

## Research Article

### Perception of College Students about Celebrity Endorsement

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**Abstract:** Advertising is one of the very important promotional tools for any marketer. Marketers are spending enormous money for advertisement worldwide. Celebrity endorsement plays a vital role in advertising. Celebrity endorsement creates some impact on the buying decision of any customer. In India celebrities from cinema industry and sports are endorsing various products. In this study, importance of Shahrukh Khan as a brand endorser and his impact on various advertisements for goods and services are studied. Two hundred and twenty five college students from various disciplines at Thanjavur were included for primary data collection. College students' opinion about celebrity endorsement in general and also particularly about the various advertisement endorsed by Bollywood actor Shrukhkhan were studied. Findings of this study reveal that celebrity endorsement is indeed useful to brand recall and sales of goods and services. In India Sharukh khan really play a vital role in the Ad industry and create both positive as well as negative impacts among college students. Findings of the study also reveal that SRK can raise the sale of any product and he can convert the mass brand to class brand.

**Keywords:** Advertisement, buyer behavior, buying decision, celebrity endorsement, college students, promotion, Sharukh Khan

#### INTRODUCTION

Everyday people are getting bombarded with various types of advertisements in different communication media. According to Kotler (2003), advertising may be current expenditure, but it will build an intangible asset known as brand equity. Because of the ad Clutter, advertisers are trying their best resources and ability to have appropriate celebrity to endorse their brands. In order to market the product and to get brand equity, celebrity endorsement is one of the important tools in advertising. Marketers have to choose appropriate celebrity for their advertisements in order to match their product with endorser. According to Costanzo and Janelle (2005), advertising professionals believe that customers can remember their brand only when it is endorsed by celebrities. In this competitive environment, celebrity endorsement is considered to be several million dollar industry. Nowadays both manufacturing and service sectors in India rope in with different celebrities from sports and cine industry to get distinctive position for their brands in the minds of customers. Attributes of the celebrity is important to create an impact in the customers' mind about the brand. Most of the time customers match the personality of the ad celebrities' endorser with the brand they endorse. That is why, credibility of the celebrity is always very important. Perspectives of college students about general aspect of Ad celebrity endorsement and also their opinion about Bollywood

actor Sharukhan's (SRK) Ad endorsement for various products were studied. Based upon the findings of the study, with regard to opinion of the college students about the general attributes of Ad celebrity endorsement, majority of them accepted that 'Celebrities have a positive impact on the product', 'celebrities suit the brand image', 'celebrities are attractive' and 'celebrities generate curiosity about the product. Majority of the college students opined that most of the 'celebrities do not have proper knowledge about the product, what they endorse'. With regard to opinion of the college students about the general attributes of Ad celebrity endorsement, Sharukhan's (SRK) Ad endorsement for various products, they accepted that, 'SRK is the king of ads', 'he does justice to all the products he endorse', 'he can raise the sales of any product', 'products endorsed by him mostly are successful' and 'he is able to appeal consumers from all age group. Majority of the college students opined that 'SRK, he himself does not use all the products he endorse.

Objective of this study was to find out the of college students' perception about general aspect of Ad celebrity endorsement and also their opinion about Bollywood actor Sharukhan's (SRK) Ad endorsement for various products. Association between demographic variables of the college students and their opinion about Ad celebrity endorsement and SRK's endorsement for various products were also studied.

## LITERATURE REVIEW

Unique characteristics like attractiveness, trustworthiness and acknowledgement from the general public are the importance of celebrities (McCracken, 1989; Silvera and Austad, 2004). In India Celebrities are instrumental in making the customers to recollect the brand, since celebrities are considered to be opinion leaders (Jayant *et al.*, 2011). When it comes to celebrity endorsement, stars from cine industry are popular and ahead of sports personality and models (Jayant *et al.*, 2011). According to Zafer Erdogan (1999), in the process of internalization, based upon their values and attitude, receivers receive information from a trustworthy source/celebrity, who can persuade their beliefs, attitudes, opinion and behavior. According to Friedman and Linda (1979), success of a celebrity endorser was precise to a particular product. Based upon the literature available, celebrity was able to make the customer to remember a brand name (Petty *et al.*, 1983). According to Keller (2007), customers are able to recollect the brand from their memory if they are given appropriate cue, is known as brand recall. Celebrity endorser is a universal remedy for all the marketing problems (Khatri, 2006). According to Wells *et al.* (2000), consumers always keep in mind the advertisement but may not recall the product. Consumers are able to recognize the endorsers, but unable to correspond the brand endorsed (Shani and Sandler, 1991). Cricket stars and cine stars like Sharukh Khan, Aiswarya Rai from Bollywood film industry are very common in India for endorsing various goods and service (Martin, 2008). According to Atkin and Block (1983), celebrities created better recall of name of the brand and advertisement. Because of the increase in the fame of female celebrities, their marketability is also improved (Coleman *et al.*, 2001). According to Misra and Beatty (1990), celebrity-product similarity normally involves a convergence among the image communicated by a celebrity and the attributes of the product endorsed. In order to get possible solution for the tarnished image of the brand, employing admired celebrity will help (Zafer Erdogan, 1999). According to Sherman (1985), in order to make the advertisement be prominent from clutter in the communication process, celebrity will be useful.

## Objectives of the study:

- To find out the college students' opinion about the various aspects of celebrity endorsement
- To ascertain the college students' opinion about the Bollywood actor Sharukhan's (SRK) Ad endorsement for various products
- To find out the association between the demographic variables of the college students and their opinion about the characteristics of celebrity endorsement
- To find out the association between the demographic variables of the college students and their opinion about the various aspects of Sharukh Khan's ad endorsement for various products

## METHODOLOGY

**Sample and data collection:** For primary data collection structured questionnaire was used. Data was collected from 250 college students from the study area Thanjavur, Tamilnadu. 223 questionnaires completed in all aspects with regard to college students' opinion about various aspects of Ad celebrity endorsement and also about various aspects of Bollywood actor Sharukh Khan's endorsement were used for data analysis.

## Hypotheses of the study:

### Null hypothesis:

- There is no significant relationship between the demographic variables of the college students and their opinion about various aspects of Ad celebrity endorsement
- There is no significant relationship between the demographic variables of the college students and their opinion about various aspects of the Bollywood actor Sharukh Khan pertaining to Ad celebrity endorsement

## RESULTS AND DISCUSSION

As per the Table 1, 47.5% of the male students and 52.5% of the female students were included for this study. 65.9% of the students in the age group between 19-22 years were included for this study. 71.7% of

Table 1: Demographic profile of the college students

Characteristics	Categories	Number of respondents	(%)
Gender	Male	106	47.5
	Female	117	52.5
Age	15-18 years	6	2.7
	19-22 years	147	65.9
	23-26 years	70	31.4
Place of residence	Tamil Nadu	160	71.7
	Andhra Pradesh	55	24.7
	Jharkhand	1	0.4
	Pondicherry	2	0.9
	New Delhi	1	0.4
	Bihar	2	0.9
	West Bengal	1	0.4
	Madya Pradesh	1	0.4

Primary data

Table 2: Mean std. deviation, rank and cronbach's alpha for the various aspects of ad celebrity endorsement

Particulars	Mean	S.D.	Rank based on mean	Cronbach's alpha
Ad celebrity endorsement in bollywood is a much hyped concept	3.65	1.068	2	0.617
Bollywood ad celebrities are creating impact and repute	2.07	0.713		0.602
Ad celebrities have positive impact on the product	3.40	1.069	5	0.600
Ad celebrities can relate to consumers	3.00	1.018		0.585
Ad celebrities suit the brand image	3.59	1.053	3	0.606
Ad celebrities can understand consumers	2.41	1.040		0.599
Ad celebrities are in general attractive	3.88	0.934	1	0.675
Ad celebrities have knowledge about the product and the brand	2.83	0.996		0.618
Ad celebrities generate curiosity about the product	3.44	1.059	4	0.654

Computed data; S.D.: Standard deviation

Table 3: Mean, std. deviation, rank and cronbach's alpha for the various aspects of Sharukh Khan ad endorsement

Particulars	Mean	S.D.	Rank based on mean	Cronbach's alpha
Sharukh Khan (SRK) is the king of ad endorsemnts	3.19	1.036	5	0.804
Sharukh Khan does justice to all products he endorses	2.74	0.932		0.797
Sharukh Khan can relate to Indian consumer markets	3.33	0.847	3	0.803
Sharukh Khan can raise the sale of any product	3.52	0.962	1	0.804
Sharukh Khan uses all the products he endorses	2.10	0.958		0.805
Products endorsed by Sharukh Khan are successful	3.13	0.955		0.805
Sharukh Khan appeals all age group	3.26	1.045	4	0.803
Sharukh Khan and his wife for D' de'cor ad created impact	3.02	0.811		0.805
Success of Hyundai car for 15 years because of SRK's endorsement	2.75	0.968		0.794
Preference of VI John shaving because of SRK's endorsement	2.56	0.984		0.800
Wanted to buy luxury watch Tag Heur because of SRK's endorsement	2.58	0.983		0.797
SRK himself uses Emami Fair and Handsome fairness cream	2.13	0.974		0.802
Sale of NOKIA in India is due to SRK's endorsement amidst competition	2.38	0.922		0.799
Impact of SRK's endorsement among children for Pepsodent tooth paste ad	3.05	1.077		0.795
Impact of SRK's endorsement for DishTV ad	2.66	0.905		0.802
SRK can convert mass brand to class brand than Sunny Deol	3.34	0.901	2	0.797
Popularity of Sunfeast biscuit is due to SRK's endorsement not because of ITC	2.79	1.058		0.802
I am using LUX soap because of the influence of SRK's endorsement	2.12	0.972		0.806
Whether SRK deserves for all his ad endorsement	2.96	0.910		0.805

S.D.: Standard deviation

the college students from Tamilnadu and 24.7% of the college students from Andhra Pradesh along with few students from other state of India were included for this study.

Mean, Std. deviation, Rank and Cronbach's Alpha for the 'College students' opinion about various aspects of Ad celebrity endorsement are given in Table 2. Based upon the college students' opinion ranks are given to the various aspects of Ad celebrity endorsement. Rank 1 is given to 'Ad Celebrities are in general attractive', Rank 2 is given to 'Ad Celebrity endorsement in Bollywood is a much hyped concept' and Rank 3 is given to 'Ad Celebrities suit the brand image'. In general college students gave importance to celebrity endorsement for Ad. For the nine statements pertaining to ad celebrity endorsement Std. Deviations values are ranging from 0.713 to 1.069. Cronbach's alpha reliability and consistency has to be found when researcher uses Likert-types scale. Calculation of Cronbach's alpha value for reliability and consistency is above the suggested value of 0.5 and are ranging from 0.585 to .675.

Mean, Std. deviation, Rank and Cronbach's Alpha for the 'College students' opinion about various aspects of the Bollywood actor Sharukh Khan Ad endorsement

are given in Table 3. Here also ranks are given to various aspects of the Bollywood actor Sharukh Khan based upon the college students opinion. Rank 1 is given to 'Sharukh Khan can raise sale of any product', Rank 2 is given to 'SRK can convert mass brand to class brand than Sunny Deol' and Rank 3 is given to 'Sharukh Khan can relate to Indian consumer markets'. It can be inferred that college students express their positive attitude about Bollywood actor Sharukh Khan for ad celebrity endorsement. For the nineteen statements pertaining to 'College students' opinion about various aspects of Sharukh Khan's endorsement for Advertisement, Std. Deviations values are ranging from 0.811 to 1.077. As per the Table 3, values of Cronbach's Alpha for all the nine statements are above the suggested value of 0.5, ranging from 0.794 to 0.806 which shows the reliability and consistency of the scale.

'College students' opinion about various aspects of Ad celebrity endorsement and demographic variables' is given in Table 4. As per the Table 4, There are significant associations between gender and 'College students' opinion about 'Ad Celebrity endorsement in Bollywood is a much hyped concept', 'Ad Celebrities can relate to consumers'. There is a significant association between age and 'College students' opinion

Table 4: ANOVA table for the 'College students' opinion about various aspects of Ad celebrity endorsement and demographic variables

Particulars	Gender			Age			Place of residence		
	F	Sig.	Null hypothesis	F	Sig.	Null hypothesis	F	Sig.	Null hypothesis
Ad celebrity endorsement in bollywood is a much hyped concept	8.288	0.004	Reject	0.358	0.784	Accept	0.988	0.441	Accept
Bollywood ad celebrities are creating impact and repote	0.382	0.537	Accept	1.263	0.288	Accept	1.337	0.234	Accept
Ad celebrities have positive impact on the product	2.135	0.145	Accept	1.064	0.365	Accept	0.447	0.872	Accept
Ad celebrities can relate to consumers	4.049	0.045	Reject	1.021	0.384	Accept	1.823	0.084	Reject**
Ad celebrities suit the brand image	0.236	0.627	Accept	2.347	0.074	Reject	3.804	0.001	Reject
Ad celebrities can understand consumers	0.302	0.583	Accept	0.783	0.504	Accept	1.078	0.378	Accept
Ad celebrities are in general attractive	1.958	0.163	Accept	1.298	0.276	Accept	0.789	0.597	Accept
Ad celebrities have knowledge about the product and the brand	0.548	0.460	Accept	4.601	0.004	Accept	1.814	0.086	Accept
Ad celebrities generate curiosity about the product	3.871	0.050	Accept	0.282	0.838	Accept	1.770	0.095	Accept

Computed data; \*\*: p<0.10

Table 5: ANOVA table for the 'college students' opinion about various aspects of Sharukh Khan ad endorsement and demographic variables

Particulars	Gender			Age			Place of residence		
	F	Sig.	Null hypothesis	F	Sig.	Null hypothesis	F	Sig.	Null hypothesis
Sharukh Khan (SRK) is the king of ad endorsements	3.059	0.082	Reject	2.137	0.096	Reject	1.292	0.256	Accept
Sharukh Khan does justice to all products he endorses	0.004	0.948	Accept	0.839	0.474	Accept	0.318	0.945	Accept
Sharukh Khan can relate to Indian consumer markets	0.267	0.606	Accept	2.646	0.050	Reject	1.294	0.254	Accept
Sharukh Khan can raise sale of any product	0.166	0.684	Accept	0.321	0.810	Accept	0.899	0.508	Accept
Sharukh Khan uses all the products he endorses	0.011	0.918	Accept	5.741	0.001	Reject	0.987	0.442	Accept
Products endorsed by Sharukh Khan are successful	6.853	0.009	Reject	1.369	0.253	Accept	1.435	0.192	Accept
Sharukh Khan appeals all age group	0.265	0.607	Accept	1.535	0.206	Accept	1.684	0.114	Accept
Sharukh Khan & his wife for D' de'cor ad created impact	0.079	0.779	Accept	1.607	0.189	Accept	2.212	0.034	Reject
Success of Hyundai car for 15 years because of SRK's endorsement	1.818	0.179	Accept	2.049	0.108	Accept	0.814	0.577	Accept
Preference of VI John shaving because of SRK's endorsement	4.778	0.030	Reject	4.758	0.003	Reject	0.195	0.986	Accept
Wanted to buy luxury watch Tag Heur because of SRK's endorsement	4.130	0.043	Reject	3.969	0.009	Reject	0.151	0.994	Accept
SRK himself uses Emami Fair & Handsome fairness cream	0.001	0.978	Accept	8.982	0.000	Reject	0.839	0.556	Accept
Sale of NOKIA in India is due to SRK's endorsement amidst competition	0.824	0.365	Accept	4.711	0.003	Reject	1.382	0.214	Accept
Impact of SRK's endorsement among children for Pepsodent toothpaste ad	0.246	0.621	Accept	0.734	0.532	Accept	1.534	0.157	Accept
Impact of SRK's endorsement for DishTV ad	0.257	0.613	Accept	0.950	0.417	Accept	1.631	0.128	Accept
SRK can convert mass brand to class brand than Sunny Deol	0.267	0.606	Accept	0.056	0.982	Accept	0.779	0.605	Accept
Popularity of Sunfeast biscuit is due to SRK's endorsement not because of ITC	0.316	0.575	Accept	0.140	0.936	Accept	0.621	0.739	Accept
I am using LUX soap because of the influence of SRK's endorsement	0.844	0.359	Accept	5.964	0.001	Reject	0.266	0.966	Accept
Whether SRK deserves for all his ad endorsement	0.703	0.403	Accept	2.899	0.036	Reject	0.263	0.967	Accept

about 'Ad Celebrities suit the brand image'. There are significant associations between 'place of residence' of college students and their opinion about 'Ad Celebrities can relate to consumers' and 'Ad Celebrities suit the brand image'. 'College students' opinion about various aspects of Bollywood actor Sharukh Khan is given in Table 5. As per the Table 4, There are significant associations between gender of the college students and their opinion about 'Sharukh Khan (SRK) is the king of ad endorsemnts', 'Products endorsed by Sharukh Khan are successful', Preference of VI John shaving because of SRK's endorsement and 'Wanted to buy luxury watch Tag Heur because of SRK's endorsement'. There

are significant associations between age of the college students and their opinion about 'Sharukh Khan (SRK) is the king of ad endorsemnts', Sharukh Khan can relate to Indian consumer markets', 'Sharukh Khan uses all the products he endorses', 'Preference of VI John shaving because of SRK's endorsement', 'Wanted to buy luxury watch Tag Heur because of SRK's endorsement', 'SRK himself uses Emami Fair and Handsome cream', 'Sale of NOKIA in India is due to SRK's endorsement amidst competition', ' I am using LUX soap because of the influence of SRK's endorsement' and 'Whether SRK deserves for all his Ad endorsement'. There is a significant association

between 'place of residence of the college students' and their opinion about Sharukh Khan and his wife for D' de'cor Ad created impact.

**Results and implications:** Based upon the statistical analysis findings and suggestions are as follows.

As per the Table 2, based upon the college students opinion for the general aspects of the Ad celebrity endorsement, Rank 1 based upon the mean is given to the statement, 'Ad Celebrities are in general attractive', Rank 2 is for 'Ad Celebrity endorsement in Bollywood is a much hyped concept', Rank 3 is for 'Ad Celebrities suit the brand image', Rank 4 is for 'Ad Celebrities generate curiosity about the product' and Rank 5 is for 'Ad Celebrities have positive impact on the product'. As per the opinion of the college students it can be inferred that Ad celebrities are in general attractive, Ad celebrities suit the brand image, create positive impact on the product and generate curiosity about the product.

As per the Table 3, based upon the college students opinion for the various aspects of of Bollywood actor Sharukh Khan, Rank 1 based upon the mean is given to the statement, 'Sharukh Khan can raise sale of any product', Rank 2 is for 'SRK can convert mass brand to class brand than Sunny Deol', Rank 3 is for 'Sharukh Khan can relate to Indian consumer markets, Rank 4 is for 'Sharukh Khan appeals all age group' and Rank 5 is for 'Sharukh Khan (SRK) is the king of ad endorsements'. As per the opinion of the college students it can be inferred that, Bollywood actor Sharukh Khan I can raise the sale of any product, he can convert a mass brand to class brand, SRK can relate to Indian consumer markets, SRK can make the product successful and SRK is the king of all ad endorsements.

When it comes to opinion of the college students pertaining to the statement 'Success of Hyundai car for 15 years because of SRK's endorsement, 48% of the male students and 35% of the female students responded negatively. With regard to 'Preference of VI John shaving because of SRK's endorsement', 56.6% of the male students and 42.6% of the female students responded negatively. With regard to the statement 'Wanted to buy luxury watch Tag Heur because of SRK's endorsement', 56.6% of the male students and 46.8% of the female students responded negatively. With regard to the statement 'SRK himself uses Emami Fair and Handsome fairness cream', 70.5% of the male students and 69.1% of the female students responded negatively. With regard to the statement 'Sale of NOKIA in India is due to SRK's endorsement amidst competition', 61.2% of the male students and 50% of the female students responded negatively. With regard to the statement 'Impact of SRK's endorsement among children for Pepsodent tooth paste Ad', 40.3% of the male students and 42.5% of the female students responded positively. With regard to the statement 'Impact of SRK's endorsement for DishTV Ad', 33.3%

of the male students and 29.8% of the female students responded negatively. With regard to the statement 'SRK can convert mass brand to class brand than Sunny Deol', 45.7% of the male students and 35.1% of the female students responded positively. With regard to the statement 'Popularity of Sunfeast biscuit is due to SRK's endorsement not because of ITC', 45.7% of the male students and 44.7% of the female students responded negatively. With regard to the statement 'I am using LUX soap because of the influence of SRK's endorsement', 70.5% of the male students and 73.4% of the female students responded negatively. With regard to the statement 'Whether SRK deserves for all his ad endorsement', 36.4% of the male students and 23.4% of the female students responded positively. Opinion of the college students with regard to Bollywood star SRK's endorsement for goods and services are both positive as well as negative.

## CONCLUSION

College students' perceptions about celebrity endorsement in general and specifically about Sharukh Khan are studied. Celebrity endorsement is really a useful aspect in advertising for a marketer. In order to market the product and to get brand equity, celebrity endorsement is one of the important tools in advertising. In a populous country like India, albeit plethora of products is available in the market, celebrities can make the customers to identify and recall a particular brand. Celebrity endorsements definitely make customers to recollect a particular brand. SRK is indeed a powerful celebrity endorser in India. Celebrity like SRK, instead of endorsing multiple products at a time, if they concentrate with particular products which are suitable to their personality, definitely will fetch good results to the marketers. If celebrities engage in multiple endorsements, customers 'will miss the wood for the tree'. Advertising industry involves several million dollars, celebrities will have to be responsible and credible. Credibility of the celebrity is always very important.

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