

CELEBRITY AND NON-CELEBRITY ENDORSED ADVERTISEMENTS - A COMPARATIVE STUDY

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ABSTRACT

This paper compares celebrity and non-celebrity endorsed advertisements to find out which type of advertisement is more effective and liked by the audience. The papers objective's was to compare the effect of celebrity and non-celebrity endorsement in advertisements, to examine the impact of non-celebrities on audience, to examine what the audience prefer a celebrity or a non-celebrity and to observe if non-celebrities are better than celebrities. The methodology used here was a quantitative method which included a survey among 100 people in the age group of 20-40 in Bangalore. The Theoretical background used in this study is the AIDA model of theory by Strong (1925). Major findings of the study was that people watch advertisement mainly through internet and most of the people don't care who is endorsing the product or brand and when compared celebrity and non-celebrity endorsed advertisement for the same product category the respondents chose non-celebrity endorsed advertisements over celebrity endorsed advertisement.. The study also faced a gap that is, there weren't many study conducted on celebrity and non-celebrity endorsed advertisement in India. Recommendations for future research are to use different advertisements to understand the effectiveness of celebrity and non-celebrity endorsed advertisement and in different geographical areas.

Keywords: *Advertisements, Celebrity, Endorsed, Non-Celebrity*

1. INTRODUCTION

This study is conducted to compare celebrity and non-celebrity endorsed advertisements to find out which type of advertisement is more effective and liked by the audience. Advertisements are one of the most effective medium to inform and educate the people about the brand and products. Celebrity endorsed advertisements is used to stand out in the clutter of advertisements but because of the negative effect of celebrity endorsement the advertisers have started to use non-celebrities to endorse in advertisements, which has been proved to be beneficial to them because people find them relatable.

1.1 History of advertisement

Advertisement history can be traced back in the time of the Ancient Empires this could be said so because Egypt used the papyrus to promote slaves sales and rewards and in Babylon they used dirt splits with inscriptions about salesman, shoemakers and clerks. Romewas first to advertisethat is touristic of a Traven; in Pompeii a stone wall (DaymetteMontegro Morales, 2012). During this time advertising was mainly descriptive and informative.

Then after sometime came the first newspaper which used advertisements in their paper for generating revenue, *Penny press* paper was the first paper to be sold for a penny as it was heavily dependent on advertisements for revenue.(DaymetteMontegro Morales, 2012).Later radio emerged which made advertising more sophisticated and technical (DaymetteMontegro Morales, 2012). In 1950s came the Dumonttelevision which sold time slot for advertisements (DaymetteMontegro Morales, 2012) television channels still follow this trend. In the 21st century as the technology has developed many websites including Google has changed online advertising as it emphasized more on being contextually relevant and unobtrusive ads intended to help rather than inundate users (DaymetteMontenergo Morales, 2012) this also led to the trend of interactive advertising.

In India advertisement started as a form of propaganda and it was used to spread the teachings of Buddha, the emperor Ashoka of Kallingathey used to set up the rock and pillar edicts all over Indian territory between 563 and 232 B.C. (N.J.Harikrishna Nair, 2013). But the trend of using advertisements in newspapers started with the Bengal journal where all government advertisements were published for free. Then came the first advertising agency B. Datram after which many agencies arose. During this phase advertisements were mostly factual presentation (N.J.Harikrishna Nair, 2013). When the expansion of investment began from 1994-95 in this course of time creative and innovative advertising were given less importance, marketing channels were more efficient in creating an impact on the country.

Indian economy saw an expansion of foreign advertising from the entry of foreign business though much investment was not there(N.J.Harikrishna Nair, 2013). Then came the phase also known as the current phase, which is the 1980s which gave Indian advertising a breakthrough to the world's most diverse population.

1.2 Celebrity Endorsed Advertisement

Celebrity endorsed advertisement was used as a marketing strategy which started long back when the concept of celebrities started. In the early 1900s Mark twain co-branded pens and Ty Cobb had his own tobacco. The allure of a product endorsed by a famous person was powerful then and that attraction continues today (Sarah Cavil, 2018). In today's time when every company and big brand wants to advertise their product or service, it is hard for them to stand out from the others so the easiest way to do so is by endorsing their products and brand by a celebrity. There are many reasons why celebrity endorsement has gained lot of prominence it because advertisers think that using celebrity endorsement can be very beneficial to them. Quoting copper "Marketers also claim that celebrities affect the credibility claims made, increase the memorability of the message, and may provide a positive effect that could be generalized to the brand" (DrBimalAnjum, Sukhwinder Kaur Dhanda and SumeetNagra, 2012).Celebrity endorsed advertisement has been used worldwide as a marketing tool to increase the sale of the product or their service and to reach a wider audience. celebrity endorsed advertisements are perceived to have a lot of benefits and can help the company and its products in many way but only if the advertisers keep in mind the risks and try to avoid it. According to Bhavesh Kumar J Parmar and Rajnikant P Patel (2015)Potential hazards of celebrity endorsements are the costs, the possibility that celebrity overshadows brand image, or it can change the

image or overexposure of celebrity, especially when a celebrity becomes an endorser for many different products that's why the advertisers have started to use non-celebrity.

1.3 Non-celebrity endorsed advertisement

At the present time when there are so many advertisements out there for the audience it is like a clutter of advertisements, the company or a brand has to think how they can stand out from the others so they have started to use non-celebrity endorsed advertisements because non-celebrity endorser has less risk and negative effect. Advertisers have started to use non-celebrity endorser and many authors and researchers have seen a positive impact of non-celebrity endorser like Tom and Al have noticed that "created endorsers were more effective in creating a link to the product than celebrity endorsers" (Aicha Meksi Gaied and Kaouther Saied Ben Rached, 2010). Non-celebrity endorsers have benefits, they cost less than the celebrity endorsers and they do not have the risk of any scandals or that they can overshadow the product or the brand, non-celebrity endorsers are seen to be more relatable to the audience and they can endorse only one product or the brand. In the paper of Bhavesh Kumar J. Parmar and Rajnikant P. Patel, it was observed that commercials do not use famous celebrities have been enjoying, significant success of using non-celebrity and that unknown models have helped to add a touch of reality in commercials. Another major benefit of a non-celebrity endorser is they are perceived to be more trustworthy. Many years ago majority of the advertisements had celebrity endorsers but now non-celebrity endorsed advertisements is growing there few non-celebrity endorsers who are being recognized but now advertisers have a choice whom to use in the advertisements.

1.4 Significance of the study

In today's time it is not easy to catch the attention of the audience so the advertisers have to choose a way through which they can catch the attention of the audience now they have a choice to use celebrity or non-celebrity so it's important to know which is better and has an effect on the audience. This study is also significant because they are very few studies conducted on both celebrity and non-celebrity endorsed advertisements.

1.5. Objectives

1.5.1. General objectives

1.5.1.1. To compare the effect of celebrity and non-celebrity endorsement in advertisements.

1.5.1.2. To examine the impact of non-celebrities on an audience.

1.5.2. Specific Objectives

1.5.2.1. To examine what the audience prefers: celebrity or non-celebrity.

1.5.2.2. To observe if non-celebrities are better than celebrities.

2. REVIEW OF LITERATURE

2.1. Celebrity endorsement

2.1.1. Saima Akram, Muhammed Nazam, Raiqa Mubeen and Sana Rabbi Ch (2017) have done a study to analyze the key factors that determine the effectiveness of celebrity endorsements in advertisements. The study has adopted used a questionnaire; which was conducted in a university in Pakistan. The study proved that celebrity

endorsements are an effective tool for advertising only if the advertisers consider all the key factors while choosing a celebrity to endorse because there was positive relationship between the effectiveness of celebrity endorsement and the observed factors. The observed factors here are: trustworthiness, credibility, attractiveness, knowledge and skills, popularity, international appeal, cultural belonging, strong brand-celebrity match up, and the celebrity should not have any controversies and scandals associated with his past for the advertisements to be effective.

2.1.2. Rizwan Raheem Ahmed et.al. (2015) aimed to find celebrity endorsement and its impacts on the buying behavior and the perception regarding to the product or brand of the company. The study used a quantitative method and the questionnaires were given to students from the universities of Szabist, Iqra and Cams. The study proved that celebrity endorsed advertisements were more effective than non- celebrity endorsed advertisements and that attributes of celebrity endorsers show positive relationship with buying behavior and brand perception as well.

2.1.3. Ibitayo FA and Tejumaiye JA aimed to examine the influence of the use of celebrities in television advertisements on consumer buying behavior with specific reference to Pepsi-Cola drink. The study used a survey method. The study found that major respondents did take Pepsi-Cola but they are most influenced by the brand name, its price, and other variables like taste and they are not necessarily influenced by the celebrity who featured in the advertisement.

2.1.4. Dr. Saroj Kumar Dash (2012) aimed to gain a deeper understanding of demographic aspects behind a company's choice of celebrity endorsement as part of its promotional strategy while positioning its brand to a particular segment of whole consumer set. The method used here was face to face interview with the customers in five different towns of Ganjam district of Odisha in India. The paper concluded that the organizations should go for celebrities as an endorser in TV ads with a clear demographic perspective of the target audiences.

2.1.5. Dr. Rajesh Sharma (2015) aimed to empirically test out and compare the effects of celebrity endorsements on perceived quality and brand loyalty in the Indian market for luxury and non-luxury brands. The method used by the researcher is a survey which was conducted in the Delhi, Gurgaon, Faridabad, Noida, and Chandigarh. The study proved that the celebrity endorsements have a positive and significant effect on perceived quality and brand loyalty in non-luxury market, but they do not have any significant influence on the perceived quality and brand loyalty in luxury market.

2.1.6. Dr. Bimal Anjum, Sukhwinder Kaur, Dhanda and Sumeet Nagra (2012) had made a study to attempt to know the impact of celebrity endorsed advertisements on consumers and on sales and they also an attempt to know the reasons of using the celebrities in advertisements. The study used both primary and secondary data. The study found that celebrity endorsers are used by the companies for brand equity.

2.1.7. Memtombi Liashram (2018) aimed to know the effectiveness of celebrity endorsement on buying behaviour among adolescent girls in Bangalore City. Survey method and questionnaire was the tool used for the study. Significant findings of the study were adolescents had a varied attitude towards celebrity endorsement of products. It was opined that Products advertised by the celebrities are of good quality, the celebrity gives a positive image to the endorsed brand and the Celebrity also uses the products which are endorsed by them.

2.2. Celebrity and non-celebrity endorsements

2.2.1. Nor Pujawati Binti Md. Said and Wan Noraini Binti Wan Napi (2015) analyzed the effect of using both celebrity and non-celebrity endorsements on consumer's attitude towards advertisement. They observed that both celebrity and non-celebrity endorsement characteristics are related to consumer's attitude towards advertisement. The analysis in the study shows that a celebrity still has a greater impact rather than a non-celebrity. They also pointed out that when choosing a celebrity that is going to be engaged in the advertisements the image of the celebrity plays an important part in the product brand congruency factor. The authors came to the conclusion that engaging a celebrity to endorse a product or brand through advertisement is an effective way to introduce benefits of products or brand

2.2.2. Steffi Tanjung and Herry Hudrasyah (2016) have analyzed the impact of celebrity and non-celebrity endorser's credibility, attractiveness, trustworthiness, and expertise in advertisements, with respect to the attitude towards the brand, attitude towards advertisement and purchase intention of Indonesian consumers in their paper. Based on their descriptive analysis in the study most of them or the larger group of respondents believed non-celebrity endorsers are perceived to be more trustworthy in conveying statements in the advertisements rather than celebrity endorse. The results showed that both celebrity and non-celebrity expertise do not have a significant impact towards purchase intention. They concluded that non-celebrity trustworthiness is found to be having the biggest influence on attitude towards advertisement, attitude towards the brand, and purchase intention are plausible. But while thinking in terms of the type of endorser's, celebrity endorser is perceived to be trustworthy in generating attitude toward advertisement and purchase intention while attractiveness of celebrity endorser has a more significant impact on attitude towards the brand.

2.2.3. Rashid Saeed, Rimsha Naseer, Shazia Haider and Uzma Naz (2014) investigate the impact of celebrity and non-celebrity advertisement on consumer perception. They noticed that using celebrity endorsements in advertisements is an effective tool to promote their products. However, before selecting the celebrity, the brand or the company should focus on their promotional objective including how well the celebrity matches with the brand because the consumers connect with these celebrities' personal qualities to the endorsed brands. The study found that non-celebrity and celebrity advertisements both have a positive impact on consumer perception about a brand. The study was conducted in Pakistan, where celebrity advertisements were rated highest by the respondents in comparison with non-celebrity advertisements in the survey proving that celebrity advertisement has a greater impact on consumer perception as opposed to a non-celebrity advertisement.

2.2.4. Aicha Meksi Gaied and Kaouther Saied Ben Rached (2010) aimed to compare the persuasive effectiveness and attitude change induced in the case of famous and non-famous endorser in an advertisement. To find the necessary results a survey method was conducted in, which had 290 Tunisian women between the ages of 18 to 35 were the respondents. They found that the non-celebrity spokesperson was more credible and generated more favorable attitudes toward advertising, brand and purchase intention than celebrity spokesperson. The research

also indicates that non-celebrity endorsement is more appreciated than celebrity endorsement and it induced more positive attitudes.

2.2.5. Tanuja Kaushik and Rashi Baliyan (2017) aims to specify the impact of using celebrity and non-celebrity endorsers in advertisements on purchase intentions of customers, particularly for FMCG products that celebrity advertisement has a greater impact on consumer perception than a non-celebrity advertisement. The study was exploratory and descriptive research conducted in Gurgaon in which survey method was used. The study concluded that celebrity advertisements have a greater impact on consumer perception than a non-celebrity advertisement. According to the analysis, the celebrity advertisement was rated highest by the respondents as compared to a non-celebrity advertisement. The study concluded that celebrity endorsed advertisements influenced the consumers more to buy the product rather than non-celebrity endorsed advertisements.

3. METHODOLOGY

The primary data collected through structured questionnaire from a sample of 100 respondents from Bangalore. The secondary data is collected from various research articles, journals and news websites. The study is mainly conducted to compare celebrity endorsed and non-celebrity endorsed advertisements

3.1 Problems

3.1.1 General Problems

- 3.1.1.1. On what basis does the audience choose celebrities or non-celebrities: credibility, likability, attractiveness or trustworthiness?
- 3.1.1.2. Does the medium through which the audience consumes advertisements also play an important role in affecting the audiences buying behaviour?
- 3.1.1.3. There has been minimal study conducted on the impact of non-celebrity endorsed advertisements.

3.2.2 Specific Problems

- 3.2.2.1 Are non-celebrity endorsed advertisements looked up for daily products mainly?
- 3.2.2.2 Are celebrity endorsed advertisements looked up for only luxury products?

3.3 Hypothesis

- 3.3.1 Non-celebrity endorsed advertisement is better than celebrity endorsed advertisement.
- 3.3.2 Non-celebrity advertisements are liked as much as celebrity-endorsed advertisement.

3.4 Pilot Study

For this study, the pilot study was conducted to a group of 16 individuals that also happened to be random people between age group of 20-25, 25-30, 30-35, 35-40 and above. The objective of pilot study was to determine whether framing of the questions were comprehensible and answerable.

3.5 Data Collection

The primary method of data collection used in this thesis is the questionnaire method. Data was collected from a 100 respondents living in Bangalore.

4. DATA ANALYSIS

This section will analyse data through questionnaire. For each question table and chart is shown. Detailed analysis is also done for this data.

4.1 Discussions and findings

4.1.1 Age of the respondents

Table 4.1.1

Age group	Percentage	Frequency
20-25	92%	92
25-30	4%	4
30-35	2%	2
35-40	2%	2

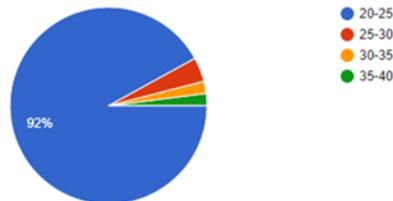


Chart -4.1.1

4.1.2 Occupation

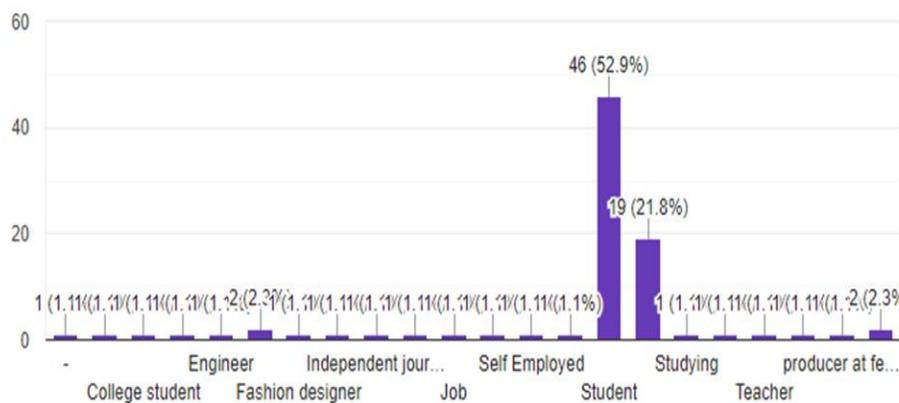


Chart- 4.1.2

Majority of respondents (52.9%) is students

4.2 Data Analysis

4.2.1 Which form of media do you spend most time on?

Table 4.2.1

Media	Percentage	Frequency
TV	0%	0
Newspaper	3%	3
Radio	1%	1
Internet	96%	96

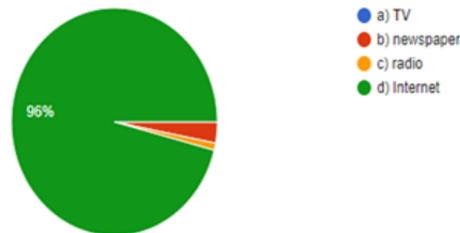


Chart 4.2.1

The above results clearly prove that the best medium for advertisement is internet.

4.2.2 If you have chosen internet as the option when and where do you see advertisements?

Table 4.2.2

Media	Percentage	Frequency
Facebook	2%	2
YouTube	17.2%	17
Online streaming services	9.1%	9
All of the above	70.7%	70
While browsing	1%	1

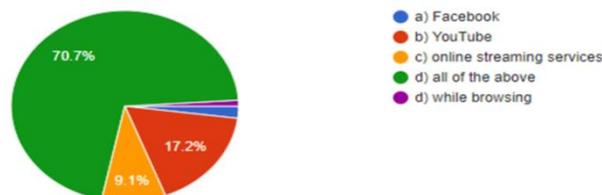


Chart-4.2.2

Majority of the respondents chose internet as the medium they spend most time. Where 1% said while browsing and 2% chose Facebook 17.2% chose YouTube and 9.1% said online streaming services but the majority of the people that is 70.7% chose all of the above option.

4.2.3 How much time do you spend on these media per day?

Table 4.2.3

Time	Percentage	Frequency
0-30 mins	6%	6
30-60 mins	30%	30
60 and above mins	64%	64

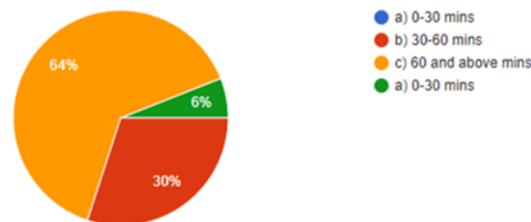


Chart-4.2.3

The above results show that people spend more than 60 minutes per day on media.

4.2.4 Are advertisements an effective tool to educate people about the brand or the product?

Table 4.2.4

Options	Percentage	Frequency
Yes	67%	67
No	7%	7
Maybe	26%	26

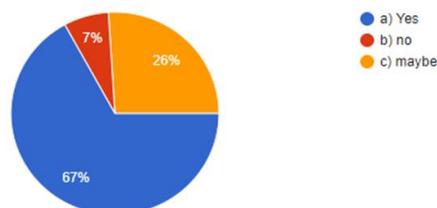


Chart-4.2.4

Majority think that advertising can be an effective tool to educate people about the brand.

4.2.5 Does an advertisement have an impact on you?

Table 4.2.5

Options	Percentage	Frequency
Yes	44%	44
No	12%	12
Maybe	44%	44

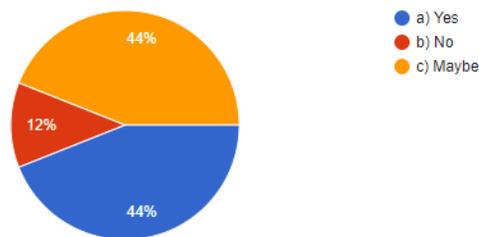


Chart-4.2.5

12% think that advertisements do not have an impact on them whereas 44% think maybe advertisements do have an impact on them and 44% thinks advertisements do have an impact on them.

4.2.6 While buying a product does the advertisement of that particular product come in your mind?

Table 4.2.6

Options	Percentage	Frequency
Yes	39%	39
No	12%	12
Sometimes	49%	49

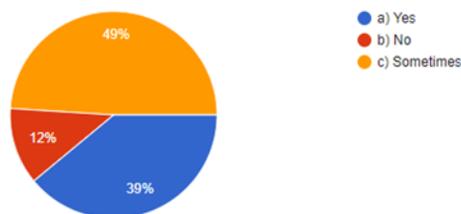


Chart-4.2.6

Majority (49%) said that sometimes the advertisement comes to their mind while buying the product.

4.2.7 Rank the following major factor that comes to your mind while buying a product? Where 1 is the highest and 6 is the lowest.

Table 4.2.7

Factors	Ranks
Brand	3
Endorsed advertisement	6
Quality and quantity	1
Cost	2
Accessibility	4
Variety	5

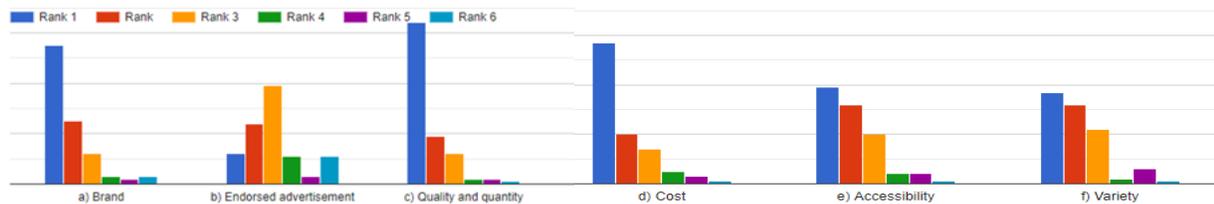


Chart-4.2.7

The top three ranks were given to quality and quantity, cost and brand.

4.2.8 Rank the following from 1 to 6 where 1 is the highest and 6 is the lowest on the basis of the elements according to what attracts you the most in the advertisements

Table 4.2.8

Elements	Ranks
Jingles	3
Production quality	1
Storyline	2
Animated or non-animated	4
Celebrities	4
Using animals	6

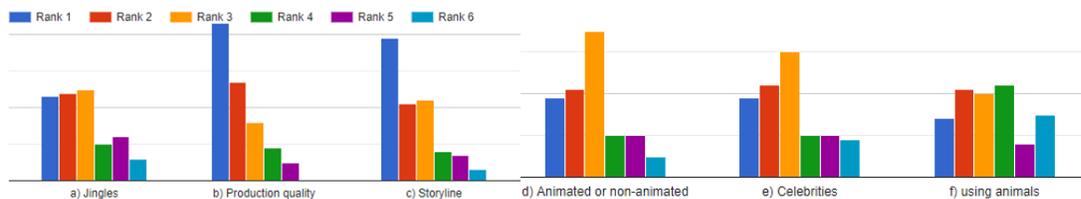


Chart-4.2.8

The results show that the top three ranked elements were production quality, storyline and jingles.

4.2.9 Have you seen advertisements featuring celebrity endorsers?

Table 4.2.9

Options	Percentage	Frequency
Yes	98%	98
No	2%	2

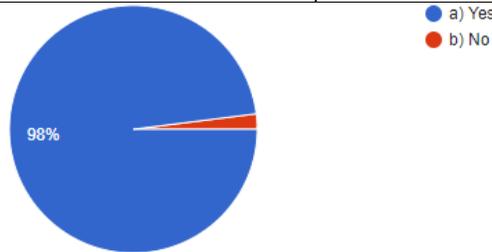


Chart-4.2.9

The results show that people have noticed advertisers using celebrity endorsers in their advertisements.

4.2.10 Will you watch the whole advertisement when it has a celebrity endorser?

Table 4.1.10

Options	Percentage	Frequency
Yes	16%	16
No	25%	25
Maybe	59%	59

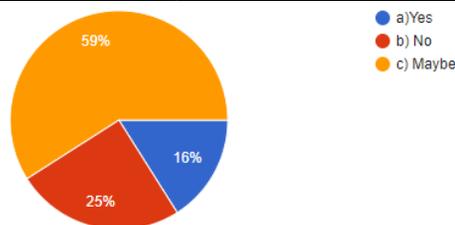


Chart-4.2.10

Majority (59%) said that maybe they will watch it if there is a celebrity endorser in an advertisements.

4.2.11 Name top 3 names of celebrities you recall from advertisements you have seen

Table 4.2.11

Serial number	Celebrity name	Number	Rank
1	Ranveersingh	22	4
2	Alia bhatt	20	5
3	Amitabh Bachchan	29	2
4	Shahrukh Khan	38	1
8	DeepikaPadukone	28	3

The results show that Shahrukh Khan is considered to be the top celebrity as 33 respondents wrote his name. Next is Amitabh Bachchan(29 responses) and DeepikaPadukone (28 responses). In this question we have only taken into considerations the top 5 celebrities because there are more than 100 celebrities. We have also excluded the celebrities with only one respondent.

4.2.12 Rank according to your preferences what would you like to see in your celebrity from 1-6 where 1 is the highest and 6 is the lowest?

Table 4.2.12

Factors	Ranks
Physical attractiveness	6
Trustworthiness	1
Match up with the brand	5
Relatability	2
Credibility	3
Likability	4

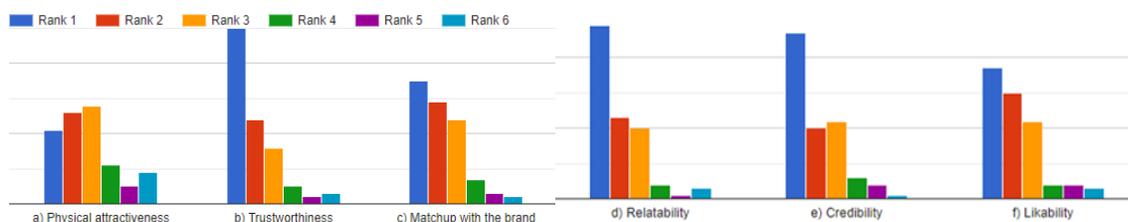


Chart-4.2.12

The results show that top three ranked factors were trustworthiness, relatability and credibility.

4.2.13 Do you think celebrity endorsers give brand more visibility?

Table 4.2.13

Options	Percentage	Frequency
Yes	82%	82
No	17.2%	17

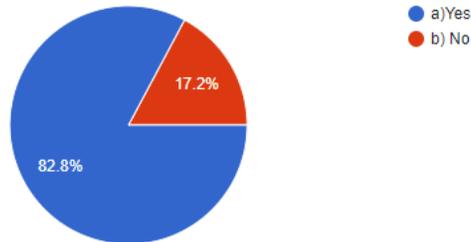


Chart 4.2.13

The results show that majority (82%) think celebrity endorsers give the brand more visibility.

4.2.14 Will a celebrity endorsing a big ticket product like a luxury car influence your purchasing decision?

Table 4.2.14

Options	Percentage	Frequency
Yes	10.3%	10
No	21.6%	21
Doesn't matter if a celebrity is endorsing the product	68%	66

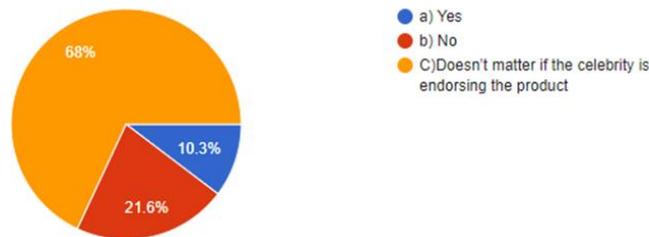


Chart- 4.2.14

Majority (68%) said, it doesn't matter if a celebrity is endorsing a luxury product which in this case is a car.

4.2.15 Will a celebrity endorsing a big ticket product like a luxury piece of jewelry influence purchasing decision?

Table 4.2.15

Options	Percentage	Frequency
Yes	10.3%	10
No	32%	31
Doesn't matter if a celebrity is endorsing the product	57.7%	56

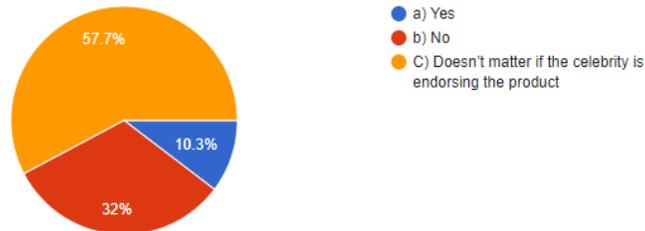


Chart-4.2.15

We can conclude from the above two questions that majority of respondents have chosen that it doesn't matter if a celebrity is endorsing a luxury product which also proves that celebrities are not looked up mainly for luxury products.

4.2.16. Would you buy toothpaste if it is endorsed by a non-celebrity?

Table 4.2.16

Options	Percentage	Frequency
Yes	47.4%	45
No	10.5	10
Doesn't matter if the celebrity is endorsing the product	42.1%	40

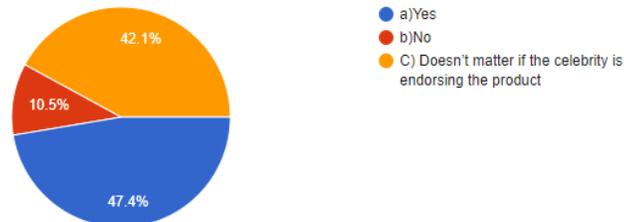


Chart- 4.2.16

Majority (47.4%) agreed that they would buy the product if a non-celebrity endorses it. This proves non-celebrity is looked up for only daily products.

4.2.17. Name 3 non-celebrities or 3 advertisements where you have seen a non-celebrity.

Table 4.2.17

SI No.	Advertisement	Total number	Rank
1	Triavgo	11	1
2	Airtel	11	1
3	Dove	10	3
4	5 star	8	4
5	Colgate	8	4

The top 3 advertisements' that people could remember is Trivago, Airtel and Dove. Few respondents didn't answer this question; maybe because they couldn't remember or they didn't have time and few answered only one name. Here we have mentioned only the top four ranked advertisement.

4.2.18. What type of advertisements would you like to see a non-celebrity endorser featured in?

Table 4.2.18

Options	Percentage	Frequency
Personal care	45.1%	41
Food items	23.1%	21
Household	28.6%	26
Others : a Doesn't matter	1.1%	1
b All of the above	1.1%	1
c Anything endorsed by common man makes it relatable	1.1%	1

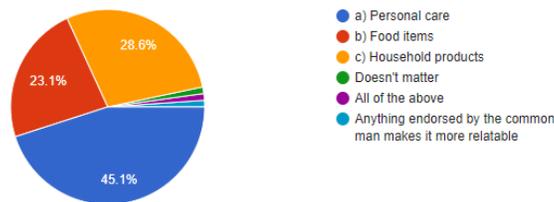


Chart- 4.2.18

Majority (45.1) wanted to see non-celebrity endorsing personal care products.

4.2.19 Do you think the brand helps a non-celebrity to become a celebrity?

Table 4.2.19

Options	Percentage	Frequency
Yes	77.6%	76
No	22.45	22

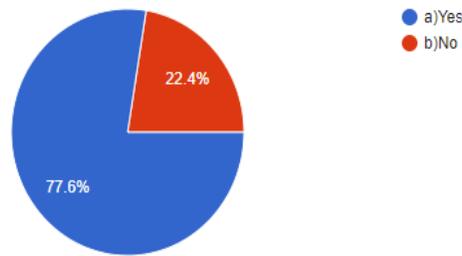


Chart -4.2.19

Majority (77.6%)said yes the brand helps a non-celebrity to become a celebrity

4.2.20. Rank according to your preferences what would you like to see in your celebrity from 1-6 where 1 is the highest and 6 is the lowest?

Table 4.2.20

Factors	Ranks
Physical attractiveness	6
Trustworthiness	4
Match with the brand of the endorser	4
Relatability	2
Credibility	1
Likability	3

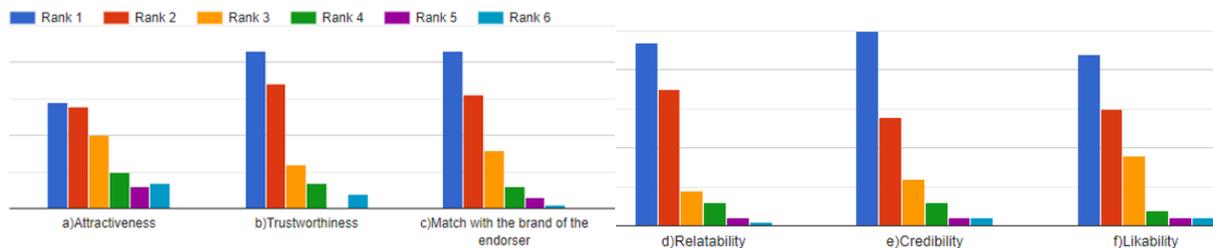


Chart- 4.2.20

The highest preference is shown towards credibility then relatabilityand then likability.

4.2.21 When compare the 5 star advertisement to kit-kat what would you choose?

Table 4.2.21

Option	Percentage	Frequency
5 star	65%	65
Kit-kat	35%	35

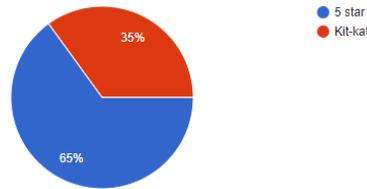


Chart- 4.2.21

The result shows that majority (65%) chose 5star which is endorsed by a non-celebrity.

4.2.22. Which one of the following do you prefer Triavgo endorsed by a non-celebrity or Make my trip endorsed by a celebrity?

Table 4.2.22

Options	Percentage	Frequency
Triavgo	47%	47
Make my trip	51%	51

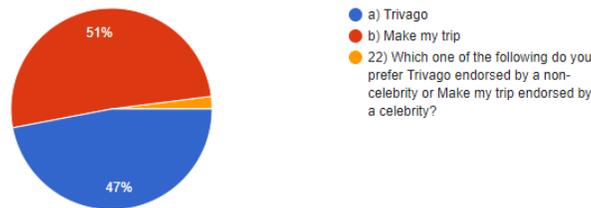


Chart- 4.2.22

The results show that majority (51%) chose Make my trip which is endorsed by a celebrity.

4.2.23 Which one of the following does you prefer Airtel 4g or Deepika endorsing for JioIPL ad?

Table 4.2.23

Options	Percentage	Frequency
Airtel 4G	54%	54
Jio	46%	46

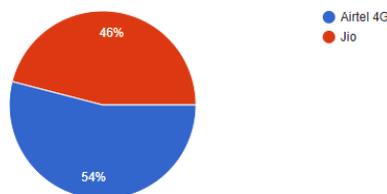


Chart- 4.2.23

This shows that majority (54%) chose Airtel which is endorsed by a non-celebrity.

4.2.24 Which one of the following do you prefer Tanishq/Rivaah advertisement with non-celebrity endorser or Kalyan Jewellers endorsed by Amitabh Bachchan?

Table 4.2.24

Options	Percentage	Frequency
Kalyan Jewellers	37%	37
Tanishq	63%	63

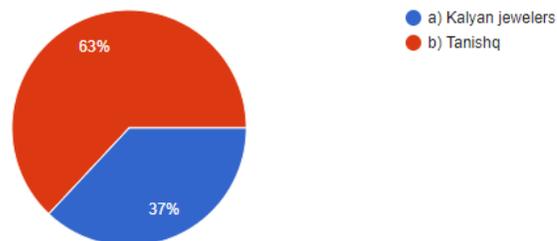


Chart- 4.2.24

The results show that majority (63%) chose Tanishq which is endorsed by a non-celebrity.

5. CONCLUSION

5.1 Following are the findings and concluding remarks of the paper

5.1.1. Through research questions it can be proved that, advertisements are an effective tool to communicate about the brand or the product and advertisements do have an impact on the audience.

5.1.2. It also proved that Non-celebrity endorsed advertisement is better than celebrity endorsed advertisement.

5.2 Limitation of the study

5.2.1 The geographic area taken into consideration is only Bangalore which limits the study.

5.2.2 The other limitation is that there were only four advertisements taken for comparison between celebrity endorsed and non-celebrity endorsed advertisement as stimuli.

5.2.3 The last limitation is that when compared advertisements of celebrity endorsed and non-celebrity there wasn't a question asked to know why they chose that particular advertisement it could be because of the brand, the quality, cost or the endorser.

5.3 Suggestions for future research

5.3.1 To take different geographic areas in considerations

5.3.2 To use different advertisements to understand the topic better and to examine the fact that when the respondents chose a particular advertisement on what basis are they doing so is the brand, cost or on basis of its endorsers, if endorser is it because it is their favorite celebrity or they like the endorser for some other reason.

5.3.3 To compare advertisements for different media

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Appendix 1

(The last four questions had images with the questions. So they are attached herewith)

Q. 21) When compare the 5 star advertisements to kit-kat what would you choose?

- a) 5 star
b) Kit-kat



Q. 22) Which one of the following do you prefer Trivago endorsed by a non-celebrity or Make my trip endorsed by a celebrity?

- a) Trivago
b) Make my trip



Q. 23) Which one of the following do you prefer: Airtel 4G or Deepika Padukone endorsing for Jio IPL ad?

- a) Airtel 4G
b) Jio



24) Which one of the following do you prefer Tanishq Rivaah advertisement with non-celebrity endorser or Kalyan Jewellers endorsed by Amitabh Bachchan?

- a) Kalyan Jewellers
b) Tanishq

