

Influence of Celebrity Television Advertising on buying behavior of Teenagers-A Study Conducted at Bengaluru

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Abstract—Advertising is the key for building, creating and sustaining brands. It plays a dominant role in persuading, informing, retaining existing customers and generating new customers. Many a times it becomes easy when the person whom you know is advertising or endorses such product or services. Celebrity endorsement is one of the techniques most companies adopt to create awareness about their brand. Celebrity in the study conducted include famous personalities from all walks of life— Bollywood, sports, fashion models, television actors, beauty pageant winners and others. Celebrity in an advertisement create favorable response about their product and services. The present teen generation is exposed to information and media influence to a great extent. Advertisement in media especially television has played a major role in influencing the gen-Y through celebrity endorsements. The young minds usually get influenced and carried away when they see their adored person endorsing a particular product. The study is carried on to identify if these teenagers are influenced by celebrity seen on television. The study is based on the secondary sources from various sources like books, magazine and internet. However primary source is collected through a questionnaire from 50 teenagers aged between 13-19 years both boys and girls in Bengaluru city through a random sampling. An attempt is made to understand if the celebrity advertising will influence the purchase behavior among them. The information collected directly has been analyzed and interpreted for conclusion.

1. INTRODUCTION

Media is considered to be a powerful force that informs public about current affairs, future trends and shapes public opinion. It attracts a large number of public from all walks of life. Marketing uses different media to advertise their product. The reach of advertisement message is most important aspect if the product has to gain attention of the consumers. Indian advertisers have left no media untouched in their effort to win over the masses to their product and services. The best and the most effective media for advertising the masses has been television advertising. Advertisement bridges communication gap between the producer and the prospective buyer. It has multi dimensions, serving as a form of mass communication, a powerful tool, a component of the economic system, a means of financing the mass media, a social institution, an art form,

a field of employment and a profession (Chunawalla, S.A1997).

Advertisement in audio visual form at the convenience of the viewer is a great tool to gain attention. When a celebrity endorses a product on such media it is not just a product, it is the assumption that the person endorsing is the user of the product endorsed. If we see a celebrity in an advertisement all the focus is on the person and not always on the product we tend to follow later (Lina 2013). Journal of marketing quotes "celebrity endorsement has become a prevalent form of advertising in the United States. According to industry sources approximately 20% of the television commercials feature a famous person." However, we see that people get influenced by celebrities they see in advertisements especially when they see celebrity of their liking (lina, 2013). When it comes to purchasing, product being need or want, it becomes an unnecessary must. Because if a celebrity has it then- they too must have the product..

2. ADVERTISEMENTS AND TEENAGERS

Teenagers spend a lot of time on watching television with interest and involvement. They are keen on advertisement as they feel it is an entertainment. They are susceptible to celebrity endorsement. They take things and talks on face value without much analysis to it. According to Kaiser family foundation research teens spend an average 7 hours and 38 minutes a day using entertainment media (television, music, social media etc.). that is 53 hours per week- much longer than the time they spend in school. So, it is not surprising that the teens are susceptible to believing celebrity endorsement.

Teenagers are known to influence the buying behavior of the family to a great extent. It is during the teen age the parents find it difficult to convince the children with the products to be consumed. It is at this age children learn to demand for their choice from tooth paste to clothes. They are easily influenced by their peer group and want to adopt the consumption pattern followed by their peer group. The advertising agencies

understand this very well they try to reach out to the crowd in all ways possible. Teens are exposed to television in all the homes. The television commercial are watch with interest by the young ones than the others. They find many things “cool”. They have a different language of their acceptance. We have seen this in Dettol antiseptic soap advertisement on television where in the teenage boy comes home sweating after play and instead of wash he sits under a fan to rest. He finds it cool only get rid of seat where as the mother is health conscious. They have targeted two customers at a time, healthy and cool. Likewise, many advertisements draw attention of the younger generations as they are the future customer if the product tends to hold them for long.

3. CELEBRITY ADVERTISING

Among all the major media and advertising outlets (television, print media and radio), celebrity in an advertising is more important (Muthu Kumar, 2013). Celebrity advertising is a common strategy for building brand image of a product or a service. Advertisers showcase a well known person increases the attention towards advertisement message and then to the product or service advertised. Such attention creates recognisment and purchase intention (Spry. A.2011) . The instances of celebrity advertising dates back to 19th century. The trade card which often bore a picture of a celebrity like-Film heroes, Authors , sports personality and the like, were either handed over along with product to the customer or were inserted inside the packaging itself. However it is not known whether these agreed to names and pictures (Himani Bansal 2006). We can recollect our memories when Amthab Bhachan’s pictures were used for Beedies(tobacco roll) in late 60,s and early 70,s.

Rob Apatoff, Vice-president of marketing services for Reebok, once said, “endorsement in some respects go back to when Reebok and its English heritage was founded hundred years ago. Reebok received a peripheral endorsement back in 1904 when Alf Schrubbs, the Olympic winner for track wore a Reebok sportswear several times. Till the early 1930’s companies favored signing athletes as endorsers. By 1945 movie stars were more sought often celebrities for advertising and endorsing products. With the rising popularity of color television and improving economic conditions of the Indian households during 1965,, television personalities and entertainers also became popular. By 1975, one in eight television commercial featured a celebrity (Himani Bansal 2006). In the 1980’s and onwards celebrities from all walks of life were featured to reach out to the rising population, good economic conditions and popularity of television sets. Nowadays , we see celebrity in every other advertisement on television. They are from all walks of life-sports, films, music, beauty pageants, realtyshow winners , social changer, entrepreneurs and so on..

In India we see more celebrities from cricket players and bollywood actors. Indian consumers are more emotional in

attachments and associations with persons and personalities. There are temples in the names of celebrities- south Indian actress Kushboo has a temple, recently we read in paper some people wanted temple in the name of our Prime Minister Narendra Modi. People adore a person and no doubt they would like to have them as role models in many way s, of course they would like to have products endorsed by their liked personalities as they strongly believe if a person is endorsing it he or she is using the product and the product is good . Here we can also expect certain amount of responsibility from the celebrity advertising for a product or a service. We have seen cricketer Sachin Tendulker advertising for National Egg Coordination committee -- ., advertising to eat healthy- eat egg one egg a day , Cricketer Virat kohli and Boxer Vijendra singh advertising for Yoga , Actor Aamir Khan advertising for “athithi devobhava” – for incredible India, Amitab bachchan advertising for Gujrath tourism,.. and so on. We have Bollywood Actress Kajol advertising for baby products after she is a mother, Actress Karishma advertising for Corn flakes , Actress Madhuri Dixit for Maggie , Actor Shahrukh Khan endorsing a fairness cream.. and the list goes on...we have recently witnessed the repercussion of Maggie advertisements on actors. It would be responsibility of the celebrity to respect the respect they have earned from the people. Most of the advertisements on television are using celebrities which help in familiarizing the product among the consumers(K.. Pongiannan2011)

4. OBJECTIVE OF THE STUDY

To identify the influence of celebrity television advertising on teenagers.

Scope of the paper

The subject scope of the paper is vast. The influence of celebrity advertising keeps changing with taste of customers and the celebrity endorsing it. There is vast scope for further studies. The geographical scope is limited to Bengaluru city teenagers.

Significance of the study

Celebrities are often used to endorse a particular product or a service. When it is a advertisement on television it creates a better connect with the buyer. With the recent developments in Maggie and other products teens try to connect them with the person advertising the product. Teens are often carried away by the person advertising the product which end up in unnecessary buying. The study has been conducted to find out if the celebrity influence the buying pattern of teen when they are advertising the product on television.

5. RESEARCH DESIGN

For the purpose of study the primary data was collected from random sampling questionnaire to make the study more realistic. The sample respondents were from Bengaluru city

from the age group 13years to 19years. Which included both boys and girls. The collected data is was analysed and interpreted to draw conclusions. However the research would be incomplete without the secondary sources. The secondary data is drawn from search engines, magazines , published articles and news papers.

6. ANALYSIS AND INTERPRETATION

For the purpose of study following questions were asked to the young boys and girls of ae group 13-19 years. The response is analysed and interpreted in the following lines.

Table 1: Response to viewing television advertisements

	Always	Sometimes	Never	Total
Respondents	35	15	0	50
Percentage	70	30	0	100

Source; primary data.

Majority of the respondents (70%) always watch television advertisements and 30% of them watch them sometimes. It was understood during study that advertisements were a part of entertainment and very rarely the skipped the advertisements. All teen respondents liked watching television advertisements..

Table 2: Preference on celebrity advertising a product on television.

	Always	Sometimes	Never	Total
Respondents	30	15	5	50
Percentage	60	30	10	100

Source; primary data.

When asked the respondents if they liked to watch their favorite celebrity advertising for a product on television 60% of them preferred them always , 30% liked them sometimes and 10 % were of the opinion that it did not matter to them who endorsed a product as long as it gave an awareness on the product. It can be inferred that majority preferred celebrity endorsing a particular product on television.

Table 3: Gender preference and product advertised.

	Yes	No	Neutral	Total
Respondents	32	12	6	50
Percentage	64	24	12	100

Source; primary data.

The respondents were asked if they had any gender preferences like a particular product has to be advertised by the gender using or preferred only a particular gender to endorse a product, surprisingly majority responded that the product showed should be of use to the gender advertising it. 24% felt they had no such references and 12% were neutral in their response. On conversation it was also found that few did not like if a male advertising a product used by a female and vice-versa. It can be inferred that teens have keen observation and prefer some amount of gender alignment in advertisements.

Table 4: Field of celebrity preferred and liked to advertise .

Field of celebrity	Respondent	Percentage
Film actors (male/female)	15	30
Sports personalities	20	40
Television artists	02	4
Singers/ music field	03	6
Beauty models	06	12
Others	04	8
Total	50	100

Source; primary data.

The responding teenagers were asked to pick their choice of celebrity they wish to see on screen advertising on television. Majority picked sports personalities with 40%, next preferred were the actors with 30% , television artists with 4%, singers with 6% and others 8%. Other celebrity included political leaders also. Since the respondents belonged to teenage their much preferred entertainment is sports, no doubt they choose sports personality. It could be inferred that they prefer sports personalities and actors over other choices.

Table 5: Celebrity attraction towards advertisement and product.

	Always	Sometimes	Occasionally	Never	Total
Respondents	25	10	10	05	50
%	50	20	20	10	100

Source: Primary data.

Respondents were asked their reaction towards the advertisement and product due the presence of celebrity in an advertisement. 50% of them said they are attracted to the advertisement and product due to the presence of celebrity in television where as remaining 20% felt they are attracted sometimes and occasionally and 10% felt they are not attracted to advertisement just with presence of celebrity in an advertisement. It can be inferred that though the impact is small celebrity in an advertisement draws the attention towards the product and the advertisement.

Table 6: Celebrity endorsement makes purchase decision easy.

	Always	Sometimes	Never	Total
Respondents	25	15	10	50
Percentage	50	30	20	100

Source; primary data.

Respondents were asked if the endorsements made by celebrities on television advertising made their purchase decision easy, 50% said it always does , 30% felt it never does. It can be inferred that most of them are of the opinion that their purchase decision is made easy with celebrity advertising a product on television.

Table 7: Buy a product to associate with celebrity

	Always	Sometimes	Never	Total
Respondents	25	15	10	50
Percentage	50	30	20	100

Source; primary data.

Respondents were asked if they will buy the product seen on television with celebrity endorsing it. 50% said they would buy while 30% said they buy them sometimes where as 10% never make a purchase just to associate with the product. It can be inferred that most of them like to associate with the celebrity with the product but however there are a few who are not influenced by it.

Table 8: Celebrity helps you buy best products.

	Always	Sometimes	Never	Total
Respondents	34	10	6	50
Percentage	68	20	12	100

Source; primary data

68% of the respondents felt that the celebrity advertises the best products always where as 20% felt they do it only sometimes and 12% never felt the celebrities endorse the best product. It can be inferred that most of them believe that the product advertised by a celebrity is the best product. Some of them even said in conversation that they believe the celebrity endorsing the product also uses the same product.

Table 9: Remember the product due to celebrity endorsement.

	Always	Sometimes	Never	Total
Respondents	20	20	10	50
Percentage	40	40	20	100

Source; primary data.

Respondents were asked if they remember the product due to the celebrity endorsement,, surprisingly only 40% always remember the product due to celebrity presence in it and 40% sometimes remember the product along with the celebrity advertising the product. 20% never remember the product due to its endorsement even after seeing the celebrity advertising the product. It can be inferred that the celebrity is taken as a brand user rather than the person endorsing it always. However, one cannot ignore that product is remembered though a celebrity is not always remembered.

Table 10: Prefer to watch a celebrity advertising the product in future

	Always	Sometimes	Never	Total
Respondents	32	13	05	50
Percentage	64	26	10	100

Source; primary data.

Respondents were asked if they like to see celebrities featured in television advertising in future , 64% of them always wanted a product to be advertised by a celebrity. 26% of them wanted to watch celebrity in an advertisement only sometimes where as 10% never wanted a celebrity in an advertisement on television. It can be inferred that people prefer to watch advertisements featured by a celebrity.

7. FINDINGS

The study conducted proved to a large extent that the young minds are influenced by celebrity television advertising. They prefer celebrity advertising a product without much of gender issues. They like to see more of sports personalities and film actors over the other celebrities being featured in an advertisement. Many seem to believe that if a celebrity is advertising the product He/She is doing so because they are using the product. Teens get attracted to advertisement many a times because it features a celebrity. Some of them even believe that celebrity in an advertisement makes their purchase easy. Sometimes they buy the product just to associate with the celebrity showing on television. Besides, they remember the product with celebrity endorsing it. Teens prefer to watch celebrity in future advertisements as well.

8. CONCLUSION

It can be concluded that the teens watch television advertisement with more interest and at face value of the advertisement. They feel the information in an advertisement is genuine and feel more attached to the product when a celebrity advertises it. These days influence the buying behavior of the households. It would be apt for the advertisers to use celebrity in an advertisement to reach the younger generations. The celebrity advertising the product should be associated with the product for better reach. On the whole we can conclude that celebrity in a television advertisement influences the buying behavior of the teens.

9. SUGGESTIONS

As the young minds are susceptible to trends and changes with their choices the celebrity in an television advertisement can leave an impact on the young minds who are also the future market. The advertisers can choose to select the best celebrities to influence them, but the celebrities advertising also should have certain responsibility before they endorse a particular product. They should learn about the product in detail and their harmful effects before advertising them. Best practice both from the product advertiser and celebrity advertising would give way for better society and good livelihood.

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