A STUDY ON THE IMPACT OF CELEBRITY ADVERTISEMENT ON SHOPPING MALL CONSUMERS – A STUDY WITH REFERENCE TO CHENNAI CITY

Dr. M. Sakthivel Murugan[*]

ABSTRACT

Celebrity advertisements have been contextualized in the realm of source credibility and attractiveness, and suggest that celebrities exert their influence on consumers through perceived attributes such as expertise, trustworthiness, attractiveness, familiarity, and likeability. A celebrity advertisement for a product or service has to examine the fitness or suitability of the celebrity to the product being endorsed. Celebrity advertisement is more effective when the images or characteristics of the celebrity are well matched with the endorsed product. The primary focus of the research was on the impact or influence created by celebrity advertisement on shopping mall consumers.

Key Words: Advertisements, AIDA, Sales Promotion, Purchase Intention, Product Attributes.

[*] **Professor-In-Charge & Principal (Retd.), Dhanraj Baid Jain College, Thoraipakkam, Chennai, Tamil Nadu, India**

INTRODUCTION

Celebrity advertisements have been contextualized in the realm of source credibility and attractiveness, and suggest that celebrities exert their influence on consumers through perceived attributes such as expertise, trustworthiness, attractiveness, familiarity, and likeability. A celebrity advertisement for a product or service has to examine the fitness or suitability of the celebrity to the product being endorsed. Celebrity advertisement is more effective when the images or characteristics of the celebrity are well matched with the endorsed product.

Celebrities personify a collection of culturally relevant images, symbols, and values. As images of the celebrities become associated with products through advertisement, the meanings they attach to the products are transferred to consumers through purchase and consumption .Therefore, the practice of celebrity advertisement should be closely related to the cultural context in which the images of celebrities are formed and individual celebrities are selected to be linked with particular products.

Celebrities are people who enjoy public recognition. Whereas attributes like attractiveness, extraordinary lifestyle or special skills are just examples and specific common characteristics cannot be observed, it can be said that within a corresponding social group, celebrities generally differ from the social norm and enjoy a high degree of public awareness. Today, the use of celebrity advertising for companies has become a trend and a perceived winning formula of corporate image building and product marketing.

NEED AND IMPORTANCE OF THE STUDY

Celebrities endorsing brands have been steadily increasing over the past few years. Marketers overtly acknowledge the power of celebrities in influencing consumer –purchase decisions. It is also a universally accepted fact that celebrity advertisement can bestow special attributes upon a product or service that it may have lacked otherwise. In this scenario the relevance of the study and what it purports to contribute is vital.

Celebrity usage in advertisements is one of the topical strategies of many brands, The purpose of such usage may be for getting attention, for prolonged association, or for the purpose of recall .This study purports to consider the application of the AIDA theory, where

A – ATTENTION- consumers' focus on the advertisements

I – INTEREST – consumers' interest in the product

D- DESIRE – the stimuli or cue to purchase the product

A- ACTION- purchase of the product based on the advertisements

As such it proceeds to analyse the impact of celebrities in influencing the consumers to purchase the durables.

OBJECTIVES OF THE STUDY

The primary focus of the research was on the impact or influence created by celebrity advertisement on shopping mall consumers.

SCOPE OF THE STUDY

This study pertains to analyse and evaluate the influence and the impact of celebrity advertisements on purchase behavioural pattern of the shopping mall consumers. It is focused to study the slated impact on purchase of any product in the shopping mall. Earlier studies have focused on aspects relating to multiple advertisements, celebrity based television advertisements, and the like. The scope of this study is extended to analyse the effect of celebrity endorsed advertisements on shopping mall consumer behaviour. It focuses on identifying various factors which influence and motivate the consumers to purchase the products in shopping malls which have now become essentials in day to day life.

SAMPLING PLAN AND DATA COLLECTION

The sample has been chosen within the city of Chennai. Convenience sampling has been resorted to. The focus is on the behavioural pattern of consumers towards durable products. The questionnaires were distributed to a sample population and obtained 500 responses from consumers of different shopping malls in Chennai.

CONSUMER PERCEPTION ON CELEBRITY ADVERTISEMENT

Factor analysis has been applied to analyze a large number of variables by identifying common and unique sets variance that are referred to as dimensions, factors, or components. It allows the researcher to summarize and reduce the data. The process of summary and reduction allows the data to be described by a much smaller number of variables than the original. Factor analysis by the principal component method is applied on all 14 variables of consumer perception on celebrity advertisements. The following results are obtained for the classification of the factors.

Table 1

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.636
Bartlett's Test of Sphericity	Approx. Chi-Square	202.679
	Df	91
	Sig.	.000

Source : Computed Data

From the above table it is found that KMO measure of sampling adequacy is 0.636, Bartlett's Test of Sphericity with approximated chi-square value 202.679 are statistically significant at 5 percent level. This indicates all the fourteen variables are normally distributed and suitable for data reduction.

Table 2

Communalities

	Initial	Extraction
Advertisement creates awareness about the various products	1.000	.738
Celebrity advertisement captures the consumers' attention	1.000	.886
Celebrity advertisement creates a lasting impact in the consumer's mind	1.000	.608
Words of endorsement about a product from a favourite	1.000	.662

celebrity is accepted as a testimonial by the consumers		
Information about a product from a celebrity reinforces its credibility	1.000	.729
Consumers have a better brand recall at the point of purchase when celebrities are present in the advertisements.	1.000	.670
Favorite celebrity's presence in the advertisement	1.000	.454
Celebrity's vouching of the product's features & quality	1.000	.508
Convincing factor of the price comfort zone of the products.	1.000	.639
Overall impact of the advertisement of the products combined with the celebrity's presence.	1.000	.629
Advertisement induces purchase intention	1.000	.636
Celebrity's conviction of the product's promising performance / attribute	1.000	.600
Edge over the competing brand of different product	1.000	.787
Festive season sale offers	1.000	.647
Extraction Method: Principal Component Analysis.		

Source: Computed Data

From the above table it is found that fourteen variables of consumer perception on celebrity advertisement factors exhibit the variance 0.454 to 0.886. This implies these fourteen variables establish considerable variance 45.4% to 88.6%. This variance range is statistically significant at 5% level and the segmentation process can be done for these fourteen variables.

Table 3

Total Variance Explained

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of	Cumulative	Total	% of	Cumulative

		Variance	%		Variance	%
1	2.544	18.169	18.169	2.440	17.430	17.430
2	1.937	13.832	32.001	1.750	12.497	29.927
3	1.404	10.025	42.026	1.527	10.907	40.834
4	1.171	8.366	50.392	1.245	8.895	49.730
5	1.135	8.108	58.500	1.145	8.177	57.907
6	1.002	7.158	65.658	1.085	7.752	65.658
7	.887	6.339	71.998			
8	.764	5.455	77.452			
9	.719	5.138	82.590			
10	.652	4.657	87.247			
11	.559	3.992	91.239			
12	.483	3.453	94.692			
13	.380	2.712	97.403			
14	.364	2.597	100.00			

Source : Computed Data

From the above table it is found that fourteen variables are reduced into six predominant factors with individual variances 17.430, 12.497, 10.907, 8.895, 8.177 and 7.752 and the total variance 65.658%. This shows that the fourteen variables of consumer perception on celebrity advertisement factors are reduced into six predominant factors to represent their respective underlying variables. The following information clearly explains the variable loadings in each factor.

Table 4

Rotated Component Matrix[a]

	Component					
	1	2	3	4	5	6
Favorite celebrity's presence in the advertisement	.811					

Celebrity's vouching of the product's features & quality	.777				
Consumers have a better brand recall at the point of purchase when celebrities are present in the advertisements	.772				
Overall impact of the advertisement of the products combined with the celebrity's presence	.522				
Edge over the competing brand of different product		.755			
Festive season sale offers		.680			
Information about a product from a celebrity re-in forces its credibility		.641			
Convincing factor of the price comfort zone of the products			-.621		
Advertisement induces purchase intention			.616		
Celebrity's conviction of the product's promising performance / attribute			.610		
Advertisement creates awareness about the various products				-.710	
Celebrity advertisement creates a lasting impact in the consumer's mind				.612	
Celebrity advertisement captures the consumers' attention					.877
Words of endorsement about a product from a favorite celebrity is accepted as a testimonial by the consumers						.932

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 15 iterations.

Therefore from the above table it is analyzed that the first factor consists of four variables namely:

Favorite celebrity's presence in the advertisement (.811)

Celebrity's vouching of the product's features & quality (.777)

Consumers have a better brand recall at the point of purchase when celebrities are present in the advertisements (.772)

Overall impact of the advertisement of the products combined with the celebrity's presence (.522)

Therefore this factor is called as **"BRAND INTRODUCTION"**

The second factor consists of three variables namely:

Edge over the competing brand of different product (.755)

Festive season sale offers (.680)

Information about a product from a celebrity re-in forces its credibility (.641)

Therefore this factor is called as **"SALES PROMOTION"**

The third factor consists of three factors namely :

Convincing factor of the price comfort zone of the products (-.621)

Advertisement induces purchase intention (.616)

Celebrity's conviction of the product's promising performance / attribute (.610)

Therefore this factor is called as **"PURCHASE INTENTION"**

The fourth factor consists of two variables namely:

Advertisement creates awareness about the various products (-.710)

Celebrity advertisement create a lasting impact in the consumer's mind (.612)

Therefore this factor is named as **"PRODUCT ATTRIBUTES"**

The fifth factor consists of one variable namely

Celebrity advertisement captures the consumers' attention (.877)

Therefore is factor is named as **"PURCHASE ATTRACTION"**

The sixth factor consists of one variable namely

Words of endorsement about a product from a favorite celebrity is accepted as a testimonial by the consumers (.932)

Therefore this factor is named as **"CELEBRITY ATTRACTION"**

Therefore it is concluded that the presence of a celebrity in an advertisement is likely to be influential in the purchase of a product. To this extent, a favorite celebrity's presence and convincing testimonial given by such a celebrity may persuade the consumer to purchase the product.

CONCLUSION

Celebrity advertisements in shopping malls have been in trend since the recent years. This has gained momentum in the present trend. This is due to the fact that recently consumers have begun to rely on such advertisements for authenticating the quality, features, after sales service and such other aspects that is expected from the manufacturers.

The presence of celebrities in advertisements displayed in malls play a predominant role in influencing and persuading the consumers, to purchase the products, irrespective of the demographic variation. The study also reveals that the products which are advertised with celebrities are in a better standing when compared to those without such celebrity advertisements.

Shopping malls is a places to shop and are attraction centers for people to come together, to socialize, see new developments, do the shopping and serve as employment hubs. Changing dynamics of consumer behavior and enormous brand choices has made the consumer to settle for nothing less than the best. Understanding what the consumer wants is the key to survive in the long run. An ideal shopping mall is the reflection of the amiable relationship among the stakeholders –mall developers, mall managers, mall tenants and the consumers.

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