THE INFLUENCE OF CELEBRITIES ON CHILDREN BUYING BEHAVIOUR: A COMPARATIVE STUDY AMONG RURAL AND URBAN CHILDREN IN PUNJAB AND CHANDIGARH, INDIA

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ABSTRACT

Celebrities in advertisement play a lethal combination and most convenient method to reach the children of respective ages. Children are manipulated by celebrities version that product will do something special for them, which will transform their life. Various celebrities like film actors, sportspersons and well known persons are shown in the advertisements to promote the various products and services. Children imitate them after coming to know their lifestyles through such advertisements. They wonder, get fascinated and always think of emulating them. As role models, celebrities are capable of influencing many facets of children buying behaviour. The present study assesses the influence of celebrities on children buying behaviour. It measures the effect of celebrities on three age groups of children belonging to urban and rural areas. The results indicate that children of all age groups are careful about the celebrity endorsements in advertising but are strongly influenced by the presence of celebrities in the advertisements as they like their presence and mostly try to buy the products which are promoted by them.

Key Words: Celebrity Endorsement, Children, Purchase Decision, Rationality, Product Exaggeration

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INTRODUCTION

Celebrity endorsement in advertising has emerged as a ubiquitous feature of modern marketing (McCracken, 1989). Celebrity endorsers are widely used to promote a wide range of consumer products and services, and some even endorse multiple products (Tripp, Jenson and Carlson, 1994). Of the billions of dollars allocated annually for television advertising, approximately 10% is spent on endorsers (Aggarwal and Kamakura, 1995). The practice of celebrity endorsement in advertisements is prevalent in India as well. It has become a way of corporate image building and product and service marketing.

A celebrity endorser may be defined as "any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement" (McCracken, 1989). Despite being expensive in nature (Aggarwal and Kamakura, 1995), majority of the organizations use celebrities in advertisements which emphasize that celebrity endorsement are an important component of advertising strategy. Celebrities serve as "socialization agents" by inspiring people to model their personal lives around them (Brown, 2003). Bandura (1977) feels that parents, teachers and other traditional role models may occupy less prominent roles in the social learning, rather, there can be people that one has never come in contact directly like celebrities and sportspersons (de Turck, Rachlin and Young,1994). Martin and Bush (2000) suggested the vicarious role models such as entertainers and athletes can be important influencers of teen's lifestyles and consumption patterns.

Scott Linda M (1991) pointed out that advertisers spend enormous sums of money to have celebrities promote their products with the assumption that reading or viewing audience will react positively to the celebrity association with their product.

Jain, Roy, Daswani, Sudha (2011) aimed to explore the relative effectiveness of a human celebrity endorser vis-à-vis a fictional celebrity or character endorser on teenage consumers' attitudes. The study suggested that, for food and non-food low-involvement product categories, the impact of a human celebrity is more than that of a fictional celebrity. Regarding the purchase intentions of teenagers, it was found that a human celebrity is more effective than a fictional celebrity in food and non-food low-involvement products. In the case of the high-involvement product, the human celebrity was not found to create favorable consumer attitudes.

Makgosa Rina (2010) investigated how vicarious role models such as television celebrities and entertainers influence purchase intentions of teenagers in Botswana. Data was collected from a convenience sample of 200 senior secondary school students using a structured questionnaire. The results reflected that there is a relatively high level of vicarious role model influence of television celebrities and entertainers among teenagers in Botswana. Similarly, the results of regression analysis demonstrated that television celebrities and entertainers as vicarious role models positively influence teenagers' purchase intentions, especially their switching behavior and response to the problem.

Kotwal Nidhi, Gupta Neelima, Devi Arjee (2008) conducted a study on 100 adolescent girls, studying in class 9th-12th, to know the impact of T.V. advertisement on their buying pattern. They observed that the girls viewed T.V. advertisements with interest and found them entertaining and informative. The main reasons for liking an advertisement was the information it

provided regarding the discount, special gifts attached, brands and quality of the product. The non informative factors like celebrities, catchy slogans, visual effects funny advertisements, good music and action were also the reasons for liking an advertisement, in order of priority.

Solomon (1996) argues that children are targeted directly with messages of what food products to buy, which will influence them to pester their parents when shopping. Parents often find it difficult to deny their children food that features their favorite cartoon characters or celebrities that they have seen on television.

Dotson and Hyatt(2005) observed that the increased level of influence of popular brands on children arise from "peer pressure" and are accompanied by celebrity endorsements associated with their favourite sports, music and entertainment stars pitching well-known brand named products.

Celebrities are considered to bring attention to advertisement- referred as stopping power (Belch and Belch, 2001) in the cluttered stream of messages because of their attractiveness and likeability (Atkin and Block, 1983; Dyson and Turco, 1998; Ohanian, 1991), and as they embody symbolic meaning (Atkin and Block, 1983; Holman, 1980; Levy, 1959; Mick, 1986; O' Guinn *et al.,* 1989; Sherry and McGrath, 1989; Stern, 1988; Umiker-Sebeeok, 1981), endorsement could be used as a vehicle transfer this meaning McCracken (1986, 1988, 1989). The exercise builds positive attitude towards the brand (Kamins *et al.*, 1989) thus raising the effectiveness of the advertisement (Brown and Stayman, 1992; Walker and Dubilsky, 1994). Celebrity endorsements condition perceived images of those products (Walker, Langmeyer and Langmeyer, 1992). Creates a distinct personality for the endorsed brand (McCracken, 1989), aids in the recognition of brand names (Petty, Cacioppo and Schumann, 1983), enhances message recall (Friedman and Friedman, 1979; Ohanian, 1991), motivates choosing up the endorsed brand (Health, McCarthy and Mothersbaugh, 1994; Khale and Homer, 1985; Kamins *et al.*, 1989; Ohanian, 1991) and finally results in procurement of goods (Assael, 1984).

METHODOLOGY

This study mainly targeted children between 5-14 years of age. 800 respondents were taken randomly from 70 selected cities (big & small), towns, Tehsils, District Head Quarters, villages of Amritsar, Gurdaspur, Pathankot, Jalandhar, Shahid Bhagat Singh Nagar, SAS Nagar, Ludhiana, Patiala, Rupnagar, Fatehgarh Sahib, Bathinda, Mansa districts of Punjab and Chandigarh. It is a comparative study of three groups of children in the age groups of 5-8 years; 9-11 years; and 12-14 years belonging to urban and rural areas.

The demographic factors such as age, gender, place of residence and parent's occupation were taken into consideration while collecting data from children. Out of total sample, 51.9% were male children and 48.1% were female children. 31.3% belong to age group of 5-8 years; 31.3% belong to age group of 9-11 years; 37.50% belong to age group of 12-14 years. 50% of the children belong to urban areas while 50% of the respondents belong to rural areas.

Structured questionnaire was used to gather information from the respondents. The questionnaire was based on a Likert 5-point scale.

HYPOTHESIS

H1: There is significant association between children residing in urban and rural areas in context to liking celebrities in advertisements.

H2: There is significant association between children residing in urban and rural areas in context to that celebrity speak truth about the product.

H3: There is significant association between children residing in urban and rural areas in context to that celebrity exaggerate about the product.

H4: There is significant association between children residing in urban and rural areas in context to that celebrity should rationally promote the product.

H5: There is significant association between children residing in urban and rural areas in context to that celebrity's effect the purchase decision.

H6: There is significant association between children residing in urban and rural areas in context to that celebrity's negatively effect the purchase decision.

DATA ANALYSIS

Table 1   Impact of Celebrities on Children

Statements/Age	5-8 years	9-11 years	12-14 years
Do you like celebrities in advertisements	219 (33.74)	211 (33.74)	209 (18.16)
Celebrities speak truth about the product	34 (5.24)	124 (23.53)	207 (17.98)
Celebrities exaggerates about the product	99 (15.25)	121(13.49)	95 (8.25)
Celebrities should rationally promote the product	1 (.15)	136 (15.16)	250 (21.72)

Celebrities effect the purchase decision	226 (34.82)	249 (27.76)	288 (25.02)
Celebrities negatively effects the purchase decision	70 (10.79)	56 (6.24)	102 (8.86)

Note: Figure in parenthesis depicts percentages of children responses towards impact of celebrities.

Table 1 examines the effects of celebrities involved in the advertisements with respect to age and which variable in holding more importance as per children perception. Celebrities hold strong influence among the children and they try to emulate the acts which are performed by the celebrities. Children mostly try to buy the products which are promoted by the celebrities. Table reveals that:

- Smaller children in the age group of 5-8 years are strongly influenced by the presence of celebrities in the advertisements. 33.74% children of this age group like celebrities in the advertisements. Only 5.24% children responded that celebrities speak truth about the products. They think that the celebrities effect the purchase decision (34.82%). But the children of this age group are not able to respond to the statement whether celebrities should rationally promote a product. They are able to accept the fact that celebrities exaggerates about the product (15.25%). 10.79% children believe that celebrities negatively effect the purchase decision.

- Children of age group 9-11 years are also strongly influenced by the presence of celebrities in the advertisements. 33.74% children of this age group like celebrities in the advertisements. They also accept the fact that celebrities speak truth about the product in the advertisements (23.53%) but at the same time, they also accept that celebrities exaggerate about the product also (13.49%). As the age group of the children increases, they started feeling that as the celebrities hold strong influence in the society, they should rationally promote a good quality product (15.16%). They feel that the celebrities affect their purchase decision (27.76%). 6.24% children feel that celebrities negatively effect the purchase decision.

- As the children move to the age group of 12-14 years where they are considered mature enough to take right decisions, it has been found that the influence of celebrities is powerful on them. They also like the presence of celebrities in the advertisements (18.16%). Some of the children feel that the celebrities speak truth about the products (17.98%) but at the same time, they also feel that the responsibility of the celebrities towards the society is very high as they are widely accepted among the society. They should promote only a rationally good product which is useful to the society (21.72%). They feel that celebrities effect the purchase decision (25.02%) but at the same time, they negatively effect the purchase decision also (8.86%).

Table 2   **Children's response on celebrity's effect in percentage (%)**

Statements	Mean	Highly agree	Agree	Neutral	Disagree	Highly disagree	Communalities
Do you like celebrities in advertisements	1.74	49.3	34.5	11.5	1.4	3.3	.665
Celebrities speak truth about the product	2.61	16.5	29.1	36.6	12.1	5.6	.881
Celebrities exaggerates about the product	2.85	9.9	29.5	29.4	27.6	3.6	.826
Celebrities should rationally promote the product	2.28	23.4	25.0	51.6	-	-	.757
Celebrities effect the purchase decision	1.84	20.6	74.8	4.4	.1	-	.780
Celebrities negatively effects the purchase decision	3.08	-	9.8	76.0	10.8	3.5	.968

Table 2 depicts children responses on celebrity's effect in percentages (%). It reveals that:

- 49.3% children highly agree the presence of celebrities in the advertisements. Only 1.4% children don't agree the presence of celebrities in the advertisements. 16.5% children highly agree with the statement that celebrities speak truth about the product in the advertisements, 29.1% agree with this statement while 36.6% children remained neutral on this statement; 12.1% disagrees with this statement while 5.6% highly disagrees with this statement.

- 9.9% children highly agree with the statement that the celebrities exaggerate about the product; 29.5% agrees with this statement; 29.4% children remain neutral on this

statement; 27.6% disagrees that the celebrities exaggerate about the product; while 3.6% respondents highly disagrees with this statement.

- 23.4% children highly feel that the celebrities should rationally promote a product. They should not promote a sub-standard product which harms the society either directly or indirectly. It shows that the children are aware about the social responsibility of the celebrities. 25% agrees to this statement while majority of the children i.e. 51.6% remain neutral on this statement.

- 20.6% children highly agree that the celebrities effect their purchase decision while a sizeable number of children i.e. 74.8% agree with this statement. 4.4% respondents remained neutral on this statement while a meager 0.1% of the respondents disagree with this statement.

- Majority of the children do not agree to the statement that celebrities negatively effect the purchase decision. Only 9.8% children agrees with this statement.76% children remain neutral on this statement which shows that the children are not able to decide the negativity of the celebrities in the purchase decision. Only 10.8% respondents disagree with this statement.

Table 3   Factor Analysis on Celebrities with respect to Children (Factor Matrix)

Factors	Eigen value	% variance	Cumulative %
Celebrities loyalty	2.289	38.158	38.15
Celebrity promotion	1.53	25.5	63.65
Negative component	1.05	17.6	81.28

Table 4   Rotated Component Matrix of Factor for Extracting Factors

Rotated component matrix	Factor 1	Factor 2	Factor 3
Do you like celebrities in advertisements	.770	-.270	.009
Celebrities speak truth about the product	.934	.068	-.062
Celebrities exaggerates about the product	-.889	-.136	-.129

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Celebrities should rationally promote the product	-.134	.836	.199
Celebrities effect the purchase decision	.112	.857	-.179
Celebrities negatively effects the purchase decision	.053	.008	-.983

The information derived from the tables 2, 3 & 4 would be really valuable for promoters and marketers as it highlights that the children ranked the statements in order like Celebrities speak truth about the product (.881), Celebrities exaggerates about the product (.826), Celebrities effect the purchase decision (.780), Celebrities should rationally promote the product (.757), Do you like celebrities in advertisements (.665) but they highly disagree with the statement that Celebrities negatively effects the purchase decision (.968). Factor analysis was applied and three factors were extracted depicting percentage contribution of 38.158% for first, 25.5% for second and 17.6% for third whereas overall contribution is 81.28%. The first factor includes celebrities liking, honesty, avoiding exaggeration, second factor includes promotion of product should be rational, effects purchase decision and third factor includes negativity component which children disagree to the situation.

Table 5   **Residence Wise Analysis of Children Responses towards liking Celebrities in Advertisements of Total Sample**

			Celebrities Liking in Advertisements					
			Strongly Agree	**Agree**	**Indifferent**	**Disagree**	**Strongly Disagree**	**Total**
Residence	**Urban**	**Count**	193	128	56	11	12	400
		% of Total	**24.1%**	**16.0%**	**7.0%**	**1.4%**	**1.5%**	**(50.0%)**
	Rural	**Count**	201	148	37	0	14	400
		% of Total	**25.1%**	**18.5%**	**4.6%**	**.0%**	**1.8%**	**(50.0%)**
Total		**Count**	394	276	93	11	26	800
		% of Total	**49.3%**	**34.5%**	**11.6%**	**1.4%**	**3.2%**	**100.0%**

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Note: Figure in parenthesis indicate percentages of children residing in urban and rural areas liking celebrities in advertisements.

H_1: There is significant association between children residing in urban and rural areas in context to liking celebrities in advertisements.

Table 5 depicts residence wise analysis of children's responses towards liking celebrities in advertisements of total sample.

Out of the total sample (N=800) undertaken for study:

- 49.3% of the total children irrespective of the rural and urban category strongly agree towards liking celebrities in advertisements; 34.5% agree with it; 1.4% disagree with it; 3.2% strongly disagrees with it while 11.6% children remains indifferent to this statement. This proves the liking of celebrities in advertisements by children.

- 24.1% urban children strongly agree towards liking celebrities in advertisements; 16.0% agree with it; 1.4% disagree with it; 1.5% strongly disagrees with it while 7.0% children remains indifferent to this statement.

- 25.1% rural children strongly agree towards liking celebrities in advertisements; 18.5% agree with it; 1.8% strongly disagrees with it while 4.6% children remain indifferent to this statement.

- Rural children agree (18.5%) and strongly agree (25.1%) more than their urban counterparts (16.0% & 24.1% respectively) and also strongly disagree (1.8%) more than their urban counterparts (1.5%) towards liking celebrities in advertisements.

Table 6   Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.286[a]	4	0.003
Likelihood Ratio	20.56	4	0
Linear-by-Linear Association	2.442	1	0.118
N of Valid Cases	800		

Note: Chi-Square Testing is significant at .05 level (2-tailed)

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.49.

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The alternate hypothesis is accepted; so there is significant association between children residing in urban and rural areas in context to liking celebrities in advertisements.

Table 7   Residence Wise Analysis of Children Responses towards Celebrities Speaking Truth about the Product of Total Sample

| | | | Celebrities Speak Truth about the Product | | | | | |
			Strongly Agree	Agree	Indifferent	Disagree	Strongly Disagree	Total
Residence	Urban	Count	69	113	160	36	22	400
		% of Total	8.6%	14.1%	20.0%	4.5%	2.8%	(50.0%)
	Rural	Count	63	120	133	61	23	400
		% of Total	7.9%	15.0%	16.6%	7.6%	2.9%	(50.0%)
Total		Count	132	233	293	97	45	800
		% of Total	16.5%	29.1%	36.6%	12.2%	5.6%	100.0%

Note: Figure in parenthesis indicate percentages of children residing in urban and rural areas towards celebrities speaking truth about the product.

H₁: There is significant association between children residing in urban and rural areas in context to celebrities speaking truth about the product.

Table 7 depicts residence wise analysis of children's responses towards celebrities speaking truth about the product of total sample.

Out of the total sample (N=800) undertaken for study:

- 16.5% of the total children irrespective of the rural and urban category strongly agree that celebrities speak truth about the product in advertisements; 29.1% agree with it; 12.2% disagrees; 5.6% strongly disagrees while 36.6% children remain indifferent to this statement.

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- 8.6% urban children strongly agree that celebrities speak truth about the product in advertisements; 14.1% agrees; 4.5% disagrees; 2.8% strongly disagrees with it while 20.0% children remain indifferent to this statement.

- 7.9% rural children strongly agree that celebrities speak truth about the product in advertisements; 15.0% agrees; 7.6% disagrees; 2.9% strongly disagrees with it while 16.6% children remain indifferent to this statement.

- Rural children agree (15.0%) more & strongly agree (7.9%) less than their urban counterparts (14.1% & 8.6% respectively) that celebrities speak truth about the product in advertisements.

Table 8   Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.437[a]	4	0.051
Likelihood Ratio	9.514	4	0.049
Linear-by-Linear Association	1.114	1	0.291
N of Valid Cases	800		

*Note: * Chi-Square Testing is significant at .05 level (2-tailed)*
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 22.50.

The alternate hypothesis is accepted; so there is significant association between children residing in urban and rural areas in context to celebrities speaking truth about the product.

Table 9   Residence Wise Analysis of Children Responses that Celebrities exaggerate about the Product of Total Sample

			Celebrities exaggerate about the Product					
			Strongly Agree	Agree	Indifferent	Disagree	Strongly Disagree	Total
Residence	**Urban**	**Count**	30	105	160	94	11	400
		% of Total	**3.8%**	**13.1%**	**20.0%**	**11.7%**	**1.4%**	**(50.0%)**
	Rural	**Count**	49	131	75	127	18	400

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		% of Total	6.1%	16.4%	9.4%	15.9%	2.2%	(50.0%)
Total		**Count**	79	236	235	221	29	800
		% of Total	**9.9%**	**29.5%**	**29.4%**	**27.6%**	**3.6%**	**100.0%**

Note: Figure in parenthesis indicates percentages of children residing in urban and rural areas towards responding that celebrities exaggerate about the product.

H_1: There is significant association between children residing in urban and rural areas in context to that celebrity exaggerate about the product.

Table 9 depicts residence wise analysis of children's responses that celebrities exaggerate about the product of total sample.

Out of the total sample (N=800) undertaken for study:

- 9.9% of the total children irrespective of the rural and urban category strongly agree that celebrities exaggerate about the product in advertisements; 29.5% agree with it; 27.6% disagrees; 3.6% strongly disagrees while 29.4% children remains indifferent to this statement.

- 3.8% urban children strongly agree that celebrities exaggerate about the product in advertisements; 13.1% agrees; 11.7% disagrees; 1.4% strongly disagrees while 20.0% children remain indifferent to this statement.

- 6.1% rural children strongly agree that celebrities exaggerate about the product in advertisements; 16.4% agrees; 15.9% disagrees; 2.2% strongly disagrees with it while 9.4% children remain indifferent to this statement.

- Rural children agree (16.4%) & strongly agree (6.1%) more than their urban counterparts (13.1% & 3.8% respectively) that celebrities exaggerate about the product in advertisements.

Table 10   Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	44.796	4	0
Likelihood Ratio	45.59	4	0
Linear-by-Linear Association	0.331	1	0.565

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N of Valid Cases	800		

*Note: * Chi-Square Testing is significant at .05 level (2-tailed)*
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 14.50.

The alternate hypothesis is accepted; so there is significant association between children residing in urban and rural areas in context to that celebrity exaggerate about the product.

Table 11   Residence Wise Analysis of Children Responses that Celebrities should Rationally Promote the Product of Total Sample

			Celebrities should rationally promote the Product			Total
			Strongly Agree	Agree	Indifferent	
Residence	Urban	Count	73	97	230	400
		% of Total	9.1%	12.1%	28.8%	(50.0%)
	Rural	Count	114	103	183	400
		% of Total	14.2%	12.9%	22.9%	(50.0%)
Total		Count	187	200	413	800
		% of Total	23.4%	25.0%	51.6%	100.0%

Note: Figure in parenthesis indicates percentages of children residing in urban and rural areas towards responding that celebrities should rationally promote the product.

H$_1$: There is significant association between children residing in urban and rural areas in context to that celebrity should rationally promote the product.

Table 11 depicts residence wise analysis of children's responses that celebrities should rationally promote the product of total sample.

Out of the total sample (N=800) undertaken for study:

- 23.4% of the total children irrespective of the rural and urban category strongly agree that celebrities should rationally promote the product in advertisements; 25.0% agree with it while majority of the children i.e. 51.6%% remains indifferent to this statement. It shows that the children are confused about the rationality concept.

- 9.1% urban children strongly agree that celebrities should rationally promote the product in advertisements; 12.1% agree with it while 28.8% children remain indifferent to this statement.

- 14.2% rural children strongly agree that celebrities should rationally promote the product in advertisements; 12.9% agree with it while 22.9% children remain indifferent to this statement.

- Rural children agree (12.9%) & strongly agree (14.2%) more than their urban counterparts (12.1% & 9.1% respectively) that celebrities should rationally promote the product in advertisements. Rural children are more convinced that the celebrities should be socially responsible and rationally promote good quality products.

Table 12   Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.5179	2	0.0007
Likelihood Ratio	14.6030	2	0.0006
Linear-by-Linear Association	14.4255	1	0.0001
N of Valid Cases	800		

Note: Chi-Square Testing is significant at .05 level (2-tailed)
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 93.50.

The alternate hypothesis is accepted; so there is significant association between children residing in urban and rural areas in context to that celebrities should rationally promote the product.

Table 13   Residence Wise Analysis of Children Responses that Celebrities Effect the Purchase Decision of Total Sample

	Celebrities effect the purchase decision				Total
	Strongly Agree	Agree	Indifferent	Disagree	

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Residence	**Urban**	Count	69	301	30	0	400
		% of Total	**8.6%**	**37.6%**	**3.8%**	**.0%**	**(50.0%)**
	Rural	Count	96	298	5	1	400
		% of Total	**12.0%**	**37.3%**	**.6%**	**.1%**	**(50.0%)**
Total		Count	165	599	35	1	800
		% of Total	**20.6%**	**74.9%**	**4.4%**	**.1%**	**100.0%**

Note: Figure in parenthesis indicates percentages of children residing in urban and rural areas towards responding that celebrities effect the purchase decision.

H_1: There is significant association between children residing in urban and rural areas in context to that celebrity's effect the purchase decision.

Table 13 depicts residence wise analysis of children's responses that celebrities effect the purchase decision of total sample.

Out of the total sample (N=800) undertaken for study:

- 20.6% of the total children irrespective of the rural and urban category strongly agree that celebrities effect the purchase decision; 74.9% agree with it; 0.1% disagrees while 4.4%% remains indifferent to this statement. It shows that the children accept that celebrities effect the purchase decision.

- 8.6% urban children strongly agree that celebrities effect the purchase decision; 37.6% agrees while 3.8% remains indifferent to this statement.

- 12.0% rural children strongly agree that that celebrities effect the purchase decision; 37.3% agree with it; 0.1% disagrees while 0.6%% remains indifferent to this statement.

- Rural children strongly agree (12.0%) more & agree (37.3%) almost equal to their urban counterparts (8.6% & 37.6% respectively) that celebrity's effect the purchase decision. Rural children are more convinced that celebrities effect the purchase decision.

Table 14   Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.2903	3	0.0001
Likelihood Ratio	25.6515	3	0.00001

Linear-by-Linear Association	13.6054	1	0.0002
N of Valid Cases	800		

Note: * Chi-Square Testing is significant at .05 level (2-tailed)

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is .50.

The alternate hypothesis is accepted; so there is significant association between children residing in urban and rural areas in context to that celebrity's effect the purchase decision.

Table 15   **Residence Wise Analysis of Children Responses That Celebrities Negatively Effect the Purchase Decision of Total Sample**

			Celebrities negatively effect the purchase decision				Total
			Strongly Agree	Agree	Indifferent	Disagree	
Residence	Urban	Count	37	303	45	15	400
		% of Total	4.6%	37.9%	5.6%	1.9%	(50.0%)
	Rural	Count	41	305	41	13	400
		% of Total	5.1%	38.2%	5.1%	1.6%	(50.0%)
Total		Count	78	608	86	28	800
		% of Total	9.7%	76.0%	10.8%	3.5%	100.0%

Note: Figure in parenthesis indicates percentages of children residing in urban and rural areas towards responding that celebrities negatively effect the purchase decision.

H_1: *There is significant association between children residing in urban and rural areas in context to that celebrity's negatively effect the purchase decision.*

Table 15 depicts residence wise analysis of children's responses that celebrities negatively effect the purchase decision of total sample.

Out of the total sample (N=800) undertaken for study:

- 9.7% of the total children irrespective of the rural and urban category strongly agree that celebrities negatively effect the purchase decision; 76.0% agree with it; 3.5% disagrees while 10.8%% remains indifferent to this statement. It shows that the children accept that celebrities negatively effect the purchase decision.

- 4.6% urban children strongly agree that celebrities negatively effect the purchase decision; 37.9% agrees with it; 1.9% disagrees with it while 5.6% remains indifferent to this statement.

- 5.1% rural children strongly agree that that celebrities negatively effect the purchase decision; 38.2% agree with it; 1.6% disagrees while 5.1%% remains indifferent to this statement.

- Rural children strongly agree (5.1%) & agree (38.2%) more than their urban counterparts (4.6% & 37.9% respectively) that celebrities negatively effect the purchase decision. Rural children are more convinced that celebrities negatively effect the purchase decision.

Table 16   Chi-Square Test

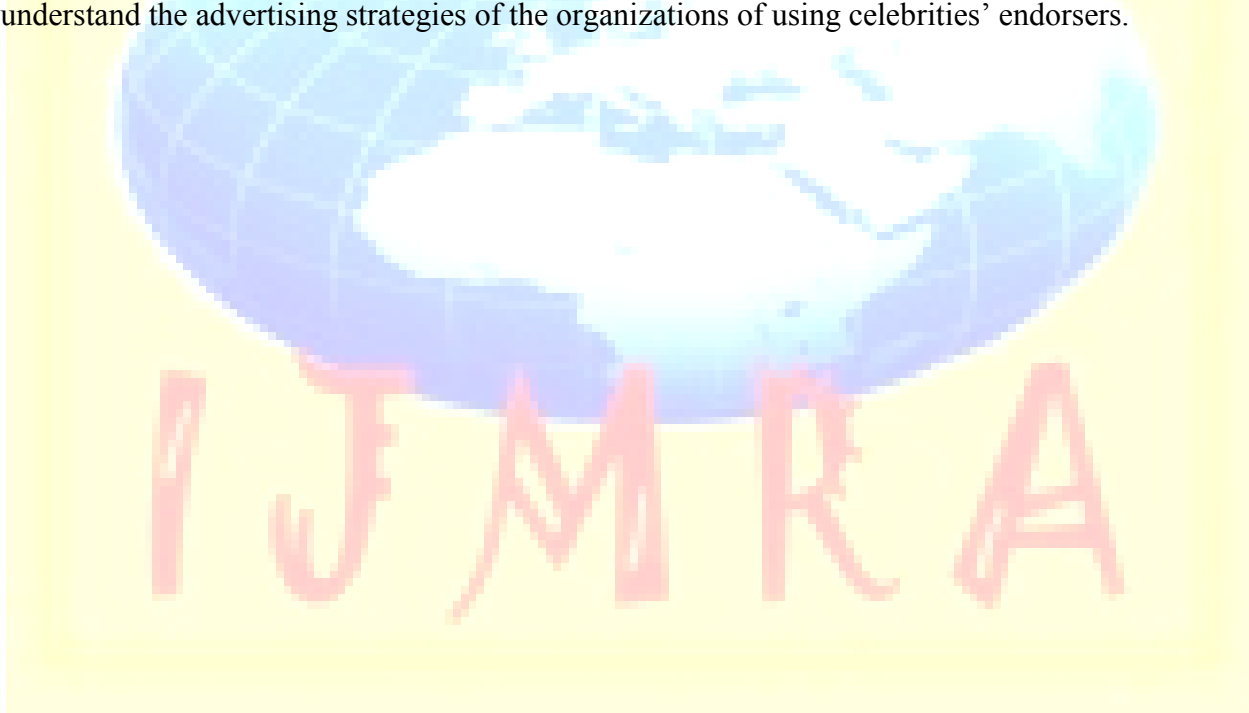|	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.209[a]	4	0
Likelihood Ratio	30.539	4	0
Linear-by-Linear Association	2.76	1	0.097
N of Valid Cases	800		

Note: Chi-Square Testing is significant at .05 level (2-tailed)
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.50.

The alternate hypothesis is accepted; so there is significant association between children residing in urban and rural areas in context to that celebrity's negatively effect the purchase decision.

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CONCLUSIONS

Children of all age groups are strongly influenced by the presence of celebrities in the advertisements as they like the presence of celebrities in the advertisements. Children try to emulate the acts which are performed by the celebrities. Children mostly try to buy the products which are promoted by the celebrities. As the age group of the children increases, they started feeling that as the celebrities hold strong influence in the society, they should rationally promote a good quality product. They should not promote a sub-standard product which harms the society either directly or indirectly. It shows that the children are aware about the social responsibility of the celebrities. Majority of the children do not agree that celebrities negatively effect the purchase decision but they agree that they effect their purchase decision. Rural children are more convinced that celebrities effect and negatively effect the purchase decision and the celebrities should be socially responsible and rationally promote good quality products. Rural children are also convinced more than their urban counterparts that celebrities exaggerate about the product in advertisements; speak truth about the product in advertisements. Children are able to understand that most of the products which are promoted by celebrities have never been used by them. They are promoting it as they are getting fat money for it. Children of higher age groups are able to understand the advertising strategies of the organizations of using celebrities' endorsers.

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