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6.1 Conclusion

The present study tried to evaluate the present scenario of celebrity advertising in India and it also tried to understand how celebrity advertising works for the organizations. For this purpose, a sample of 500 respondents was studied from 5 different cities; Jaipur, Jodhpur, Udaipur, Agra and Delhi. 100 respondents were taken into consideration for this study from each city. The present research work comprises in 6 different chapters into 227 pages. The Conclusion of the study is as under;

In the first chapter, it was concluded that advertising is an important part of promotion mix and in particular celebrity advertising is gaining more and more popularity not only in India but also abroad. Today almost 80% of the celebrity endorsement in India is enjoyed by bollywood film stars. In the second chapter, it was found that research is a very important activity and researcher face different problems in India. In this chapter, research design was presented which explained the different sources of data collection and the hypothesis “celebrity advertising increases sales more than advertisements without celebrities” was also formulated. In the third chapter, it was concluded that celebrity advertising is done in mainly three different modes; press celebrity advertising, outdoor celebrity advertising and electronic celebrity advertising.

In the fourth chapter, the selected products belonging to five different categories were compared. In this chapter it was also compared that how these products do their promotional activities.
In the fifth chapter, the collected data was tabulated, analysed and interpreted. The hypothesis “Celebrity advertising increases sales more than advertisements without celebrities” was also tested using t-test and it was rejected after the results of the t-test were analysed. In the last chapter, major findings after the data was analysed and interpreted were presented. Some suggestions were also suggested which might prove to be useful.

In the end, it is being concluded that celebrity advertising doesn’t independently increase the sales of the advertised product/service because there are other factors like; Price of the Product, Quality of the Product, Brand Image, Advertising, Mouth to Mouth Publicity etc. which affects the final buying behaviour of the consumer but, there is no doubt in admitting that celebrity advertising helps in brand building, attracting the people, creation of goodwill, helps in easy product differentiation and many more.

6.2 Findings

In the present economic world when there is lots of competition in the market, organizations are trying creative activities for effectively combating the competition and making their presence in the market. Different marketing activities are being undertaken by organizations to survive in the market. Celebrity advertising is also one those major activities which are being practiced by organizations and since its inception in the modern world it is gaining more and more popularity. Today, it can be seen that more and more organizations go for celebrity advertising for the promotion of their goods/services in the market. But, does it really helps the organizations to combat the competition effectively, does it really creates an image of the
organization in the market, does it really helps the organizations increasing their market share, does it really creates brand image? To find out answers to these questions this study was undertaken by the researcher and the requisite data was collected by the researcher to find out answers to these questions. After the collection of data and its interpretation, following findings have come out of the aforesaid study. Which are as follows;

1. The total number of respondents who were interviewed was 500 and was very well balanced as the total respondents were from all the age groups. The below mentioned table shows the balance of the total target population interviewed for the purpose of this study.

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 to 12 years</td>
<td>58</td>
<td>11.60%</td>
</tr>
<tr>
<td>13 to 24 years</td>
<td>167</td>
<td>33.40%</td>
</tr>
<tr>
<td>25 to 35 years</td>
<td>91</td>
<td>18.20%</td>
</tr>
<tr>
<td>36 to 50 years</td>
<td>84</td>
<td>16.80%</td>
</tr>
<tr>
<td>51 to 65 years</td>
<td>78</td>
<td>15.60%</td>
</tr>
<tr>
<td>66 years and above</td>
<td>22</td>
<td>4.40%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>500</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

2. It was also found out during the research that the data collected from the target audience did not belong to any particular gender rather the gender distributing was also very evenly posed, i.e; out of the total respondents, 53.40% were Male and 46.60% of the total respondents were Female.

3. It was also found out during the research that the data collected from the target audience did not belong to any particular educational level rather it included people from every educational level whether they are
illiterate or highly educated but only 5.40% of the total respondents were illiterate and 11.40% were educated till 8\textsuperscript{th} Standard, 24.80% were from Standard 8\textsuperscript{th} to 12\textsuperscript{th}, 23.40% were from 12\textsuperscript{th} to graduation and 35.20% belonged to Post graduate and above.

4. During the course of research, it was found that almost half of the respondents were students i.e. 43.40% of the total respondents, 15.40% were businessmen, 22.40% were professional and 18.80% belonged to other occupational categories other than the mentioned categories. So, altogether the occupational status of the respondents was very evenly posed.

5. It was also found out during the research that around 60% of the total respondents belonged to ‘Below Rs.1 Lakh’ income group because most of the respondents were students. 17.40% of the total respondents belonged to ‘Rs.1 Lakh to 2 Lakhs’ income group and 9.40% belonged to ‘Rs.2 Lakhs to 5 Lakhs’. Only 15.40% of the total respondents belonged to higher income group i.e. ‘Over Rs.5 Lakhs’.

6. When target audience was asked as if which type of media gets their attention then it was found that 15.40% of the target audience opted for Print media, 10.60% of the total respondents selected Radio and 7.20% of the total respondents chose Word of mouth but majority of the total respondents i.e. 66.80% of the respondents chose Television media which gets their attention in comparison to any other media.

7. During the data collection, it as was asked from the respondents that on which type of media they usually views the advertisements. 19.40% of the total respondents view the advertisements on Print media, 5.60% of
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the total respondents accessed the advertisements on radio and 15.40% of the respondents view advertisements on online media but, almost 60% of the total respondents viewed the advertisements on Television media.

8. During data collection, it was asked from the respondents that how an advertisement does affect them. It was found from the collected data that 18.40% of the total respondents were of the view that an advertisement increases recall in them, 26.60% of the respondents chose that it creates a positive impression and 10.80% of the total respondents were of the view that an advertisement generates desire to purchase in them. 44.20% of the total respondents were of the view that an advertisement creates interest in them relating to the advertised product/service.

9. When the target audience was asked that according to them which aspect of an advertisement is important then it was revealed from the collected data that 5.40% of the respondents agreed that punch line is important in an advertisement, 4.20% of the respondents agreed that background is important in an advertisement, 28.40% said that the theme of the advertisement is important in an advertisement. Photography is an important aspect of an advertisement was chosen by 19.40%, 6.60% said that caption is important but, majority of the respondents i.e. 35.80% of the respondents agreed that Models/Celebrities is an important aspect of an advertisement.

10. During the collection of data, it was asked from the respondents that what makes them think if celebrity is in the advertisement. It was
found that 28.60% of the total respondents thinks that ‘The Product is on high quality’ if celebrity is in the advertisement, 13.20% of the total respondents were of the view that ‘The Product would be expensive’ if celebrity is in the advertisement. ‘The Company must be big’ that is what was supposed by the 26.00% of the total respondents if celebrity is in the advertisement and 32.20% were unaffected even if celebrity is in the advertisement.

11. It was asked from the respondents that did they ever mentioned to anyone about a product/service which is promoted by celebrity advertisement. It was revealed from the collected that almost 3/4th i.e. 73.20% of the total respondents said ‘Yes’ they had mentioned to other people about a product/service which is being promoted by celebrity advertisement and only 26.80% denied that they did not mentioned to other people about a product/service which is being promoted by celebrity advertisement.

12. When it was asked form the respondents during the collection of data that had anyone ever mentioned to them about a product/service which is promoted by celebrity advertisement, then it was revealed from the collected data that 74.20% of the total respondents said ‘Yes’ someone had mentioned to them about a product/service which is being promoted by celebrity advertisement and only 25.80% denied that nobody ever mentioned them about a product/service which is being promoted by celebrity advertisement.

13. It was asked from the respondents that how did celebrity mode of advertisement of a product/service caught their attention and the it was
found from the collected data that almost $\frac{3}{4}$ of the respondents were of the view that celebrity mode of advertisement of a product/service caught their attention quite well, 6.60% of the respondents were undecided, 17.00% of the total respondents said that celebrity mode of advertisement of a product/service didn’t catch their attention very well and only 3.40% of the respondents said that celebrity mode of advertisement of a product/service caught didn’t at all catch their attention.

14. When asked from the respondents that how well celebrity advertisement informed them about the product/service then it was revealed from the collected data that 18.60% of the total respondents said that celebrity advertisement ‘Very Well’ informed them about the product/service, 39.40% of the total respondents said that celebrity advertisement quite ‘Well’ informed them about the product/service, 33.60% of the respondents were undecided and 1.40% of the respondents said that celebrity advertisement ‘Not at all’ informed them about the product/service.

15. During the collection of data it was also asked from the respondents that how do they find celebrity advertisement. From the collected it was found that 12.20% of the respondents said that celebrity advertisement is ‘Very Convincing’, 46.80% of the respondents said that celebrity advertisement is ‘Convincing’, 14.20% of the respondents were ‘Undecided’ and 26.80% of the total respondents said that celebrity advertisement is ‘Not Convincing’.
16. During data collection, it was found that 22.40% of the total respondents were of the view that celebrity advertisement is ‘Very Memorable’, 60.40% of the respondents said that celebrity advertisement is ‘Memorable’, 7.20% of the respondents were ‘Undecided’ about celebrity advertisement and 10% of the total respondents were of the view that celebrity advertisement is ‘Not Memorable’ at all.

17. It was also asked from the respondents during data collection that how would they rate the quality of celebrity advertisement when compared to non-celebrity advertisements of similar nature. It was found that 8.60% of the respondents rated it ‘Excellent’ 55.40% of the respondents rated it as ‘Good’, 22.60% of the respondents rated it as ‘Fair’, 10.20% of the responds were ‘Undecided’ and ‘Poor’ was rated by only 3.20% of the total respondents.

18. It was also found that when two products are compared and one is promoted by celebrity advertisement then 21.40% of the respondents were ‘Very Strongly’ influenced by the product which was promoted by celebrity advertisement and almost 50% of the respondents were ‘Strongly’ influenced by the product which was promoted by celebrity advertisement but, 31.40% of the respondents were ‘Undecided’ whether to chose the product which is promoted by celebrity advertisement or which is not promoted by celebrity advertisement.

19. During the collection of data, it was found that respondents rated celebrity advertisement accordingly. Out of total respondents 15.40% rated celebrity advertisement as ‘Appealing’, 9.20% of the respondents rated it as ‘Convincing’, 16.60% of the total respondents rated
celebrity advertising as ‘Attractive’, 4% of the respondents described celebrity advertising as ‘Memorable’ and only 4.80% of the total respondents rated celebrity advertising as ‘Not Credible’.

20. During interview, it was also asked from the target audience that how long the impact of celebrity advertising lasts on them. According to the collected data it was found that, 17.40% of the respondents admitted that celebrity advertising impacts lasts for ‘Approximately Few Hours’, 19.80% of the respondents admitted that celebrity advertising impacts lasts for ‘Approximately One Day’, 34.60% of the respondents admitted that celebrity advertising impacts lasts for ‘Approximately One Week’, 17.20% of the total respondents said that celebrity advertising impacts lasts for ‘Approximately One Month’, 5.80% of the respondents said that celebrity advertising impacts lasts for ‘Approximately More than a Month’ and only 5.20% of the respondents were undecided whether celebrity advertising impacts on them or not.

21. When asked by the respondents that do their favorite celebrity urge them to try a new brand then, it was found that 68.60% of the respondents said ‘Yes’ to try a new brand if it is promoted by their favorite celebrity and only 31.40% of the respondents said ‘No’ to try a new brand even if it is promoted by their favorite celebrity.

22. Target audience was also asked to tell that which aspect of an advertisement make it memorable. After collection of data it was found that a majority of 30.60% of the respondents were of the view that ‘Celebrity Used’ in the advertisement make it memorable, 21.40% of
the respondents were of the view that ‘Outrageous Animation and ICT activity’ in the advertisement make it memorable, 10.40% of the respondents were of the view that ‘Use of tones of props and costumes’ in the advertisement make it memorable, 17.40% of the respondents believed that ‘Funny Concept’ in the advertisement make it memorable, 7.80% of the respondents were of the view that ‘Storyline’ of an advertisement make it memorable and 12.20% of the respondents were of the view that ‘Use of certain music or lyrics’ in the advertisement make it memorable.

23. During the collection of data it was also asked by the respondents that based on celebrity advertisement, how likely they would purchase that product in the future. It was found that almost 3/4th of the respondents were willing to purchase the product based on celebrity advertisement, 20.40% of the respondents were undecided and only 5.60% of the respondents denied that they would not purchase the product in the future which is promoted by celebrity advertisement.

24. During the data collection, respondents were asked to give their views that which of the two washing powder is better, ‘Surf Excel’ or ‘Active Wheel’. It was found that a majority of 78% of the of the respondents said that ‘Surf Excel’ is better washing powder than ‘Active Wheel’ and only 22% of the of the respondents said that ‘Active Wheel’ is better washing powder than ‘Surf Excel’.

25. It was asked from the respondents during the data collection that if the famous bollywood celebrity Salman Khan promotes ‘Active Wheel’ washing powder does it compels them to prefer ‘Active Wheel’ over
‘Surf Excel’. It was found that 78.60% of the total respondents denied that even if famous bollywood celebrity Salman Khan promotes ‘Active Wheel’ washing powder, it does not compels them to prefer ‘Active Wheel’ over ‘Surf Excel’ and only 21.40% of the respondents believed that if famous bollywood celebrity Salman Khan promotes ‘Active Wheel’ washing powder, it will compels them to prefer ‘Active Wheel’ over ‘Surf Excel’.

26. During the data collection, respondents were asked to give their views that which of the two food drink is better, ‘Boost’ or ‘Horlicks’. It was found that a majority of 76% of the of the respondents said that ‘Horlick’ is better washing powder than ‘Boost’ and only 24% of the of the respondents said that ‘Boost’ is better washing powder than ‘Horlicks’.

27. It was asked from the respondents during the data collection that if the famous sports celebrity Sachin Tendulkar promotes ‘Boost’ food drink, does it compels them to prefer ‘Boost’ over ‘Horlicks’. It was found that 75.20% i.e. $\frac{3}{4}$th of the total respondents denied that even if famous sports celebrity Sachin Tendulkar promotes ‘Boost’ food drink, it does not compels them to prefer ‘Active Wheel’ over ‘Surf Excel’ and only 24.80% of the respondents believed that if famous sports celebrity Sachin Tendulkar promotes ‘Boost’ food drink, it will compels them to prefer ‘Boost’ over ‘Horlicks’.

28. The respondents were asked to give their views that which of the laptop series is better, ‘Dell’ or ‘Sony Vaio’. It was found that a majority of 67.80% of the of the respondents said that ‘Dell’ is better
laptop series than ‘Sony Vaio’ and only 32.20% of the respondents said that ‘Sony Vaio’ is better laptop series than ‘Dell’.

29. It was also asked from the respondents during the data collection that if the famous bollywood actress Kareena Kapoor promotes ‘Sony Vaio’ laptop series, does it compels them to prefer ‘Sony Vaio’ over ‘Dell’. It was found that 63.40% of the total respondents denied that even if famous bollywood actress Kareena Kapoor promotes ‘Sony Vaio’ laptop series, it will not compels them to prefer ‘Sony Vaio’ over ‘Dell’ and only 36.60% of the respondents believed that if famous bollywood actress Kareena Kapoor promotes ‘Sony Vaio’, it will compels them to prefer ‘Sony Vaio’ over ‘Dell’.

30. The respondents were asked to give their views that which of the suiting is better, ‘Raymonds’ or ‘Donear’. It was found that a majority of 90.60% of the respondents said that ‘Raymonds’ is better suiting than ‘Donear’ and only 9.40% of the respondents said that ‘Donear’ is better suiting than ‘Raymonds’.

31. It was asked from the respondents during the data collection that if the famous bollywood celebrity Vivek Oberoi promotes ‘Donear’ suiting does it compels them to prefer ‘Donear’ over ‘Raymonds’. It was found that 82.60% of the total respondents denied that even if famous bollywood celebrity Vivek Oberoi promotes ‘Raymond’ suiting, it does not compels them to prefer ‘Donear’ over ‘Raymonds’ and only 17.40% of the respondents believed that if famous bollywood celebrity Vivek Oberoi promotes ‘Donear’, it will compels them to prefer ‘Donear’ over ‘Raymonds’.
32. The respondents were asked to give their views that which of the two toothpastes is better, ‘Colgate’ or ‘Pepsodent’. It was found that a majority of 73.60% of the respondents said that ‘Colgate’ is better toothpaste than ‘Pepsodent’ and only 26.40% of the respondents said that ‘Pepsodent’ is better toothpaste than ‘Colgate’.

33. It was asked from the respondents during the data collection that if the famous bollywood celebrity Shahrukh Khan promotes ‘Pepsodent’ toothpaste does it compels them to prefer ‘Pepsodent’ over ‘Colgate’. It was found that 75.20% of the total respondents denied that even if famous bollywood celebrity Shahrukh Khan promotes ‘Pepsodent’ toothpaste, it does not compels them to prefer ‘Pepsodent’ over ‘Colgate’ and only 24.80% of the respondents believed that if famous bollywood celebrity Shahrukh Khan promotes ‘Pepsodent’, it will compels them to prefer ‘Pepsodent’ over ‘Colgate’.

34. In the last question it was asked from the respondents that what factor they consider while purchasing a product. After the data collection it was found that, 11.60% of the respondents considered ‘Price of the Product’ while purchasing that product, 33.40% of the respondents considered ‘Quality of the Product’ while purchasing that product, 18.20% of the respondents considered ‘Brand Image’ while purchasing that product, 16.80% of the respondents considered ‘Advertising’ while purchasing a product, 15.60% of the respondents considered ‘Mouth to Mouth Publicity’ while purchasing a product and only 4.40% of the respondents considered ‘celebrity’ promoting a product while purchasing that product.
So, from all the above findings, it can be seen that the Hypothesis taken for this study i.e. “Celebrity advertising increases sales more than advertisements without celebrities” has been disapproved because the sales of products not merely depends on celebrity endorsement but, it also depends on many other factors which affects the sales of the products. From the above findings, there is no doubt in admitting that celebrity advertising provides many benefits to the organizations but, it is not the sole factor which results in increase of the sales of the products.

6.3 Suggestions

The purpose of this study was to investigate the influence of celebrity endorsement on the people and does it significantly affects the sales of the endorsed product. A structured questionnaire was used to collect the necessary information from the respondents. The questionnaire included questions about favorite media, perceptions about celebrity, attitude towards the brand and purchase intentions of consumers towards celebrity and non-celebrity endorsed products, and comparison between products promoted by celebrities with products which are not promoted by any celebrities. For the purpose of the present study, 10 fast moving consumer goods were selected from 5 different categories; “Active Wheel washing powder featuring Salman Khan versus Surf Excel”, “Boost energy drink featuring Sachin Tendulkar versus Horlicks”, “Donear Suiting featuring Vivek Oberoi versus Raymonds”, “Sony Vaio featuring Kareena Kapoor versus Dell”, “Pepsodent Toothpaste Featuring Shahrukh Khan versus Colgate Toothpaste”. 
On the basis of above findings following suggestions are being proposed which are as follows;

1. Organizations must also focus on the quality of the product by spending more on research and development of their product rather than spending money on celebrity endorsement.

2. Organizations must not consider celebrity endorsement as their ultimate tool of promotion rather they must on creating newer and creative marketing strategies which must be a blend of proper media, proper theme and must be attractive so that more and more people are attracted towards their marketed product/service.

3. Consumers who are attracted towards celebrities should also focus on the quality of the product, price of the product, brand image and other important aspects before making a purchase.

4. Organizations should match the right celebrity with their product so that people can associate themselves with their favourite celebrity promoting a particular product.

5. Consumers must also take this fact in mind before selecting a product promoted by celebrity that the cost of endorsing that celebrities is ultimately paid by them as organizations acquiring them for the promotion of their product adjusts its price accordingly.

6. Organizations must focus on their product/service advertised rather than the celebrity endorsed for the purpose of advertisement. Advertisements must focus on creating awareness about the advertised product rather than focusing on the celebrity featured in the advertisement.
7. It was found that celebrities do grab the attention of the people and so organizations should use them appropriately to get the attention of the people towards their product/brand.

8. Marketers should focus electronic media and specially Television and should try to feature their advertisements on television because the penetration of Television is very high in comparison to other types of media.

9. Those organizations who cannot afford the high costs of advertising on Television must focus on print media especially newspaper because it is the second most popular media and its reach is also very high.

10. With the advent of internet and its increasing importance in the present world, organizations must also try to include internet marketing as a part of their promotional campaigns to reach more and more people.

11. Organizations must focus on value creation and branding to develop positive attitude towards their product/service through effective communication channels rather than focusing on celebrity endorsement.

12. Small organizations which cannot bear the cost of celebrity endorsement should focus on other creative marketing strategies for the purpose of promotion of their brand.

13. Organizations must also focus on building brand image by stressing on the value creation for customers but not by celebrity endorsement.

14. Organizations must focus on other activities of promotional mix like; sales promotion for the purpose of promotion of their brand as it also strengthens the confidence among the people. For example, Free
samples can be distributed which will help in creation of confidence in the people towards the brand.

15. Consumers should see celebrities as a way to recall the brand, a mode of differentiation among the brands etc. rather than a deciding factor in purchasing any product/service.

6.4 Scope for Future Research

The scope of this research includes the study of the relative effectiveness of the advertisements featuring celebrities in comparison to the advertisements without celebrities so further research can be done to investigate the relationship between celebrity/brand matching and attitude towards the brand. Additional research in this area may include the long-term effects of celebrity exposure on consumer recall of celebrity/brand matching, matchup between celebrity and the brand. Similarly, consumers from the rural areas who form a large part of the population are being ignored in this research. By including them in the future research would help get an overall perception of the Indian consumers. Future research can be done to ascertain why celebrity advertising does not increases the sales of the organization and how it can be used by the organization to increase the sales of the organization.