

Celebrity Endorsement Advertisement Influences on Consumers Satisfaction in Salem District

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Abstract—Celebrity endorsement is a prevalent marketing strategy and brand development choice that is utilised in many nations and product markets. When advertisers are creating a marketing communication plan and selecting a celebrity to promote their brand to certain customers, they need carefully evaluate the cultural background of the target audience. The study seeks to determine the impact of celebrity endorsement on Indian culture and ascertain the level of consumer confidence in commercials using celebrities. The survey has a total of 300 participants. The statistical methods employed in this study consist of basic percentage calculations and the chi-square test. The study's findings indicate that consumers perceive celebrities to have a certain degree of impact on Indian culture, and at times, they place faith in commercials sponsored by celebrities. The findings of this study unequivocally demonstrate that celebrity endorsement has a limited impact of celebrity endorsement on the respondents' purchase decision.

Index Terms—Celebrity Endorsement, Consumer Satisfaction, Culture, Influence, Trust.

I. INTRODUCTION

In the eighteenth century, celebrities engaged in endorsement activities. The introduction of celebrity endorsements in advertising in India commenced when Hindi cinema and TV stars, as well as sports personalities, started entering a field that was previously only occupied by models. Recently, there has been a surge in advertising campaigns that prominently include popular celebrities such as Deepika Padukone (for Lux soap), Virat Kohli (for Boost energy drink), and Jothika (for Sakthi masala). It has emerged as a popular practice and is seen as a successful strategy for promoting products and

establishing brand identity. While it may be simple to enlist a celebrity to promote a product or business, it is much challenging to create a powerful connection between the product and the endorser. The brand, corporation, celebrity, and customer are interwoven in an unbroken network. Celebrity endorsement is a double-edged sword, with both good and bad repercussions. Currently, several marketers are enlisting renowned celebrities to promote their products and brand, investing substantial sums of money in the process. Therefore, this research study examines the influence of celebrity endorsements on Indian society and the level of confidence customers have in celebrities and their endorsements.

PAST RESEARCHES

In her research, Supriyo Patra (2010) examines the selection process for celebrities by advertisers to effectively link their brand with a varied target audience of different cultural backgrounds in the current global context. She also offers strategic advice on this matter. The study's findings shed significant insight into the level of recognition and appeal that celebrities have among respondents from various demographic backgrounds. Radha and Jijia (2013) examined how celebrity endorsement affects customers' purchasing decisions. The study examines customers who have demonstrated a unique and intriguing method of identifying celebrities and stars. Marketers may capitalise on this chance to advertise their products and expand their customer base. Puja Khatri (2006) asserts that celebrity endorsers are crucial for any marketing challenges. However, the star attraction must be skillfully and strategically integrated to maximise the advantages and enhance brand recognition and purchasing impact. In their

study, Karasiewicz and Kowalcruk (2014) discovered that celebrity endorsements had a greater tendency to lead to a more favourable assessment of the promoted product compared to the usage of the product by an average customer. They also examined how these positive impacts differ across different product categories. In her study, Pinki Rani (2014) uncovers that several factors exert effect on an individual's buying habits, purchasing behaviour, and brand preferences. His socioeconomic class, familial background, personality traits, psychological characteristics, and cultural trends, as well as his social and societal milieu, all impact him. The research examines the impact of customers, advertising efforts, and target consumers. In their 2015 study, Amit Jain, Pushp Lata, et al. suggest that a majority of individuals seek inspiration from celebrities and their preferred actors/actresses when it comes to fashion and lifestyle choices. The researchers aimed to assess the influence of cinema celebrities on teens. The study is meant to ascertain the magnitude and categories of their impact on adolescents. In their study, Utter Chaudhary and Ankita Asthana (2015) elucidated that in countries such as India, where celebrities are highly revered, organisations have been shown to have influence on people's purchasing decisions. This study examines the correlation between a brand's name and consumers' opinion of its efficacy. In their 2016 paper, Abhishek, N.A. and Sahay examined the impact of culture on consumer attitudes towards celebrity endorsements in emerging countries like India. They used cultural

parameters to explain the relationship between celebrities and consumers, specifically focusing on the congruence between celebrities and the Indian market.

II. OBJECTIVES OF THE STUDY

1. To study the demographic profile of the consumers who influenced by the celebrity endorsement in the study area.
2. To examine the impact of celebrity endorsement among the consumers in Salem.
3. To find out the trust the consumers are having towards celebrity endorsements.

III. RESEARCH METHODOLOGY

The primary objective of the study is to ascertain the impact of celebrity endorsement on customers and determine the factors that affect and establish confidence in celebrity endorsements. Descriptive research is employed to determine the extent of impact that celebrity endorsement has on customer behaviour in advertising. The research was carried out in the city of Salem. The collection of primary data involved gathering information directly from the respondents, while secondary data was acquired from sources such as journals, websites, and magazines. The survey includes a sample of 300 respondents. The acquired data is processed using statistical methods such as simple percentage and chi-square test for tabulation, analysis, and interpretation.

IV. RESULTS AND DISCUSSION

The table below displays the distribution of the responders according to their demographic profile.

Table 1 : Demographic Profile of the Respondents

No.	Variable Name	Number of Respondents	%
1	Age		
	• 18 to 25 years	128	42.7
	• 26-35 years	83	27.7
	• 36-45 years	70	23.3
	• 46-55 years	19	6.3
	Total	300	100.0
2	Gender		
	• Male	143	47.7
	• Female	157	52.3

No.	Variable Name	Number of Respondents	%
	Total	300	100
3	Marital Status		
	• Married	153	51.0
	• Unmarried	147	49.0
	Total	300	100
4	Educational qualification		
	• Upto School Level	76	25.3
	• Undergraduate	145	48.3
	• Post Graduate	58	19.3
	• Professional	21	7.1
	Total	300	100
5	Occupational Status		
	• Business	41	13.7
	• Employed	106	35.3
	• Professional	43	14.3
	• Student	71	23.7
	• Housewife	39	13.0
	Total	300	100.0
6	Family Monthly Income		
	• Upto Rs.15000	61	20.3
	• Rs.15001- Rs.30000	102	34.0
	• Rs.30001-Rs.45000	93	31.0
	• Rs.45001-Rs.60000	44	14.7
	Total	300	100.0
7	Type of Family		
	• Nuclear Family	215	71.7
	• Joint Family	85	28.3
	Total	300	100.0
8	Family Size		
	• 2-3 Members	24	8.0
	• 4-5 Members	197	65.7
	• Above 5 Members	79	26.3
	Total	300	100.0

Within the various age groups, 42.7% of the participants belong to the 18 to 25-year-old category. The data in the table indicates that 52.3% of the participants are female, 51% are married, 48.3% are undergraduates, 35.3% are employed, and 34% of the participants' families have a monthly income between Rs.15,001 and Rs.30,000. Out of the respondents, 71.7% are residing in nuclear families, while 65.7% have 4-5 people in their household.

Table 2 : Influence on Indian Culture

No.	Influence on Indian culture	Number of Respondents	Percentage
1	Significant influence	111	37.0
2	Somewhat of an influence	149	49.7

3	Not much of an influence	40	13.3
	Total	300	100.0

The table above displays the respondents' opinions about the degree of effect that celebrities have on Indian culture. 49.7% of the participants indicated a moderate level of effect by celebrities on Indian culture, while 37% said that celebrities have a substantial influence on Indian culture. Additionally, 13.3% of the respondents held the opinion that celebrities do not have much influence on Indian culture.

Age and Influence on Indian Culture

In order to find the relationship between age and influence on Indian culture, the following hypothesis is framed and tested by using chi-square test.

H₀₁ : There is no significant relationship between age and influence on Indian culture.

Table 3 : Age and Influence on Indian Culture

S. No.	Age	Influence on Indian Culture			Total
		Significant Influence	Somewhat of an Influence	Not much of an influence	
1	18-25 years	46 (35.9%)	61 (47.7%)	21 (16.4%)	128
2	26-35 years	38 (45.8%)	37 (44.6%)	8 (9.6%)	83
3	36-45 years	18 (25.7%)	44 (62.9%)	8 (11.4%)	70
4	46-55 years	9 (47.4%)	7 (36.8%)	3 (15.8%)	19
	Total	111	149	40	300

Result: Chi-Square Test Value – 10.382; DF – 6; Not Sig.

Within various age cohorts, those in the young age group (18-25 years) and medium age group (36-45 years) hold the belief that celebrities have a certain degree of impact on Indian culture, whilst those in the age range of 26-35 years and the elderly group (46-55 years) believe that celebrities have a substantial influence. The result of chi-square test indicates the null hypothesis is accepted and so there is no significant association between age and influence on Indian culture.

Gender and Influence on Indian Culture

In order to find the relationship between gender and influence on Indian culture, the following hypothesis is framed and tested by using chi-square test.

H₀₂: There is no significant relationship between gender and influence on Indian culture.

Table 4: Gender and Influence on Indian Culture

S. No.	Gender	Influence on Indian Culture			Total
		Significant Influence	Somewhat of an Influence	Not much of an influence	
1	Male	54 (37.8%)	70 (49.0%)	19 (13.3%)	143
2	Female	57 (36.3%)	79 (50.3%)	21 (13.4%)	157
	Total	111	149	40	300

Result: Chi-Square Test value – 0.072; DF – 2; Not Sig.

The majority of male and female respondents hold the view that celebrities exert a certain degree of influence on Indian culture. Because of not significant result, the null hypothesis is accepted and so there is no significant relationship between gender and influence on Indian culture.

Occupational Status and Influence on Indian Culture

In order to find the relationship between occupational status and influence on Indian culture, the following hypothesis is framed and tested by using chi-square test.

H₀₃ : There is no significant relationship between occupational status and influence on Indian culture.

Table 5 : Occupational Status and Influence on Indian Culture

S. No.	Occupational Status	Influence on Indian Culture			Total
		Significant Influence	Somewhat of an Influence	Not much of an influence	
1	Business	17 (41.5%)	20 (48.8%)	4 (9.8%)	41
2	Employed	40 (37.7%)	55 (51.9%)	11 (10.4%)	106
3	Professional	18 (41.9%)	23 (53.5%)	2 (4.7%)	43
4	Student	22 (31.0%)	36 (50.7%)	13 (18.3%)	71
5	Housewife	14 (35.9%)	15 (38.5%)	10 (25.6%)	39
	Total	111	149	40	300

Result: Chi-Square Test – 11.726; DF – 8; Not Sig.

Based on the data in the table, it can be concluded that a significant proportion of business people (48.8%), employed respondents (51.9%), professionals (53.5%), students (50.7%), and housewives (38.5%) believe that celebrities have a certain level of influence on Indian culture. Due to not significant result, the chi-square test infers that there is no significant association between occupational status and influence of Indian Culture.

Table 6 : Trust on Celebrity Endorsement

No.	Trust on Celebrity Endorsed Advertisement	Number of Respondents	Percentage
1	Yes always	44	14.7
2	No, not at all	109	36.3
3	Sometimes only	147	49.0
	Total	300	100.0

The table above displays the level of confidence that the respondents have in celebrity backed commercials. 49% of the respondents said that they had occasional faith in celebrity sponsored commercials, while 36.3% expressed complete distrust in such advertisements. On the other hand, 14.7% of the respondents stated unwavering trust in celebrity endorsed advertisements.

Educational Qualification and Trust on Celebrity Endorsement

In order to find the relationship between educational qualification and trust on celebrity endorsement, the following hypothesis is framed and tested by using chi-square test.

H₀₄ : There is no significant relationship between educational qualification and trust on celebrity endorsement.

Table 7 : Educational Qualification and Trust on Celebrity Endorsement

S. No.	Educational Qualification	Trust on Celebrity Endorsement			Total
		Yes, Always	No, Not at all	Sometimes Only	
1	Upto School Level	6 (7.9%)	29 (38.2%)	41 (53.9%)	76
2	Undergraduate	17 (11.7%)	57 (39.3%)	71 (49.0%)	145
3	Post Graduate	15 (25.9%)	18 (31.0%)	25 (43.1%)	58
4	Professional	6 (28.6%)	5 (23.8%)	10 (47.6%)	21
	Total	44	109	147	300

Result: Chi-Square Test – 13.535; DF – 6; Sig. at 1% level

Based on the data in the table, it can be inferred that 53.9% of respondents with a school-level education occasionally trust celebrity endorsed advertisements. Similarly, 49% of undergraduate respondents expressed occasional trust, 43.1% of postgraduate respondents expressed occasional trust, and 47.6% of professional respondents expressed that they only occasionally trust celebrity endorsed advertisements. The chi-square test infers that there is a significant relationship between educational qualification of the respondents and their trust on celebrity endorsement.

Family Monthly Income and Trust on Celebrity Endorsement

In order to find the relationship between family monthly income and trust on celebrity endorsement, the following hypothesis is framed and tested by using chi-square test.

H₀₅ : There is no significant relationship between family monthly income and trust on celebrity endorsement.

Table 8 : Family Monthly Income and Trust on Celebrity Endorsement

S. No.	Family Monthly Income	Trust on Celebrity Endorsement			Total
		Yes, Always	No, Not at all	Sometimes Only	
1	Up to Rs.15000	9 (14.8%)	23 (37.7%)	29 (47.5%)	61
2	Rs.15001- Rs.30000	18 (17.6%)	30 (29.4%)	54 (52.9%)	102
3	Rs.30001-Rs.45000	13 (14.0%)	28 (30.1%)	52 (55.9%)	93
4	Rs.45001-Rs.60000	4 (9.1%)	28 (63.6%)	12 (27.3%)	44
	Total	44	109	147	300

Result: Chi-Square Test - 18.473; DF – 6; Sig. at 1% level

The table above shows that 47.5% of respondents with a family monthly income of up to Rs.15,000 expressed occasional trust in celebrity endorsed advertisements. Similarly, 52.9% of respondents with a monthly income of Rs.15,001-30,000, 55.9% of respondents with an income of Rs.30,001-45,000, and 63.6% of respondents with a monthly income of Rs.45,001-60,000 also expressed occasional trust in celebrity endorsed advertisements. Due to significant result, the null hypothesis is rejected and so there is a close significant association between educational qualification and trust in celebrity endorsed advertisements.

Type of Family and Trust on Celebrity Endorsement

In order to find the relationship between type of family and trust on celebrity endorsement, the following hypothesis is framed and tested by using chi-square test.

H₀₆ : There is no significant relationship between type of family and trust on celebrity endorsement.

Table 9: Type of Family and Trust on Celebrity Endorsement

S. No.	Type of Family	Trust on Celebrity Endorsement			Total
		Yes, Always	No, Not at all	Sometimes Only	
1	Nuclear Family	25 (11.6%)	86 (40.0%)	104 (48.4%)	215
2	Joint Family	19 (22.4%)	23 (27.1%)	43 (50.6%)	85
	Total	44	109	147	300

Result: Chi-Square Test - 7.646; DF – 2; Sig. at 1% level

According to the table above, 48.4% of respondents from nuclear families expressed occasional trust in celebrity sponsored commercials, while 50.6% of respondents from mixed families said the same. The significant result indicates that there is a significant association between type of family and trust on celebrity endorsement.

Family Size and Trust on Celebrity Endorsement

In order to find the relationship between family size and trust on celebrity endorsement, the following hypothesis is framed and tested by using chi-square test.

H₀₇ : There is no significant relationship between family size and trust on celebrity endorsement.

Table 10 : Family Size and Trust on Celebrity Endorsement

S. No.	Family Size	Trust on Celebrity Endorsement			Total
		Yes, Always	No, Not at all	Sometimes Only	
1	2-3 members	1 (4.2%)	17 (70.8%)	6 (25.0%)	24
2	4-5 members	27 (13.7%)	72 (36.5%)	98 (49.7%)	197
3	Above 5 members	16 (20.3%)	20 (25.3%)	43 (54.4%)	79
	Total	44	109	147	300

Result: Chi-Square Test - 17.432; DF – 4; Sig. at 5% level

The table above illustrates that a significant proportion (70.8%) of respondents with 2-3 family members expressed a complete lack of trust in celebrity endorsed advertisements. In contrast, a majority (49.7%) of respondents with 4-5 family members indicated that they occasionally trust such advertisements. Additionally, 54.4% of respondents with more than 5 family members stated that they sometimes trust celebrity endorsed advertisements. The significant result indicates that there is a significant association between family size and trust on celebrity endorsement.

Degree of Relationship between selected variables and Influence on Indian Culture (Correlation Analysis)

The following table is developed to examine the association between the selected variables and influence on Indian culture.

H₀₈ : Selected variables have positively associated with influence on Indian culture.

Table 11: Degree of Relationship between selected variables and Influence on Indian Culture (Correlation Analysis)

No.	Variables	Age	Family Monthly Income	Influence on Indian Culture
1	Age	1.000		
2	Family Monthly Income	0.131	1.000	

		(0.085 ^{NS})		
3	Influence on Indian Culture	4.022 (0.000*)	0.071 (0.347 ^{NS})	1.000

Note: * - Significant at 1% level; NS - Not Significant

The correlation analysis noticed that the age has a positive association with the influence on Indian culture among the respondents. On the other hand, there is no association between family monthly income and Influence on Indian culture.

Relationship of Influence on Indian Culture

The relationship of Influence on Indian Culture among the respondents who influenced the celebrity endorsed is described in the below table.

H₀₉: There is a significant relationship with Influence on Indian Culture among selected variables.

Table 12: Relationship of Influence on Indian Culture (Multiple Regression Analysis)

No.	Variables	Coefficient	SE	't' value	'p' value
	(Constant)	3.241			
1	Age	0.139	0.028	4.956	0.000*
2	Family Monthly Income	0.059	0.026	2.243	0.026**
	R Value	0.911			
	R ² Value	0.829			
	F Value	211.595*			

Note: * - Significant at 1% level; ** - Significant at 5% level;

From the above table, it is measured to be statistically fit as R² is 0.829 that indicates the present model has good fit. The regression coefficient value of age (13.9%) and family monthly income (5.9%) are related significantly positive with the Influence on Indian Culture.

V. FINDINGS AND CONCLUSION

The analysis infers that influence of Indian culture does not have any significant association with the selected respondents and on the other side, trust on endorsed advertisement has a significant association with the respondents. The Indian market provides a distinct cultural amalgamation including religion, lifestyle, and value systems. Crafting an advertising plan to effectively engage with such a diversified target audience is really a formidable task. This study examines the impact of consumer attitudes regarding celebrity endorsements on Indian culture. The lifestyles of celebrities exert a significant influence on the lives of many individuals, despite the fact that consumers perceive celebrities to have a certain degree of impact on Indian culture. The study also examines

the level of customer confidence in celebrity backed commercials. The study found that customers, who are typically knowledgeable in their respective domains, only believe celebrity backed commercials on certain occasions. Brands are shifting their focus from costly celebrity endorsements. Although celebrities have wide popularity and fan bases, they lack expertise in the specific items they advocate. In India, celebrity-endorsed commercials have a diminished influence on customers.

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