuasive aspects of celebrity attribute (stimuli) which influence on the consumers buying behaviour and intentions. The following diagrammatic explanations demonstrate the relation between the key factors (stimuli) inherent to each model and their level of influence and thereby impacts of celebrity endorsement on the buying behaviour of students towards personal care products.

6.3.1 (B) Diagrammatic Presentation of Influence of Source Credibility Model on Students’ Buying Behaviour:

1. The Source Credibility Model: The source credibility model explains that consumers are likely to persuade when the source (celebrity) presents as credible to the target audience. This model has three persuasive aspects that act as criteria for such credibility like, (a) expertise of the celebrity in his/her own field, (b) attractiveness of the celebrity and (c) trustworthiness of the celebrity endorser. The influence and impact of these persuasive aspects of source credibility model on the buying behaviour of the students can be evaluated through the following diagrams based on the feedback of the students’ responses against the questions as below.
The above pie-chart based on the data analysis and presentation exhibits the overwhelming responses of the students that proves the expertise of celebrity endorser positively influence on the purchase intention of the students. It indicates the level of expertise of the celebrity endorser which creates confidence and likely to influence their buying behaviour. Hence the marketer is also likely to engage more famous celebrity as it is correlated with their expertise and rate of success in endorsements as indicates in the diagram.

8. (i) How Does Expertise of the Celebrity Endorser Influence the Boy and Girl Students Differently in Their Purchase Decision?

Source: Self analysis of response sheet

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The above bar diagram indicates that 83 percent boys and 86 percent girl students believe that expertise of the celebrity can infuse more confidence so as to influence in their purchase intention. While a marginal section of both boy and girl students believe that celebrity expertise does not influence them. Interesting fact is that girl students are more positive than the boys as it is shown in the bar diagram.

8. (ii) How Does Expertise of the Celebrity Endorser Influence the Urban and Rural Students Differently in Their Purchase Decision

![Figure-6.14(B)](source: Self analysis from response sheet)

The data presented in the above bar diagram exhibits an interesting fact that the thumping majority of both urban and rural students are concern about the expertise of the celebrity that can influence their buying behaviour. Notably the rural students are extremely positive on celebrity expertise because it provides a sense of believability which creates impact upon them as shown in the diagram.

![Figure-6.15(B)](source: Self analysis from response sheet)

9. What attracts you the most of celebrity in the advertisement?

Source: Self analysis from response sheet
The data based on the questionnaire analyzed and presented in the above diagram indicates that the personality of the celebrity endorser is an attribute that attracts more students to influence their buying behaviour than any other features of the advertisement.

9. (i) What Does Attract Most the Boy and Girl Students of Celebrity in the Advertisement?

![Figure-6.16(B)](source: Self analysis from response sheet)

The above bar diagram indicates the personality of the celebrity in the Ad alone attracts majority of the boy and girl students than the other contents in the advertisement. The interesting fact is that more than fifty percent of the girl students influenced by the personality of the celebrity in the endorsements while opinions on the other features of the advertisements are divided as shown in the diagram.

9. (ii) What Does Attract Most the Urban and Rural Students of Celebrity in the Advertisement?

![Figure-6.17(B)](source: Self analysis from response sheet)

As shown in the above bar diagram, the larger section of students' bank on the personality of the celebrity endorser and in comparison, the rural students are more fascinated by the physical
attractiveness of the celebrity than the urban students. However, in relation to the influence of other contents of the celebrity Ad both urban and rural students responses are divided and influencing role of these contents are nominal on them.

**Figure-6.18(B)**

![Pie Chart](image)

Source: Self analysis from response sheet

The data based on the questionnaire is presented in the above pie diagram reveals that the trustworthiness of the celebrity endorser instill a sense of believe which help the student followers to believe the claims made by the celebrity in the advertisements as true and correct which in turn influence their purchase decision. The aforesaid pie-chart is the reflection of the overwhelming support of 83% students ranging from medium to high influence of trustworthiness of celebrity to influence their buying intention.

10. (i) How Does the Trustworthiness of Celebrity Endorser Influence Boy and Girl Students in Their Purchase Decision?

**Figure-6.19(B)**

![Bar Chart](image)

Source: Self analysis from response sheet
While the researcher is interested to look into the influence of trustworthiness, an attribute of celebrity endorser on the boy and girl students it became clear through the above bar diagram that both the boys and girls equally agree to the fact that it influences positively in their purchase behaviour except a marginal section of both boy and girl students as shown in the above diagram.

10. (ii) How Does the Trustworthiness of Celebrity Endorser Influence Urban and Rural Students in Their Purchase Decision?

The above bar diagram exhibits the comparative view of influencing role of trustworthiness of the celebrity endorser on the urban and rural students. In context of trustworthiness of celebrity endorser, the diagram shows that the maximum students are prone to the trustworthiness of celebrity and believe as a stronger influencing factor on their purchase behaviour.

6.3.2 (B) Diagrammatic Presentation of Influence of Source Attractiveness Model on Students' Buying Behaviour:

2. Source attractiveness Model: The source attractiveness model states that physical attractiveness is the degree to celebrity endorsers' physical features which are considered aesthetically pleasing or beautiful that influences the target audience through advertisements. This model has three distinctive persuasive factors like (A) familiarity, the knowledge of the celebrity endorser (B) likeability, the pleasing look and personality of the celebrity endorser and
(C) similarity, the perceived resemblances with the celebrity endorser for psychological association that influence target audience by endorsements.

**Figure-6.21(B)**

The above pie-chart reflects the responses of the students that testify the fact that the familiarity with the celebrity as an attribute can influence on the buying behaviour of the students. The above diagram simply testifies the fact that more knowledge about the celebrity is likely to influence more on their purchase intentions. Without the knowledge of the celebrity, a celebrity endorser is a simple endorser like non-celebrity. The data analysis of the above diagram signifies that a more familiar celebrity can influence more and bring success to the endorsement. Here 76% of the students feel familiarity with the celebrity endorser may influence their purchase intention, while marginal section of students remains unmoved and undecided as shown in the pie-diagram.

11. (i) How Does the Familiarity of the Celebrity Endorser as an Attribute Influence Boy and Girl Students Purchase Decision?

**Figure-6.22(B)**

Source: Self analysis from response sheet
The data analyzed and presented in above bar diagram reveals that majority of the boy and girl students confirm that the familiarity of the celebrity endorser is an important influencing factor to change their purchase decision. It is further notable that the girls' students are more supportive than the boys towards the familiarity aspect of the celebrity as shown in the diagram.

11. (ii) How Does the Familiarity of the Celebrity Endorser as an Attribute Influence Urban and Rural Students' Purchase Decision?

Figure-6.23(B)

![Bar diagram showing the comparative view of urban and rural students on the familiarity aspect of the celebrity endorser. Both the urban and rural students endorsed their view in favour of the familiarity as an attribute to influence in their buying behaviour but the rural students are at thumping majority to acknowledge the same as indicated in the diagram.](source: Self analysis from response sheet)

The above bar diagram reflects the comparative view of urban and rural students' on the familiarity aspect of the celebrity endorser. Both the urban and rural students endorsed their view in favour of the familiarity as an attribute to influence in their buying behaviour but the rural students are at thumping majority to acknowledge the same as indicated in the diagram.

Figure-6.24(B)

![Pie diagram showing the students feeling on the likeability of the celebrity endorser. Likeability is a quality that brings about a favorable regard, pleasant feeling to celebrity. The above pie diagram reveals the students feeling on the likeability of the celebrity endorser. Likeability is a quality that brings about a favorable regard, pleasant feeling to celebrity. The](source: Self analysis from response sheet)

The above pie diagram reveals the students feeling on the likeability of the celebrity endorser. Likeability is a quality that brings about a favorable regard, pleasant feeling to celebrity. The
above diagram depicted that there is a positive relation between likability and probable influence of celebrity endorser on purchase intention of the students. Here 84% of students recorded their feeling from partial to high influence in favour of the attractiveness of the celebrity endorser as an influencing factor on their purchase decision. It reflects that physical attractiveness is one important attribute of celebrity endorser to influence as shown in the diagram.

12. (i) How Does the Likeability as an Attribute of the Celebrity Influence Boy and Girl Students in Their Purchase Decision?

Figure-6.25(B)

Source: Self analysis from response sheet

The data analysis and presented on the above bar diagram reveals the interesting fact is that the boy and girl students are largely fascinated with the likeability attribute of celebrity endorser as a feature of source attractiveness model and agree that it influence their purchase behaviour at high extent as shown in the above diagram. It is noteworthy that seventy seven percent of girls prefer physical attribute of celebrity endorser as an influencing factor contrary to the seventy two percent of boy students while a marginal percent of boys and girls do not subscribe on likeability feature of celebrity as it shown in the bar diagram.
12. (ii) How Does the Likeability as an Attribute of the Celebrity Influence Urban and Rural Students in their Purchase Decision?

Figure-6.26(B)

The above bar diagram exhibits the influence of the likeability attribute of the celebrity endorser on the urban and rural students. In consonance to the previous one, here also the above diagram indicates that majority of urban and rural students agree to likeability as an attribute of celebrity endorser that influence their buying behaviour. But the rural students have offered more weight on likeability than the urban students as shown on the above diagram.

Figure-6.27(B)

Source: Self analysis from response sheet

13. Does the similarity perceived with the celebrity can influence your purchase decision?

Source: Self analysis from response sheet
The above pie-chart reflects the perceived similarity with the celebrity and its influence in their buying behaviour. Similarity is a state of psychological phenomenon of the target audience to relate with the set of qualities of celebrity endorser and find any resemblance, likeness to perceive proximity for association. The data analyses shows that the similarity perceived with the celebrity endorser has impact on the purchase intention of students. Here 79% of students believe that directly or indirectly similarity has relation to influence and motivate their purchase behaviour. The above diagram testifies the fact on the same.

13. (i) How Does the Similarity Perceived with the Celebrity Endorser Influence Boys and Girls Purchase Decision?

![Figure-6.28(B)](source: Self analysis from response sheet)

The above bar diagram exhibits the pondering fact that both 70 percent boy and 79 percent girl students respectively support the similarity that perceived with the celebrity endorser can directly and indirectly influence their purchasing behaviour. While twenty one percent boys and twelve percent girls do not acknowledge the fact. On the other nine percent of both boys and girls seems to be confused and unmoved.
13. (ii) How Does The Similarity Perceived with the Celebrity Endorser Influence Urban and Rural Students Purchase Decision?

Figure-6.29(B)

While the researcher tried to examine how the similarity with the celebrity endorser is influence the boys and girls students, the above bar diagram explain that 69 percent urban students and 81 rural students agree to the fact of similarity perceived with the celebrity endorser as an influencing factor to their buying behaviour. On the other hand, 20 to 30 percent girls and boys either nullify the fact or remain confused to record their opinion.

6.3.3 (B) Diagrammatic Presentation of Influence of Products Match-up Model on Students' Buying Behaviour:

3: **Products Match-up Model**: The product match up model states about a match between a product and the endorser image or meaningful pairing or combining to the best fit with celebrity and the products. The selection of the celebrity endorser for a product is justified with the best fit to match the features of the product and the celebrity image. Sometimes it is used as synonym with the physical attractiveness of the celebrity and the products look, usability and nature.
The above pie-diagram shows the matching relation between the celebrity endorser image and the product features and its combine influence on the students' respondents. Matching between celebrity endorser personality in one and uses and nature of products on the other is a combination for successful endorsements. In regard to this question of matching, majority of students agree with that personality of celebrity endorser and suitably matching products of the endorsements may be an important aspect to influence their purchase decision as it has depicted in the above diagram.

14. (i) How Does Matching Between Celebrity Endorser and Products can be Important Aspect to Influence Boy and Girl Students Purchase Decision?

Source: Self analysis from response sheet
In the above bar diagram, majority of boy and girl students have directly put forwarded that the matching between personality of celebrity endorser and products in the endorsement process is an influencing factor for their purchase decision but a substantial number of thirty percent students could not fully agree to the condition as shown in the above diagram.

14. (ii) How Does Matching Between Celebrity Endorser and Products Can be Important Aspect to Influence Urban and Rural Students Purchase Decision?

**Figure-6.32(B)**

Source: Self analysis from response sheet

In the above bar diagram as shown that the rural students to the tune of fifty eight percent firmly believe on matching between celebrity endorser and the products is an important influencing stimulus against forty three percent urban students. On the other, thirty eight percent of urban students could not fully convinced against twenty six percent of rural students with the matching between celebrity endorser and the endorsed products as an influencing aspect in their purchase decision as it is depicted in the diagram.

**Figure-6.33(B)**

Source: Self analysis from response sheet
The above pie chart clearly indicates that celebrity endorser alone does not build product image rather it act as a helping agent to build the product image. The only twenty one percent students feel celebrity endorser can build product image totally while the seventy three percent of students feel celebrity helps building product image subject to the inherent features of the products attach with it.

15. (i) What is the Feeling of the Boy and Girl Students About the Celebrity Endorser Who Build the Image of a Product?

Figure-6.34(B)

Source: Self analysis from response sheet

As it is shown in the above bar diagram, interestingly twenty two percent of both boy and girl students agree that celebrity endorser totally build-up product image while majority of students firmly believe that the quality aspect of the product and best fit of celebrity endorser jointly build up product image that help positioning the products in the mind of customer and it could be an influencing factor for their purchase behaviour. Another group of boy and girl students to the tune of twenty five and twenty eight percent respectively, simply accept celebrity endorser as a catalyst for building of product image.
15. (ii) What is the Feeling of the Urban and Rural Students About the Celebrity Endorser Who Build the Image of a Product?

**Figure-6.35(B)**

The above bar diagram shows the urban and rural students' responses in regard to celebrity endorser's contribution on building the product image. It is found that the urban students are skeptical as shown in the above diagram. Only seventeen percent urban students in comparison to thirty three percent rural students agree that celebrity endorser alone can totally build the product image while a hefty fifty two percent urban students believe that celebrity with right quality of product can only build the product image. Again twenty three percent urban and twenty nine percent rural students feel celebrity endorser is helpful to build up the product image. On the contrary, the rural students almost equally agree with celebrity endorser alone and with right quality of the product and as a helping agent can build up the product image.

6.3.4 (B) Diagrammatic Presentation of Influence of Meaning Transfer Model on Students' Buying Behaviour:

4: **Meaning Transfer Model:** According to McCracken (1989), Celebrity is a set of total package of his/her age, attractiveness, style, status, expertise and other personal attributes that creates an aura over the minds of the followers. When they do endorse some products, their personal attributes along with professional qualities is transfer a sense of meaning to the endorsed products.
The above pie-diagram reflects the responses in regard to transfer of meaning by celebrity endorser, almost half of the total respondents as shown in the diagram, agree to the fact that celebrity endorser can transfer a sense of meaning to the products which do influence over their buying behaviour. But a substantial one third respondents indirectly agree to the notion as a possibility only while eight percent respondents bluntly disagree to the cause and ten percent remain indifferent and thereby rejected any influence on them.

16. (i) How Boy and Girl Students Think that Celebrity Endorser Transfers the Meaning to the Products and Influence on Their Purchase Decision?
The above bar diagram shows the responses of boy and girl students on the question of the meaning transfer by celebrity endorser to the products. The analysis reveals that both the boy and girl students are almost equally responded in favour of strong influence while a quarter of the students feel a partial influence only. The remaining one fifth students either feel no influence or indifferent in their move. Further it has been shown in the diagram that both the boys and girls almost equally agree or disagree on the options which reflect a sense of influence as well as doubt over it by them.

16. (ii) How Urban and Rural Students Think That Celebrity Endorser Transfers The Meaning to the Products and Influence in Their Purchase Decision?

![Figure-6.38(B)](image)

Source: Self analysis from response sheet

The above bar diagram exhibits the responses of urban and rural students in reference to the question of meaning transfer to the products by the celebrity endorser. Here the urban and rural students expressed their views differently as it is shown in the above diagram. The forty percent urban students are showing agreement with strong influence and equal number shown little influence only to the claim. While majority of rural students feel celebrity endorser can transfer meaning to the products which strongly influence them and a quarter of them expressed a mild influence only. One fifth of both urban and rural students feel either no influence or indifferent in their responses.
6.4 (B) Diagrammatic Presentation of Impact Analysis of Celebrity Endorsement on Buying Behaviour of Students' Towards Personal Care Products:

C) Diagrammatic presentation of impact analysis of celebrity endorsements. Impact analysis in social science is basically analyzing, and observing the changes to draw inferences through interpretation of the facts on the basis of data available. The impact analysis is an assessment of the pros and cons for pursuing a course of action on the basis of data and in the light of its possible consequences, either to the extent or nature of changes it may cause for external influencing factors to indulge internal reaction or result.

The following diagrammatic presentations are the interpretation of the responses of students in regard to analysis and assess the level of impact of celebrity endorsements on their buying behaviour of personal care products.

**Figure-6.39(B)**

![Diagram](image)

Source: Self analysis from response sheet

The above diagram is the reflection of the responses to the question of most important persuading cause of purchasing personal care products; the students provide fractured and divided responses. Forty three percent of students admit to the cause of celebrity Ad followed by brand name and AD theme. While nineteen percent students said the luxury of the product is the most important persuading cause to purchase the personal care products.
17. (i) What is the Most Important Persuading Cause for Boy and Girl Students to Purchase Personal Care Products?

Source: Self analysis from response sheet

The above diagram exhibits the broken and divided opinions of the students. In reference to the question of most important persuading cause to purchase personal care products, majority of thirty nine percent of both boy and girl students go with the brand name of the products as their important persuading cause while close to a quarter of boy and girl students referred celebrity Ad and Ad theme as an important persuading cause for purchasing of personal care products for them. Further, a marginal section of both boy and girl students voted for luxury as their important persuading cause for purchasing personal care products.

17. (ii) What is the Most Important Persuading Cause for Urban and Rural Students to Purchase Personal Care Products?

Source: Self analysis from response sheet
The above bar diagram reflects the responses of urban and rural students in regard to the most important persuading cause to purchase their personal care products. It has shown that urban students are more conscious and sensitive towards brand name than any other aspects. On the other, rural students almost equally provide emphasis on the brand name and celebrity endorser as most important persuading cause for them. A small section feels it is because of the ad theme while marginal twelve percent of both urban and rural students think luxury as their important persuading cause for purchasing personal care products.

**Figure-6.42**

The above doughnut diagram explains the responses of students on the question of what of a product mostly creates impact on them. The largest section of forty six and thirty one percent of students voted for the products endorsed by celebrity and brand name of the products respectively that mostly creates impacts on them. The small sections of students are price sensitive while a marginal section of nine percent students ensure non-celebrity endorsed products can cause impact on them as shown in the diagram.

Source: Self analysis from response sheet
18. (i) What of the Followings of a Product Mostly Create Impacts on Boy and Girl Students?

Source: Self analysis from response sheet

The above bar diagram shows the divided responses of boy and girl students. The largest section of boy and girl students expressed their opinions for the brand name of the products that create mostly impact on their purchase behaviour. Further, almost equally girl students feel products that endorsed by celebrity also create impact on them. Interestingly here neither boys nor girl students are price sensitive rather than brand concern as an impact factor. The non-celebrity endorsed products create impacts on the minority group of students only.

18. (ii) What of the Followings of a Product Mostly Create Impacts on Urban and Rural Students?

Source: Self analysis from response sheet
The above bar diagram exhibits the relation between impact factors and responses of the urban and rural students. The fifty percent of urban students are brand conscious and agree that brand name of the products mostly create impact on their purchase behaviour while majority of rural students (forty two percent) gone with the products that endorsed by celebrity. This means that rural students are largely follow the celebrity. While both urban and rural students are equally sensitize with the price of the products and non-celebrity endorsed products as an impact factor on them.

**Figure-6.45(B)**

![Diagram showing the impact of celebrity endorsement on students' purchase behaviour](image_url)

Source: Self analysis from response sheet

The above diagram shows an evident fact is that the presentation of celebrity endorser in the Ad creates major impact on majority of the students for their purchase behaviour than any other features. But a quarter past sections of students also feel the contents of the celebrity Ad influence and cause an impact on them.

19. (i) Which of the Followings of Celebrity Ad is Most Likely to Motivate on Boy and Girl Students in Their Purchase Decision of Personal Care Products?

**Figure-6.46(B)**

![Bar chart showing the impact of different Ad features on boy and girl students](image_url)

Source: Self analysis from response sheet
The diagram relates the impact of the above mentioned features of celebrity Ad on the boy and girl students. The impact of celebrity endorser on girl students are much more than the boy students as it is discernible from the above bar diagram. However, more than a quarter of both the boy and girl students admit that the contents of the celebrity Ad also create an impact on their buying behaviour over the other fact whether be it matter of language or medium of celebrity advertisements.

19. (ii) Which of the Followings of Celebrity Advertisement is Most Likely to Motivate on Urban and Rural Students in Their Purchase Decision of Personal Care Products?

Figure-6.47(B)

The above bar diagram reveals the relation between above mentioned Ad features and its impacts on the urban and rural students. It shows that the impact of presentation of celebrity in the Ad creates more impact on the buying behaviour of rural students than the urban students as it is depicted in the diagram. However, it creates larger impact on urban students as well than the other features. Next, the contents of the celebrity Ad creates a moderate impact on the urban and rural students.
The data analysis in the above diagram, it is noticeable from the above diagram that 78% of the students admit about moderate to high level of influence and thereby impact on their buying behaviour while marginal section of students directly denying any influence and impact of celebrity endorsements and a micro section simply confused as shown in the diagram.

20. (i) How are the Boy and Girl Students Motivated to Purchase Those Personal Care Products Endorsed by Their Favourite Celebrities?
The above bar diagram reveals the level of motivation and impact of celebrity endorsement on boy and girl students. The 79% boy and 78% girl students' are either partially or highly motivated to purchase those personal care products are endorsed by celebrities. But about one fifth boy and girl students are either feels no influence or confusion on impact of celebrity on them as shown in the diagram.

20. (ii) How are the Urban and Rural Students Motivated to Purchase Those Personal Care Products Endorsed by Their Favourite Celebrities?

![Figure-6.50(B)](image)

Source: Self analysis from response sheet

The above mentioned bar diagram exhibits the responses to the reference of influence and impact of celebrity endorsements on their buying behaviour in respect to purchase of personal care products. It has been noticed that majority of both the urban and rural students admit about positive impact on them. When eighty percent urban students realize moderate to high level influence and impact on them, similarly seventy seven percent rural students also agree on moderate to high level of influence and equally motivated to purchase those personal care products that are endorsed by celebrities. But twenty to twenty two percent both urban and rural students either denying of any motivation or remain indifferent on the influence of celebrity endorsements on their purchase of personal care products.
21. How Far the Celebrity Endorsements Motivate Your Buying Behaviour of Personal Care Products?

![Figure-6.51(B)](image)

Source: Self analysis from response sheet

The above diagram shows that the sixty nine percent of students agree to the fact that celebrity endorsements motivate on their buying behaviour of personal care products to a great extent. Upon which thirty eight percent students indicates of high motivation and while thirty one percent feel moderate motivation in their buying behaviour of personal care products. On the other hand, one quarter students bluntly are negating any influence or motivation of celebrity endorsements on their buying behaviour in regard to purchase of their personal care products. Only a micro section of six percent students liked to remain indifferent.

21. (i) How Far the Celebrity Endorsements Motivate Boy and Girl Students Buying Behaviour of Personal Care Products?

![Figure-6.52(B)](image)

Source: Self analysis from response sheet
The above bar diagram narrates the fact in regard to the celebrity endorsements influence and motivation on the boy and girl students buying behaviour of personal care products. As shown in the above bar diagram, both the boy and girl students admit that celebrity endorsements have motivated on their buying behaviour of personal care products up to a large extent. While 62% of boy and 67% girl students are agreed to the fact that celebrity endorsements either moderately or strongly motivate on their buying behaviour towards personal care products. More than thirty percent of both boy and girl students admit of high motivation and an equal number of students admit about a moderate motivation in their purchase decision. But surprisingly, nearly thirty percent of boy and girl students do not feel any impact of celebrity endorsements on their buying behaviour towards personal care products.

21. (ii) How Far the Celebrity Endorsements Motivate Urban and Rural Students Buying Behaviour of Personal Care Products?

Figure-6.53(B)

The above bar diagram exhibits that sixty three percent rural and fifty three percent urban students feel high to moderate motivation of celebrity endorsements on their buying behaviour of personal care products, while on the contrary, the thirty nine percent urban students feel no impact of celebrity endorsements against the thirty percent rural students in their purchase decision towards personal care products. Besides, a micro section of six to seven percent students remained indifferent in their responses.
6.5  (B) Diagrammatic Presentation of Social Responsibilities of Celebrity Endorsers:

(D) The celebrity endorsement is a new way of advertisement now a day to attract more consumers. But many a times they resort to puffery and bluffing and for such concerted efforts of deception the consumers who suffer ultimately, if the products shown in the ad do not deliver the promise or tall claims accordingly. In such circumstances, the celebrities have to associate with the Ad with great care so that they can deliver honestly while they do endorse products as a part of responsibilities towards the society.

Though the social responsibilities of the celebrity endorser do not form a part of this research objectives, this has been undertaken for the observance of their social responsibility point of view besides other things in endorsement practices. The following are the diagrammatic presentation of the students’ responses in regard to social responsibilities of celebrities in the endorsement.

22. How Does a Celebrity Discharge his Social Responsibilities on the Following Fields in Advertisements?

Figure-6.54(B)

![Diagram showing social responsibilities](image)

Source: Self analysis from response sheet
The above bar diagram exhibits the rating of the students on the social responsibilities of the celebrity endorser towards the society. The forty percent students as shown in above diagram say that the celebrity endorser can leverage the products acceptability to an extent. But in regard to customer awareness and education, market trend and cultural unity majority of students credited the role of celebrity endorser as good and a group of ten to fifteen percent students rated their role as excellent in all the areas of social responsibilities while around twenty percent students rated them as indifferent towards the social responsibilities.

22. (i) How are Boy Students Responded About a Celebrity that Discharges his Social Responsibilities in Advertisements on the Following Fields?

**Figure-6.55(B)**

![Bar Diagram](image)

Source: Self analysis from response sheet

The responses of the boy students about the social responsibilities of celebrity endorser as shown on the bar diagram that close to fifty percent students ranked them average to good for products acceptability and customers' awareness and education. So far exhibiting market trends, a larger group of students feel celebrity role is good while in response to cultural unity, their responses are quite divided. It is noteworthy that around fifteen percent students only credited their role as excellent in all the mentioned areas.
22. (ii) How girl students are responded about a celebrity discharges his social responsibilities in Advertisements on the following fields?

**Figure-6.56(B)**

The above bar diagram indicates that the larger group of girl students ranked celebrity endorser's role in all the mentioned areas of social responsibilities as good. However, about forty percent girls' responses are divided into all social area and around fifteen percent girls ranked the celebrity endorsers role as excellent as it is shown in the diagram.

**6.6 (B) Conclusion:**

The celebrity endorsement has become so common for the reason to enhance the customers' attraction and brand recall opportunity. Every day numerous products are being offered to consumers and it is imperative and essential for a brand to stand out in the crowd and competition. When a student, as customer, notices a product is being endorsed by his or her favorite celebrity, the chances of recall and recognize the product increases largely.
The presentation and analysis of the diagrams and interpretations there on, have been categorically proved that the perception of students about the celebrity endorsements is quite positive. The students’ community as a whole and in all the population dimension of sex or residential backgrounds, it has been observed that the students have a positive perception towards celebrity endorsements which help them recall and recognize the products promptly.

In regards to the influence of celebrity endorsements on the students purchase behaviour is concerned, the model based celebrity endorser's persuasive factors work as stimuli and it does influence up to a great extent on their buying behaviour. It is discernible from the aforesaid presentations that the celebrity endorsement models' inherent features influence the students buying behaviour cutting across of their gender, demography, culture and geographical differences. The majority of the students' respondents, as shown in the diagrams are influenced by the expertise, trustworthiness, and attractiveness of the celebrity endorser but the in the rural areas especially the girl students are influenced even more than the boys in their purchase decisions.

Further it has also been observed that the impact of the celebrity endorsements on the buying behaviour of students, most of the students realize that celebrity Ad do influence and motivate them to a great extent. The majority of students feel moderate to high level of motivation on the buying behaviour of personal care products. One larger section says they prefer to go with the brand name of the products to purchase personal care products. The important observation is that a large section of thirty to forty percent students do not feel any motivation or influence of celebrity endorsement on the buying behaviour of their personal care products. Interestingly, the level of impact of celebrity endorsements on the rural and especially on girl students is more than the boys and urban students as seen on the above diagrams and analysis.

Moreover, in reference to the social responsibility of the celebrity endorser, the observations through the diagrams pointed out that most of the respondent students share their agreement to the role like enhancing acceptability of the products, customers' awareness and education and
exhibiting market trends from average to good while relating to cultural unity they are completely divided in their opinion. But a section of ten to fifteen percent students across of their different parameters rated the celebrity endorsers as excellent in discharging their social responsibilities.

Reference:

1. Self-analysis and diagrammatic presentation and interpretation from response sheet.