CHAPTER – V

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

The study aimed at measuring the effect of celebrity endorsed advertisement in purchase decision of selected consumer‘s goods, for this purpose primary data was collected from 665 samples with the help of a well structured questionnaire. The data thus collected was arranged systematically and analyzed with the help of suitable statistical tools such as , chi-square, ANOVA, Garret‘s ranking, T-test, F-test, and average score analysis were used, and the outcome of the statistical analysis area properly interpreted and the findings are drawn based on the analysis and interpretation.

In this chapter the key findings are recapitulated in an orderly way and based on those findings, a few suggestions have been recommended. The details are furnished in the following.

1. It is found that out of six hundred and sixty five respondents 39.25% of the respondents are in the age group of 21-30.
2. The respondents‘ gender distribution shows that 51.73% of the respondents are belonged to male category, and the remaining 48.27% belongs to female category.
3. The marital status of the respondents are studied and found that 50.68 are married and the remaining 49.32% respondents are unmarried.
4. It is observed that 64.06% of the respondents belong to nuclear family, and the remaining 37.94% of the respondents’ belong to joint family.

5. The respondents‘ educational qualification distribution shows that 39.85% of them are graduates.

6. The study pinpoints that 31.73% of the respondents are working as employees in private sector organizations.

7. It is inferred from the study that 34.44% of the respondents‘ annual income falls in the category of Rs.150,001-Rs.300,000.

8. Respondent’s likeliness towards celebrity advertisement is analyzed; many respondents opined that they are fond of celebrity advertisements. Chi-square analysis also strongly acknowledged that there is association between demographic profile and the likeliness of celebrity advertisements.

9. Celebrity advertisement is used for various durable products in which selected products has been identified to know the respondents favourite celebrity advertisement, respondents clearly concurred that celebrity endorsing cosmetics and electronic goods are their most favourite celebrity advertisements. The chi-square test also highlights that there is association between marital status and family type towards favourite celebrity advertisements.

10. Respondents believe that celebrity advertisement can be recalled easily comparing to other advertisement without celebrities. The chi-square
analysis also evident that there is association between age, gender, marital status, education qualification, occupation and annual income towards easy recall of celebrity advertisements.

11. Factors helping to easy recall the celebrity advertisements were studied by selecting seven variables such as gender, situation and presentation style, clarity in communication, celebrity's physical appearance, costumes and movements, music and impressing word jargons, and celebrity popularity, among these variables it was identified that gender of the celebrity was ranked first and it is followed by situation and presentation style.

12. It is noted from the analysis that 53.83% of the respondents agreed that celebrity advertisement has influence on eye stopping effect. The chi-square analysis shows that the results are significant at 5% and inferred that there is close relationship between respondents profile and eye stopping effect.

13. It is quite interesting to learn that maximum numbers of respondents are attracted towards celebrity advertisements purely based on the costumes worn by the celebrities. The chi-square analysis also reveals that there is a close relationship between the demographic profile and the attractive aspects of celebrity advertisement.

14. The respondents’ opinions about selecting suitable celebrity for the selected products are ranked here with.
a. For television, tele personality was ranked first, and it is followed by film personality.
b. For mobile phones, tele personality was ranked first and it is followed by film personality.
c. For washing machine, other personality like models, imitators, was ranked first and it is followed by tele personality.
d. For Air conditioner. Sports personality was ranked first and it is followed by film personality.
e. For Refrigerator, sports personality was ranked first and it is followed by other personalities.
f. For Laptops, sports personality was ranked first and it is followed by other personalities.

15. The media prefer for celebrity endorsed advertisement by its respondents‘, it was studied and found that television medium was preferred by most of the respondents to view celebrity endorsed advertisement.

16. Friedman’s test shows that physical appearance of the celebrity is the influencing character during the advertisement (2.45±0.68) with the highest mean score of 5.28 and the costumes worn by the celebrities (2.34±0.66) with the mean score of 4.92 is also an influencing character.
17. Analysis of variance emphasis that celebrity’s characters while watching the advertisement has significant difference with respect to the demographic profiles such as age, gender, marital status, family type, occupation and annual income.

18. While analyzing the types of celebrity advertisement, it is noted that respondents prefer single celebrity should endorse single brand to avoid confusions over multiple brand. The chi-square analysis also proves that there is close relationship between demographic variables of the respondents and type of celebrity advertisement.

19. It is found from the analysis that majority of the respondents concurred that celebrities are necessary for the success of the product. Hence, the brand can be easily recognized which may lead to success. The chi-square analysis also shows that there is a strong association between the demographic profile and the necessity of celebrities for the success of a product.

20. Female celebrities are much attracted by the respondents than the male celebrities. The chi-square analysis employed also reveals that there is an association between the respondents profile and the attractive gender in celebrity advertisement.

21. Quality of the product matches with the traits of celebrity, respondents‘ agreed the same and chi-square analysis executed also proved that demographic factors such as age, gender, marital status, educational
qualification, occupation and annual income has significant association with the quality of the product matches with the traits of the celebrity.

22. It is obviously true that cost of the celebrity advertisement will reflect in the price of the product. Chi-square test also shows that there is a close association between the demographic profile and the cost of celebrity advertisement reflects in price of the product.

23. Respondents felt boring due to continuous / repeated celebrity advertisement telecasted in various medium. Chi-square test also strongly acknowledged that there is close association between the demographic profiles such as age, marital status, educational qualification, occupation and annual income and the feel towards repeated celebrity advertisement.

24. It is divulged from the analysis that 52.03% of the respondents do not switch their brand even after seeing their favorite celebrities endorsing the brand. The Chi-square analysis also evident that there is a close association between the demographic profile and brand switching.

25. It is observed from the study that celebrity helps in building image for a product. The chi-square analysis also proves that there is a close relationship between respondent demographic profile and building image for a product.

26. Attributes helping for building image for a product was studied by selecting five attributes, such as high recognition, speedy reach,
effective, informative, easy recall, among them high recognition with the highest mean score of 3.75 is the prime attribute and ranked first, and it is followed by speedy reach of the message conveyed by celebrity with the mean score of 3.21.

27. With regard to purchase decision and influence of celebrity advertisement, most of the respondents opined that their purchase decision is not influenced by celebrity advertisement and the chi-square analysis clearly proves that it is highly significant and having association between demographic profile and celebrity advertisement influence on purchase decision.

28. Respondents’ perception on celebrity presence and value of the product is analyzed, many respondents opined that presence of celebrity in the advertisement will not boost the value of the product, and it is concluded that there is significant association between demographic variables of the respondents and the value of the product due to celebrity presence in the advertisement.

29. Extent of celebrity endorsed advertisement and its influence in purchase decision was analyzed and it is concluded that celebrity advertisement is influencing the purchase decision, and through chi-square analysis it is clearly stated that there is a association between the respondents profile and the level of celebrity advertisement influencing in purchase decision.
30. It is ascertained from the study that majority of the respondents has stated that celebrity advertisement has no impression to purchase the product. In connection with the impression from the celebrity advertisement to purchase the product, majority of the respondents have purchased mobile phones, followed by television. The chi-square also proves that the results are significant at 1% level and inferred that there is close relationship between the variables of educational qualification, occupation and annual income towards celebrity impression to purchase a product.

31. It is found that respondents in the age group of below 20 years with a mean score of 70.95 have highly influenced on the impact of celebrity endorsed advertisement. Further the two way ANOVA says that the level of impact is highest in the age group of below 20 yrs. From the Chi-square analysis, it is concluded that there is a close association between age and level of impact on Celebrity advertisement.

32. It is found that female respondents with a mean score of 68.01 have high impact level on celebrity advertisement. Further the two way ANOVA shows that the impact of celebrity endorsed advertisement is highest in female respondents. From the Chi-square analysis it is noted that there is no association between gender of the respondents and the level of impact on Celebrity advertisement.
33. It is found that the respondents having up to graduate level education, express high impact on celebrity advertisement with a mean score of 67.92, Further the two way ANOVA the level of impact is highest in graduate respondents (8.6%). From the Chi-square analysis it is noted that there is no association between educational qualification of respondents and level of impact on Celebrity advertisement.

34. The marital status was studied and found that the high level of impact on celebrity was among the unmarried category with the mean score of 69.36, From the Chi-square analysis it is noted that there is a close association between marital status of respondents and level of impact on Celebrity advertisement.

35. Family type of the respondents’ and celebrity advertisement was studied, the result of the analysis shows that the respondents belongs to nuclear type family have expressed high impact on celebrity endorsed advertisement. Further the two way ANOVA shows that the level of impact is highest in respondents family type in nuclear category. From the Chi-square analysis, it is noted that there is no association between family type of respondents and level of impact on Celebrity advertisement.

36. Respondents are facing various problems by celebrity advertisement, and to identify those problems eight variables have been shortlisted and analyzed, based on the result it was concluded that tempting to
purchase the non-essential products by the celebrities was ranked first and it is followed by the fake information about the product.

5.2 SUGGESTION

The study offers a new perspective based on empirical evidence, which should help criticisms on the extensive use of celebrities in advertisements. There are large numbers of social critics who suggest that spending large chunks of advertising budget is a waste.

Given the intensity of social criticism of these high budget tactics, clients of advertising agencies may express reluctance concerning their use. In response to such concerns, advertising agencies can use the study as a mandate for serious, more objective considerations in conjunction with careful empirical assessment. Additionally, the study provides more tangible evidence for the consideration of use of celebrity endorsements in advertising.

For practitioners these results also suggest that not only the use of celebrity's but at the same time higher level of creativity is also important. This study makes a substantive contribution by providing more detailed insight in to just how different factors interact / influence can be more effectively used to sharpen consumer minds.

1. The ultimate aim should always be action oriented objectives because brand awareness, recall and recognition levels are related to the brand usage level. As for the purchase decisions are considered the young customers do not take a rational decision. They prefer to purchase
brands which are endorsed by their favorite celebrities. The appeal effect is more when celebrities endorse products like cosmetics and electronic goods.

2. Celebrity selection is very important task to the companies and advertising agencies, the prime factor that has to be given due consideration is the celebrity and brand match up. The celebrity values and the target audience match should also be given due importance.

3. Purchase decision of the consumers are generally influenced by celebrities, the celebrities who have a very good physical appearance are very successful in attracting consumers.

4. It is very important that celebrity who possesses a credible image should be selected for endorsing a brand / product.

5. Marketing houses & advertising agencies should avoid multiple celebrity endorsements, using single celebrity in large number of brands will also creates a negative impact on the brand image, and this in turn will affect the purchase decision of the consumers.

6. Regional stars can be used for regional advertisements so as the brand and target audience connectivity will get strengthen.

7. For products in consumer electronics like television, audio systems, laptops, advertisements will be effective if sports personalities are used for endorsing the product. For brown goods such as microwave oven, chimneys, cooking range and other related products customers usually
prefer celebrities who are stylish and beauty divas. These celebrities act as role models and customers through the usage of the product tries to see themselves as these celebrities who endorse the product.

8. Purchase decision of the consumers decides whether a brand is successful or not, the customers make purchase decision after many thoughts. The thought process influenced by celebrity advertisement will convert the thoughts in to sales, only celebrities can convert it, celebrity credibility is the most important factor when they endorse the product, moreover consumers should feel secure when they purchase the product.

9. Multiple celebrity endorsement should be skipped to avoid plenty of confusion and flutter.

10. Using celebrities in advertisement helps in recalling the product from consumers mind, hence it is suggested that selection of celebrities should be made carefully who’s is much suitable for the product, then only it will be more effective for the consumer at the time of purchasing the product.

11. The advertisements should act as good facilitator for information transfer. The AIDA (Attention, Interest, Desire and Action) can be easily achieved by the use of celebrities.

12. Repeated celebrity advertisement in various medium is to be avoided, to avoid the consumer feel bored after watching the advertisement.
13. Before selecting a celebrity for advertisement two factors namely traits of the celebrity and quality of the product should be examined deeply, only these two factors can transfer the message easily and speedily to the target audience.

14. Marketing house / agencies should be very careful in creating a celebrity advertisement so as the advertisement should not focus only on the celebrity rather in the brand / product.

15. Marketing house / agencies should not concentrate only on television medium for celebrity advertisement, preference to other mediums are also advisable.

16. Advertisements should be designed in a way that they are standing testimony of both creativity and style, so that effectiveness of the advertisements can be increased.

5.3 CONCLUSION

Celebrity endorsements incurred a huge amount money every year, and are widely preferred by marketers to promote their product. Using celebrities for endorsing brands has become a trend for building the brands as well as the company’s image. Promotion of a company’s products through these celebrities termed as celebrity endorsement. The empirical result indicates that use of celebrity endorsed advertisement is a major contributing factor in the effectiveness of contemporary advertisements. Results highlight that there is a very strong, positive relationship between the independent
variables and dependant variable namely celebrity advertisement, brand image, purchase decision. It is quite evident that celebrity endorsements which are conceived in a creative manner have more communication effect both in terms of advertising effectiveness and response in terms of consumer purchase decision.

Popular celebrity in advertisement will leads to a perfect image transfer, the study on the attractive aspects of celebrity advertisement is an eye opener that helps the advertising agencies to know the consumer expectation in celebrity advertisement, furthermore, it can be concluded that for celebrities to be effective in advertising, their selection must be purely based on familiarity in the society, nature of the aura and the credibility in the consumers eye. In addition it can be pointed out that attributes for the endorser should match up with the attributes of the product. It is proposed that the celebrities will favorably influence consumer's attitudes and behaviors towards the products they endorse.

This research has tried to address some issues in a descriptive way to provide some preliminary findings in order to stimulate further research in the topic. The researcher expect that this study will put an end to the controversy concerning the use of celebrity endorsed advertisements; the findings of this research may provide some benchmark for those who wish to study the issues further.
To conclude, Celebrity endorsement has effect on purchase decision for select consumer durables in Coimbatore city.

5.4 FUTURE LINE OF STUDY

1. The study was conducted only in Coimbatore city of Tamil Nadu, thus it is necessary to have studies in other cities at state level.

2. A study on relationship between celebrity / brand matching and attitude toward the brand may yield interesting findings.

3. A study on impact of media towards purchase decision on durable products.