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IMPACT OF PERSONALITY CERTIFIED ADVERTISEMENTS ON CONSUMERS

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ABSTRACT

“Personality” refers to an “individual who is known to the public, such as actors, sport figures, entertainers” and others of the line for his or her achievement in areas other than that of the product class endorsed (Friedman and Friedman1979). The general belief among advertisers is that advertising messages delivered by celebrities provide a higher degree of appeal, attention and possibly message recall than those delivered by non-celebrities. Marketers also claim that celebrities affect the credibility of the claims made, increase the memorability of the message, and may provide a positive effect that could be generalized to the brand Copper (1984).So considering these points this paper is an attempt to know the impact of personality endorsed advertisements on consumers and on sales. This study is also an attempt to know the reasons of using the celebrities in advertisements. This study is based on primary as well as on secondary data. The sources of secondary data have the annual reports of selected brands. And the primary data has collected with the help of five point Likert scale. The sample size of the respondents has taken 60 .the overall findings of the study reveal that personality endorsers has used by the companies for brand equity. It has also showed that consumer think that personality

endorsed advertisement are reliable and they have the knowledge. They are able to recall and retention of the product. Consumers feel associated and it has also helped in influencing the demand of the products.

Keywords: Advertisements, Brand, Brand equity, Personality, Credibility, Endorsed.

1. INTRODUCTION

In today's competitive world consumers are exposed to thousands of voices and images in magazines, newspapers, and on billboards, websites, radio and television. Advertisers attempts to steal at least a fraction of a person's time to inform him or her of the amazing and different attributes of the product at hand. Because of the constant media saturation that most people experience daily, they eventually become numb to the standard marketing techniques. The challenge of the marketer is to find a hook that will hold the consumer's attention. The hooks that can hold the consumer's attention are the celebrities.

Personality endorsement if used effectively makes the brand stand out, brand recall and facilitates instant awareness. To achieve this, the marketer needs to be really disciplined in choice of a personality. Hence the right use of personality can escalate the Unique Selling Proposition of a brand to new heights; but a cursory orientation of a personality with a brand may prove to be fruitful for a brand. A personality is a means to an end, and not an end.

2. NEED OF THE STUDY

Now a day's lots of advertisements are endorsed by the celebrities. Even celebrities are endorsing multi brands. It has created a great confusion in the mind of the customers regarding the purchase of the product. So there is a need to study the impact of celebrities' endorsers and non personality endorsers on the purchasing behavior of customers. This study will also help to know whether celebrities' endorsers are able to influence the buying behavior of the customers or not.

3 LITERATURE REVIEW

Friedman & Friedman (1979) explains the term "personality" refers to an "individual who is known to the public, such as actors, sport figures, entertainers" and others of the like for his or her achievement in areas other than that of the product class endorsed. Copper (1984) explained that the general belief among advertisers is that advertising messages delivered by celebrities provide a higher degree of appeal, attention and possibly message recall than those delivered by non-celebrities. Marketers also claim that celebrities affect the credibility of the claims made, increase the memorability of the message, and may provide a positive effect that could be generalized to the brand. (Ohanian 1991).

The use of (by corresponding standards) attractive people is common practice in television and print advertising, with physically attractive communicators having proved to be more successful in influencing customers' attitudes and beliefs than unattractive spokespersons. Menon (1998) examined the effectiveness of advertisement endorsed by celebrities and normal person. In this paper he examined the effectiveness by using the multivariate analysis. In the advertisements for Milk, believability, knowledge, appearance and liking for the personality were highly correlated to each other and also with purchase intentions. For advertising with non-personality spokesperson, credibility was highly correlated to advertising believability, which was in turn correlated to purchase intentions. For advertisements about Pepsi-Cola significant correlations were identified between credibility and knowledge and between

advertising believability and purchase intentions. Personality appearance, knowledge, liking, and credibility of the personality were also highly correlated with advertising believability. At the same time, liking for the personality and advertising believability were both correlated with purchase intentions. For advertising execution that involves non-celebrities, the analysis indicates that appearance, credibility and knowledge were highly correlated with advertising believability. At the end he concluded that advertisers need to be cautious when using personality advertising as they are not believable in certain instances and hence may not deliver the intended effect. This is certainly true of those celebrities who are seen as endorsing many types of products across a wide spectrum. It would seem that for some classes of products, person-on-the-street type of advertising might be just as effective if not more so than those that use celebrities. Laferty and Goldsmith (1999) find that Endorser credibility is one of the most frequently used methods in advertising to influence consumers' attitudes and purchase intentions.

Corporate credibility, or the reputation of the firm, is another source of credibility identified in marketing that can influence these cognitions. They examined these two sources of credibility to assess their impact on attitude-toward-the-ad, attitude-toward-the-brand, and purchase intentions. A 2×2 (high versus low corporate credibility and high versus low endorser credibility), between-subjects factorial design was used. One hundred women students were shown one of four mock magazine ads. The results indicated that both credibility types influence attitude-toward-the-ad and attitude-toward-the-brand, but corporate credibility alone appears to have a significant influence on purchase intentions. Moreover, whereas endorser credibility seems to have a greater influence on attitude-toward-the-ad, corporate credibility seems to have a greater influence on attitude-toward-the-brand and on purchase intentions. (Dinesh Kumar Gupta, 2007) The effectiveness of using a personality to endorse a firm's product can generally be improved by matching the image of the personality with the personality of the product and the actual or desired self concept of the target market.

4. OBJECTIVES OF THE STUDY

1. To know the reasons of adopting the celebrities in endorsing the product.
2. To know the impact of sales after roping in celebrities.
3. To measure the impact of advertisements endorsed by celebrities.

5. RESEARCH METHODOLOGY

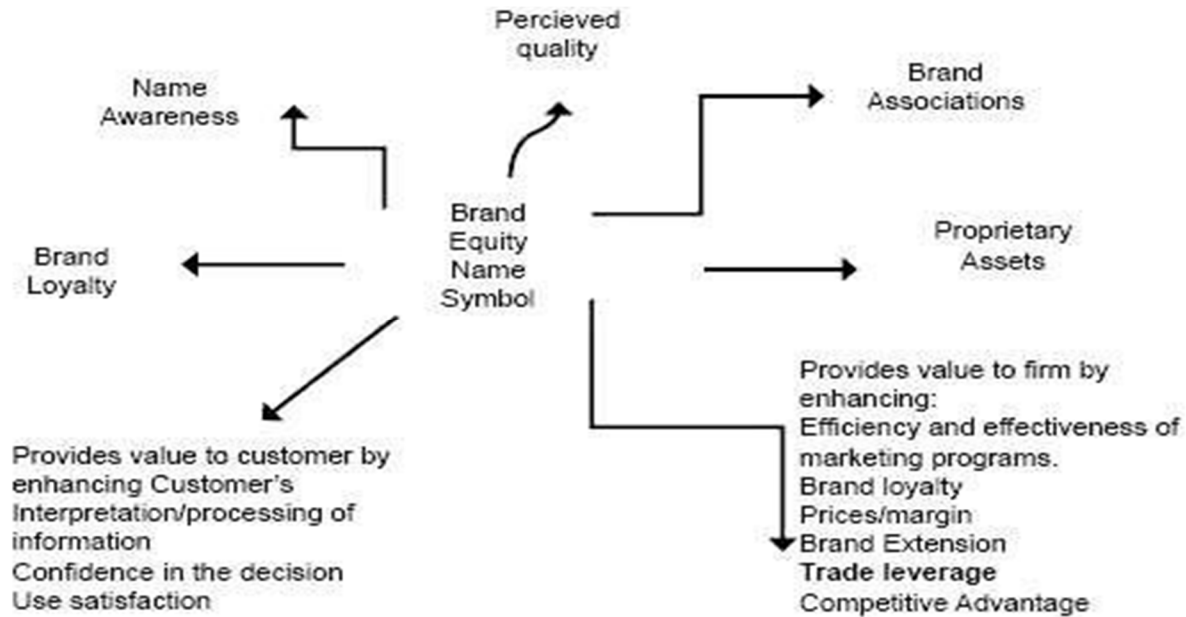
The study is based on primary data and secondary data. Five point Likert scale has been used to know the customer's perception towards personality endorsed advertisements. Sample size has taken 60 consumers. Secondary data has been collected from the websites of the selected brands endorsed by celebrities. The analysis of the data has been done with factor analysis.

6. FINDINGS OF THE STUDY

6.1 REASONS OF ADOPTING THE CELEBRITIES IN ENDORSING THE PRODUCT

Nowadays marketers do not only want to maximize the sales of the product but also to create the brand equity. For creating the brand equity they are using the celebrities in

advertisements.



7. MOTIVES BEHINDS ENDORSEMENTS BY CELEBRITIES

Instant Credibility

- Brand Awareness and Recall.
- To refresh the brand image.
- Celebrities add new dimensions to the brand image.
- To push the demand of the product
- To bring the reliability and retention of the product.

PARAMETERS FOR COMPATIBILITY BETWEEN THE PERSONALITY AND BRAND IMAGE ARE

- Personality's image and fan followings
- Personality—Target audience match
- Personality associated values.
- Costs of acquiring the personality.
- Personality—Product matches.
- Personality popularity.

- Personality availability.
- Personality physical attractiveness.
- Personality credibility.
- Personality prior endorsements.
- Whether personality is a brand user.
- Personality profession.

8. TO KNOW THE IMPACT OF SALES AFTER ROPING IN CELEBRITIES

In this study we have collected the data of sales of selected the brands before and after roping the personality's endorsers.

Colgate has 52.5 % market shares, Pepsodent has 22% market share and rest is shared by other. On May 2010 shahrukh has appointed the brand ambassador. In 2010 market share has increased from 13 % to 22%.

Thumsup commanding approximately 42% market share in the world. It has 15.8 per cent market share that is followed by Sprite (14.2 per cent), Pepsi (13.7 per cent), and Coca-Cola 8 per cent) in India. ¹Thumps up have appointed Akshay Kumar as brand Ambassador to retain this position. Akshay Kumar has endorsed this product for eight years. In December 2011 the market share of Samsonite in India is 16.8% and that of VIP is 15.8%.²

The market share of Vodafone and idea are 22.26% and 15 % respectively and these brands are endorsed by celebrities and that R com is 8.2%.

Market share of Maggie Noodles in July 2010 is 86.55% and rest share by others like top Ramen, Knorr soupy noodles, horlics foodles. To compete with new entrants and maintain its market share Maggie has roped in Amitabh Bachan as its brand ambassador.

9. IMPACT OF PERSONALITY ENDORSED ADVERTISEMENTS ON CONSUMERS FACTOR ANALYSIS

The first condition for factor analysis there should be significant correlation between the variables. In this study all the variables showed a significant correlation. This provides an adequate basis for proceeding to next level. The next step is to assess the overall significance of correlation matrix with Bartlett's test. In this research overall correlation is significant at 0.0001 levels which is 310.686. The other is overall test is measure of sampling adequacy. It is .505 and each variable has also identify the most of the variable has also measure of sampling adequacy more than 0.45. To assess the importance of each component, we can use the Eigen value in selecting the number of factors. In this study we choose the 7 factors which represents 71% variance of all components.

KMO AND BARTLETT'S TEST

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.505
Bartlett's Test of Sphericity	Approx. Chi-Square	310.686
	df	153
	Sig.	.000

TOTAL VARIANCE EXPLAINED

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.187	17.704	17.704	3.187	17.704	17.704	2.087	11.595	11.595
2	2.378	13.208	30.912	2.378	13.208	30.912	2.013	11.186	22.781
3	1.895	10.530	41.443	1.895	10.530	41.443	2.000	11.112	33.893
4	1.601	8.892	50.335	1.601	8.892	50.335	1.913	10.629	44.522
5	1.407	7.817	58.152	1.407	7.817	58.152	1.760	9.778	54.301
6	1.265	7.027	65.179	1.265	7.027	65.179	1.555	8.640	62.941
7	1.017	5.650	70.829	1.017	5.650	70.829	1.420	7.888	70.829
8	.886	4.923	75.752						
9	.782	4.343	80.095						
10	.685	3.808	83.902						
11	.611	3.394	87.297						
12	.521	2.897	90.193						
13	.459	2.547	92.741						
14	.389	2.161	94.902						
15	.306	1.700	96.602						

16	.257	1.426	98.028					
17	.223	1.241	99.269					
18	.132	.731	100.000					

Extraction Method: Principal Component Analysis.

COMMUNALITIES

It means how well each variable is explained by other variables. Less value shows it is less in common with other variable. Communality 0.469 for variable I indicates that it has less in common with other variables.

SUM OF SQUARE OF EIGEN VALUES

Show the relative importance of each factor in accounting for the variance associated with the set of variables being analyzed.

PERCENTAGE OF TRACE SHOWS

That variables are somewhat related to each other. In this index is more than 50%. Then we rotate the components so that variance of the factors can be changed.

VARIMAX ROTATION

Redistributes the variance so that the factor loading pattern and percentage of variance of the factors is different.

UNROTATED COMPONENT MATRIX (A)

S No.		Component factors							Communalities
		1	2	3	4	5	6	7	
1	Watch TV	.428	.317	-.119	.185	-.275	-.101	-.226	.469
2	watched	.474	-.188	.558	.221	-.047	.434	-.073	.816
3	spcadv	.487	-.470	.339	.269	-.026	.313	-.098	.754
4	attnceb	.390	-.128	.433	.297	-.007	-.242	.129	.520
5	affected	.524	.183	-.014	-.075	-.626	-.191	-.095	.751
6	purchase	.465	-.077	-.441	-.316	-.222	.262	-.079	.641
7	retention	.569	-.146	-.347	-.033	.388	.247	.259	.746

8	associate	.535	.230	.209	-.261	.149	-.165	.506	.757
9	knowledge	.117	.774	.311	-.167	.045	.185	-.005	.773
10	reliable	.124	.742	.325	-.268	-.014	.319	.017	.845
11	infdemand	.415	.037	.278	-.070	.544	-.271	-.394	.780
12	credibility	.305	.382	-.497	.010	.101	-.162	-.389	.674
13	morenoticeable	.523	.219	.127	.047	.124	-.496	.009	.601
14	Higher call	.528	-.020	-.462	.240	.407	.270	-.099	.799
15	asscbenefits	.020	-.223	-.027	-.717	.241	-.086	.155	.654
16	overexposure	-.110	.616	-.278	.393	-.006	.249	.307	.779
17	use another	-.334	.260	-.031	.570	.286	-.217	.158	.658
18	mismatch	.562	-.226	-.271	.158	-.291	-.215	.370	.733

Total

Sum of squares (Eigen values)	3.187	2.378	1.895	1.601	1.407	1.265	1.017	12.75
Percentage of Trace	17.704	13.208	10.530	8.892	7.817	7.027	5.650	70.829

Extraction Method: Principal Component Analysis.
a 7 components extracted.

ROTATED COMPONENT MATRIX (A)

Sr no.		Component							Communalities
		1	2	3	4	5	6	7	
1	watch TV	.129	.052	.120	.645	-.095	.037	.095	.469
2	Watch adv	.176	.877	.073	.040	.064	.038	.057	.816
3	Specific adv	-.183	.818	.177	.046	.108	.019	.071	.754
4	Pay more attn	-.108	.465	-.131	.122	-.173	.418	.236	.520

	on adv by celb								
5	Affected by celb	.070	.101	-.111	.778	.235	.239	-.071	.751
6	purchase	-.007	-.022	.466	.363	.505	-.018	-.189	.641
7	retention	-.054	.114	.784	-.077	.140	.299	.018	.746
8	associate	.311	.049	.144	.008	.147	.776	.112	.757
9	knowledge	.856	-.034	-.055	.117	-.082	.085	.097	.773
10	reliable	.911	.016	-.042	.088	.044	.055	-.003	.845
11	infdemand	.095	.151	.147	-.009	.058	.093	.845	.780
12	credibility	.096	-.370	.407	.494	-.051	-.143	.309	.674
13	morenoticeable	.050	.001	.042	.337	-.087	.495	.481	.601
14	highrecall	-.061	.110	.855	.123	-.097	-.037	.159	.799
15	asscbenefits	-.010	-.256	.042	-.366	.620	.227	.129	.654
16	overexposure	.395	-.210	.265	.109	-.586	.017	-.391	.779
17	Use another	-.037	-.179	-.040	-.162	-.770	.022	.061	.658
18	mismatch	-.381	.121	.261	.411	.053	.539	-.209	.733

Total

Sum of squares (Eigen values)	2.087	2.013	2.000	1.913	1.760	1.555	1.420	12.75
Percentage of Trace *	11.595	11.186	11.112	10.629	9.778	8.640	7.888	70.829

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a Rotation converged in 10 iterations.

Finally we can load the factors .the variables 9 and 10 can load significantly on factor1 and variable 2 and 3 on factor 2. Variable 7 and 14 on factor 3. Variable 5 and variable 17 on factor 4 and 5

simultaneously. 8th variable on factor 6 and 11 variable on factor 7.

1. Personality endorsers are more reliable.(.911)
Celebrities" endorsers have more knowledge than regular endorses (.896).
2. Watch all ads (.878) Watch specific adds (.818).
3. Celebrities ensure high degree of recall.(.855)
Retention of product endorsed by celebrities is more. (.784).
4. Affected by celebrities in advertisement. (.788).
5. Celebrities endorsing one brand and using another. (-.770).
6. Purchase the product endorsed by celebrities so that I can associate myself with them.(.776)
7. Product endorsed by celebrities influence the demand of the products. (.845). We have

identified seven factors these have:

1. Reliability and knowledge
2. All Advertisements and specific Ads.
3. Recall and retention
4. Affected by celebrities
5. Non user personality.
6. Associated with personality.
7. Influence the demand of the product.

These factors facilitate the consumer perception regarding personality endorsed products.

10. CONCLUSION

In nutshell the study concludes that companies roping in the celebrities to enhance the image of the product, Brand awareness, recall, retention and for credibility. On the other hand study concluded that those products have more market share which are endorsed by celebrities in that normal celebrities. Consumer has seen the advertisements by celebrities as reliable, knowledgeable. And they have also affected and associated with celebrities and moreover they feel that celebrities are able to influence the demand of the products. So in the end we can say celebritie endorsement has positive impact on company as well as brand and customers.

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