

An Analysis Of TV Advertising And Usage Of Celebrity Endorsers : A Content Analysis Approach

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INTRODUCTION

In order to arrest quick attention of the audience and consumers, the advertisers use individual spokespersons or endorsees as a source component. Companies marketing consumer durable & non durable products often use popular sports persons & film stars in their advertising to endorse their products. The basic assumption underlying celebrity endorsement is that the value associated with the celebrity is transferred to the brand, and therefore, it creates an image that can be easily referenced by consumers. It is believed that the more credible the source, the more is the persuasion. The endorser is likely to be influencing the acceptance of the message by the audience. Endorsers in advertisements are viewed as a "source" of information and influence audience's acceptance of message content because of their credibility & attractiveness. It is believed that endorsers possess some symbolic attributes, which consumers associate with the brand. By purchasing, owning and consuming those brands, consumers see themselves as possessing those desired attributes.

A huge amount of money is being spent on celebrity endorsements, which shows its importance for the advertising industry. A recent estimate notes that one quarter of all commercials screened in USA include celebrities. In UK, one in five (20%) marketing communication campaigns feature celebrities (Journal of Advertising Research).

In India, 20% of the advertisements are endorsed by celebrities. Dainik Bhaskar estimated the total expenditure on advertising to be ₹ 19900 crores (November, 2005) while on celebrity endorsements, it was ₹ 950 crores.

Theory and practice prove that the use of a superstar in advertising generates a lot of publicity and attention for the public (Ohanion, 1991). The use of celebrities as product endorsers is not a new phenomenon in India. Hindustan Lever is the pioneer in this regard. It has consistently been using film stars for its "Lux" brand. With the increased competition, various marketing tools, including advertising are being increasingly used with greater sophistication. It seems that Indian advertising agencies have developed a fascination for celebrities. With the advent of TV as a medium of advertising, the agencies have been following the doctrine "names make news - big names make bigger news." Despite the increased use of celebrities in advertisements, there have been few serious studies in the Indian context which have investigated either the different dimensions of celebrity endorsers or the effectiveness of using celebrities in advertisements.

However, in one issue of A&M, views of different professionals belonging to both advertising and marketing fields were taken regarding the use and effectiveness of celebrity endorsers (Munish and Chaudhry, 1991). According to the advertising professionals, there are two types of situations in which endorsing advertisements can be effective. Lifestyle products, where the person epitomizes that particular kind of lifestyle-as in Gwalior suiting's, Raymond's, Vimal-and where the consumer is not too sure of the product or service and seeks assurance through testimonials by endorsers. But the match between the endorsers and the product should be perfect. Some professionals are against the use of celebrity endorsers as according to them, this should be used as a last resort. Some others feel that any endorsing advertisement is effective only when it is in congruence with the product. They opine that endorsing advertisements definitely boost product sales. One of the biggest advantages of endorsing advertisements is that they ensure a high recall for the product. According to Paul Nayyar, a celebrity endorsement is used to achieve two ends - to get your

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products noticed and to show that it is tried and tested.

Thus, the opinions regarding the use of celebrity endorsers for product promotion vary ranging from wholehearted support for celebrities to their use as a last resort. However, there seems to be near consensus among the professionals regarding the need for congruence between the celebrity used and the product/brand advertised, if the purpose is to create a real impact on the target audience.

LITERATURE REVIEW

According to Belch & Belch (2001), two elements represent the major participants in the communication process, the sender and the receiver; another two are the major communication tools, message and the channel. Four others are the major communication functions and processes: encoding, decoding, response, and feedback. The last element, noise, refers to any extraneous factors in the system that can interfere with the process and work against effective communication. Till (1998) proposed implications for a more effective use of celebrity endorsers. The purpose of his article was to demonstrate how associative network and associative learning principles could be the base for understanding how the celebrity endorsement process can be more effectively implemented. Krugman hypothesized that TV is basically a low –involvement medium, and the audience's perceptual defenses are low or even absent during commercials. He concluded that perhaps, ad repetition results in learning something about the brand, such as the brand name, ad slogan, or the ad theme and when the consumer goes shopping; this information suffices to trigger a purchase of the brand. To put it differently, frequent repetitions of an ad on TV can give reliability to a product that can build brand preference. McGuire (1969-1987) said that one of the most reliable effects found in communication research is that expert and/or trustworthy sources are more persuasive than sources that are seen as having less expertise and trustworthiness. McCracken (1989) inferred that the effectiveness of the endorser depends upon the meanings he or she brings to the endorsement process. He described the whole Meaning Transfer Process in three stages. In the initial stage, the meanings generated from distant movie performances, political campaigns, or athletic achievements and performances reside in celebrities themselves. In the second stage, meanings are transferred to the product through an advertisement and the endorsement process. In the third stage, the meanings are transferred from the product to the consumer, where the properties of the product become the properties of the consumer. Shiffman and Kanuk said that a celebrity endorser used in an advertisement can be interpreted as a reference group. A reference group is defined as any person or group of persons that serves as a point of comparison (or reference) for an individual by communicating values, attitudes and providing a specific guide for behavior. Jagdish N. Sheth (2006) suggested a broader framework for advertising functions. He has described four primary sequential functions like Precipitation, Persuasion, Reinforcement, and Reminder. According to Ohanian (1991), the opinions and attitudes developed through an internalization process become a part of the individual's belief system. Marketers want to use sources with high credibility endorsers, who are often chosen because of their knowledge, experience, and expertise in a particular area. Jones, Stanaland & Gelb's (1982) decorative models are also used to draw attention to advertisements. This is done by the use of a physically attractive person, who serves as a passive or decorative model, rather than as an active endorser. Physically attractive endorsers generally have a positive impact and generate more favorable evaluations of both advertisements and products than less attractive models. Solomon, Ashmore & Longo (1977) said that the gender appropriateness of the product being advertised and his or her relevance to the product is also an important consideration. Products such as cosmetics or fashionable clothing are likely to benefit from the use of an attractive model, since physical appearance is very relevant in promoting these items. Friedman and Friedman (1979) found that in the case of attractiveness-related products, the use of physically attractive celebrities increased subject recall, product attitudes, and purchase intention. However, they did not demonstrate that an attractive celebrity is less effective when endorsing a product not used to enhance one's attractiveness, such as home computers.

OBJECTIVES OF STUDY

- 1) To find out the extent of usage of celebrities in TV commercials.
- 2) To find out usage of celebrities in TV commercials according to product categories.
- 3) To find out the percentage of male/ female celebrities used in different product categories.
- 4) To find out the dominance of a particular type of celebrity - TV personalities, film stars, sports stars or others in commercials for different product categories.

5) To find out the frequency of a particular copy appeal (humorous, non-humorous) used in TV commercials featuring celebrities.

RESEARCH DESIGN

Content analysis technique was used to study the use of celebrities in television advertisements. The procedure was divided into following stages:

✿ **Stage I:** Preparation of the proforma.

✿ **Stage II:** Recording and selecting the sample of TV Commercials.

✿ **Stage III:** Analyzing the content of the recorded TV Commercials.

✿ **Stage I : Preparation Of Contents Of The Proforma:** In the initial phase of this study, the proforma was prepared with questions relating to each and every aspect to be studied.

✿ **Stage II: Recording And Selecting The Sample Of TV Commercials :** The second stage included the recording of advertisements. Here, all the advertisements which appeared on various TV channels during prime time were recorded on a video cassette. In this way, a total of 450 commercials were recorded. Out of the 450 commercials, a sample of 300 advertisements was finally selected for content analysis, with the deletion of repetitions.

✿ **Stage III: Content Analysis:** The content analysis for each advertisement was performed separately and each advertisement was viewed 2 or 3 times for accurate assimilation of information.

DATA ANALYSIS

The content analysis was performed with the initial categorization of the advertisements into different product categories. The products appearing in all the 300 advertisements were placed into the following 10 categories :

- 1) Toiletries (soaps, detergents toothpaste);
- 2) Drinks and eatables (tea, coffee, soft drinks, and others);
- 3) Medicine and health products;
- 4) Personal appearance products (cosmetics, clothing and footwear);
- 5) Home products and home appliances ;
- 6) Services;
- 7) Paints and furnishings;
- 8) Automobiles and vehicles (two wheelers and four wheelers);
- 9) Chocolates and biscuits ;
- 10) Miscellaneous items.

After the initial categorization, these were clubbed into five broad categories. These are as follows :

1) Medicines And Toiletries : This product category included OTC drugs, painkillers, balms, headache tablets, health drinks, toothpastes, detergents and soaps. The reason for clubbing these products together is because products in these categories are chemical in nature. The number of advertisements in this category totaled up to 87 (29.00%).

2) Drinks And Confectionery : In this category, the product included all kinds of soft drinks - beverages like coffee and tea, confectionery items like biscuits, chocolates etc. The number of advertisements in this category totaled up to 51 (17.00%).

3) Personal Appearance : This category included all cosmetics items like feminine hygiene products, clothing and footwear taken up together. The number of advertisements in this category totaled up to 41 (13.67%).

4) Home Products, Appliances And Furnishing : In this category, products included were like edible oil, spices, ghee; washing machines, refrigerators ; two wheelers, four wheelers; paints, steel bars (*saria*), bulbs, tubelights etc. The number of advertisements in this category totaled up to 90 (30.00%).

5) Miscellaneous : Items included in this category were all services like insurance, mobile services, electronics goods, etc. The number of advertisements in this category totaled up to 31 (10.33%). After this categorization of products,

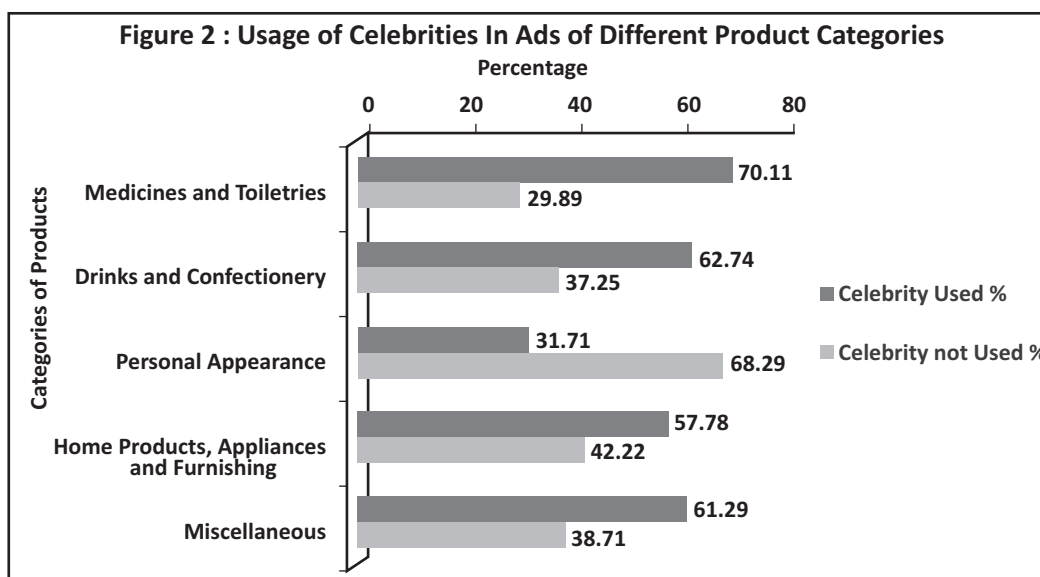
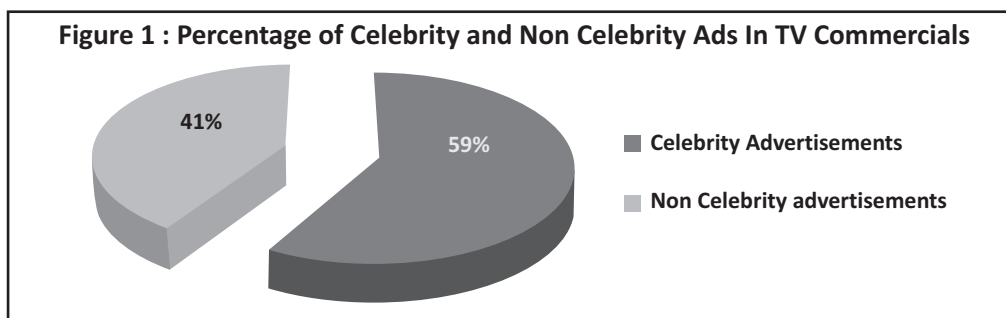
subsequent analysis was carried out with respect to the variables contained in the content analysis.

USE OF CELEBRITIES AND TYPES OF PRODUCTS ENDORSED

Table 1, Figure 1 and Figure 2 reveal the frequency of celebrities used in advertisements for various product categories. Out of the 300 advertisements analyzed, 177 (59.00%) advertisements had used celebrities as endorsers, actors or spokespersons.

Table 1 : Use of Celebrities and Types of Products Endorsed						
S.N	Category	Celebrity Used		Celebrity not Used		Total
		Number	%	Number	%	
1	Medicines and Toiletries	61	70.11	26	29.89	87
2	Drinks and Confectionery	32	62.74	19	37.25	51
3	Personal Appearance	13	31.71	28	68.29	41
4	Home Products, Appliances and Furnishing	52	57.78	38	42.22	90
5	Miscellaneous	19	61.29	12	38.71	31
	Total	177	59.00	123	41.00	300
$\chi^2_{cal} = 17.40, df=4, \alpha=13.3$ tabulated (At the level of significance = .001).						

The remaining 123 (41.00) advertisements had no celebrities. Maximum numbers of celebrities were used in the advertisements of the following categories - medicines and toiletries ; home products, appliances and furnishing ;



drinks and confectionery. However, chi-square analysis revealed that no significant relationship was found among the various product categories' advertisements as far as relative use of celebrities was concerned. This showed that the use of celebrities is not product specific. (Chi-square=17.40 at, df=4, p>0.01).

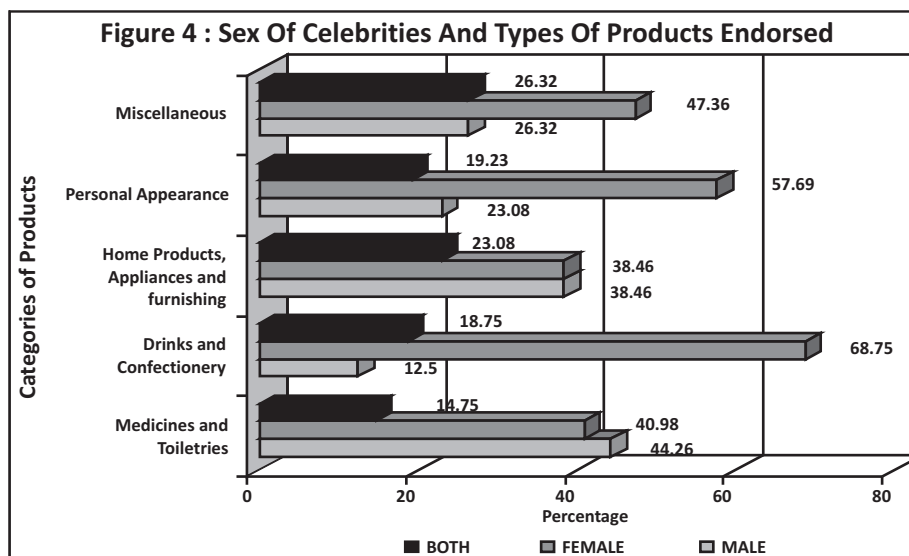
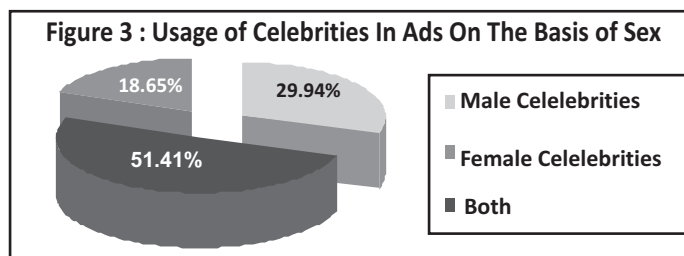
SEX OF CELEBRITIES AND TYPES OF PRODUCTS ENDORSED

Table 2, Figure 3 and Figure 4 depict that female celebrities were more frequently used in all product categories except in the medicines and toiletries category. In this analysis, 177 advertisements from five product categories featuring celebrities were taken up.

S.N	Category	Male		Female		Both		Total
		No.	%	No.	%	No.	%	
1	Medicines and Toiletries	27	44.26	25	40.98	9	14.75	61
2	Drinks and Confectionary	4	12.50	22	68.75	6	18.75	32
3	Home Products, Appliances and Furnishing	5	38.46	5	38.46	3	23.08	13
4	Personal Appearance	12	23.08	30	57.69	10	19.23	52
5	Miscellaneous	5	26.32	9	47.36	5	26.32	19
	Total	53	29.94	91	51.41	33	18.65	177

$\chi^2_{cal} = 15.05$, df=8, $\alpha=15.5$

Further analysis revealed that use of female celebrities was most prevalent in the drinks and confectionery category (68.75 %) followed by personal appearance (57.69%) and miscellaneous (47.36%) categories. Male celebrities were exceptionally used in higher proportion in the product category - medicines and toiletries (40.98%) than female



celebrities. The results indicate that 18.65 % advertisements used both male and female celebrities. In order to find out whether any significant differences existed in the use of male and female celebrities across the different product categories, chi-square analysis was performed and the results showed statistically no significant difference ($\chi^2_{cal} = 15.05$, $df=8$, $\alpha=15.5$ at $P>0.05$).

TYPE OF CELEBRITIES AND TYPES OF PRODUCTS ENDORSED

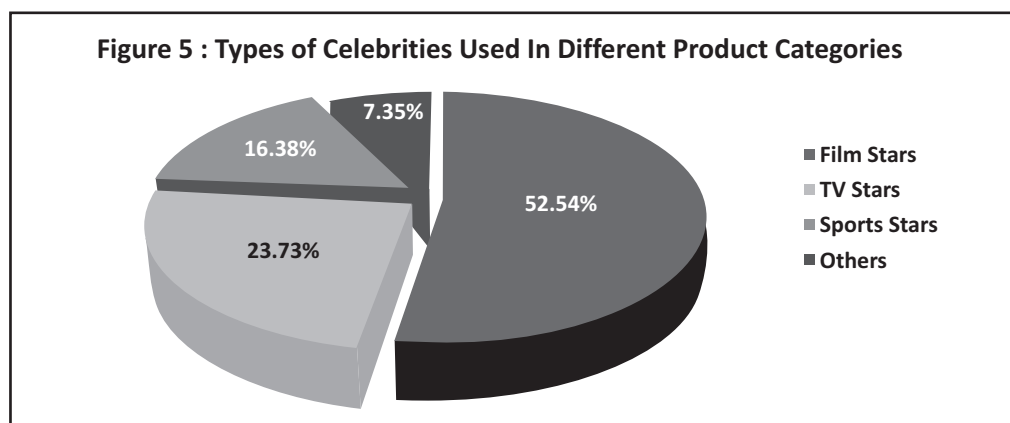
Table 3, Figure 5 and Figure 6 reveal that film stars are frequently used as celebrity endorsers and dominated all product categories. Other celebrities featured in ads are sports stars, T.V. personalities, models, religious persons etc. Maximum advertisements that were analyzed for the present study had “film stars” (52.54%), followed by “T.V. stars” (23.73%), and “sports stars” (16.38%). Least used celebrities belonged to the “others” category (7.35 %).

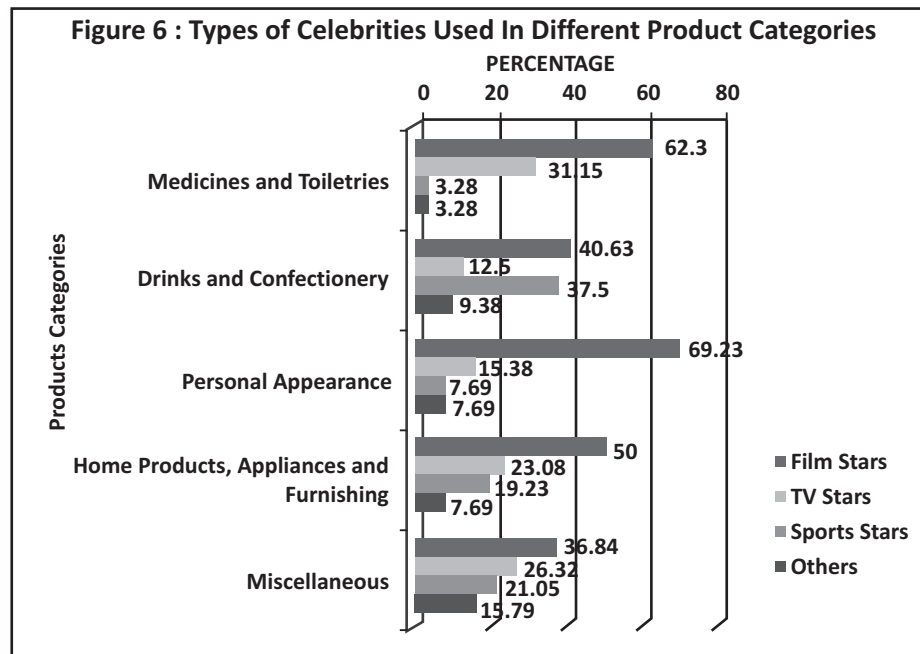
Table 3 : Types of Celebrities And Types of Products Endorsed										
S.N	Category	Film Stars		TV Stars		Sports stars		Others		Total
		No.	%	No.	%	No.	%	No.	%	
1	Medicines and Toiletries	38	62.30	19	31.15	2	3.28	2	3.28	61
2	Drinks and Confectionery	13	40.63	4	12.50	12	37.50	3	9.38	32
3	Personal Appearance	9	69.23	2	15.38	1	7.69	1	7.69	13
4	Home Products, Appliances and furnishing	26	50.00	12	23.08	10	19.23	4	7.69	52
5	Miscellaneous	7	36.84	5	26.32	4	21.05	3	15.79	19
	Total	93	52.54	42	23.73	29	16.38	13	7.35	177
$\chi^2_{cal} = 30.33$, $df = 12$, $\alpha = 21.0$, At ($P < 0.05$)										

Personal appearance (69.23%) items had maximum percentage of film stars followed by medicines and toiletries (62.30%), home products, appliances and furnishing (50.00%), drinks and confectionery (40.63%) and miscellaneous (36.84%). In case of the drinks and confectionery category, after film stars (40.63%), it was observed that companies preferred sports stars (37.50%). After film stars, T.V. stars dominated the advertisements in the medicines and toiletries category (31.15%) followed by miscellaneous (26.32%) and home products, appliances and furnishing category (23.08%). Chi-square analysis shows significant difference in the use of different types of celebrities across different product categories ($\chi^2_{cal} = 30.33$, $df=12$, $\alpha=21.0$, At ($P < 0.05$)).

TYPES OF COPY APPEALS AND TYPES OF PRODUCTS ENDORSED BY CELEBRITIES

Table 4 , Figure 7 and Figure 8 depict the relationship among the types of copy appeals - humorous and non humorous- used in the celebrity advertisements. More specifically, non humorous can be divided into two parts - emotional and





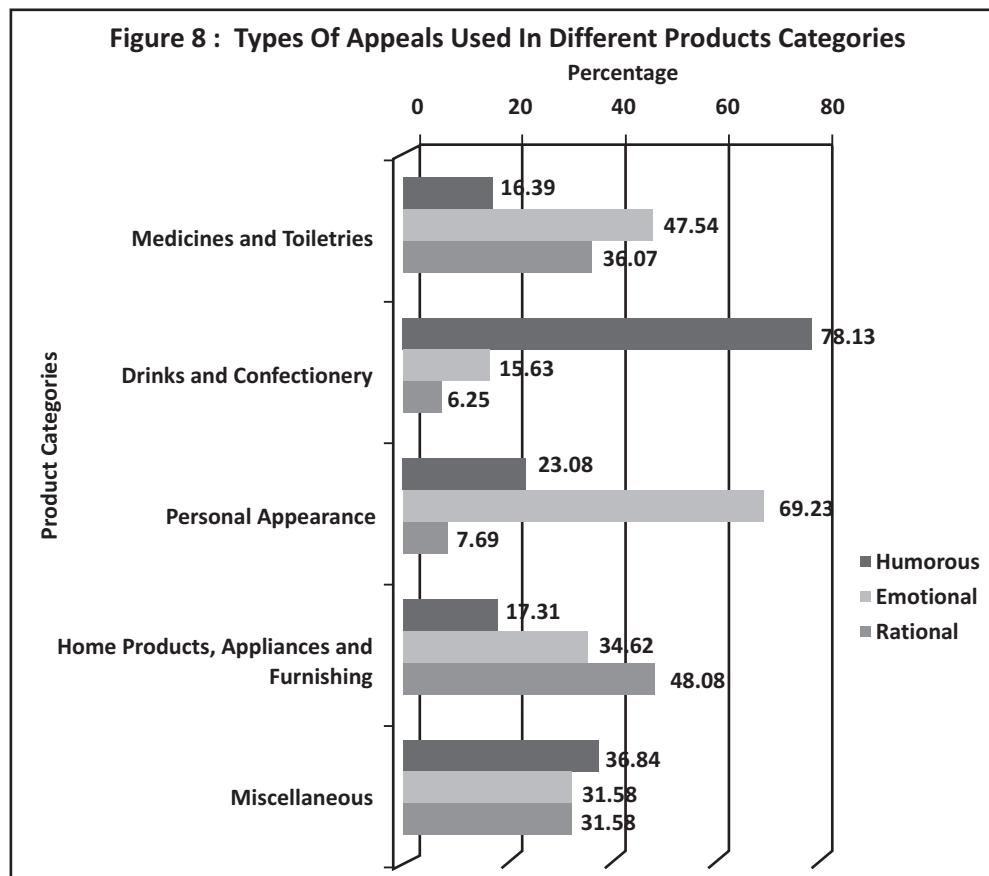
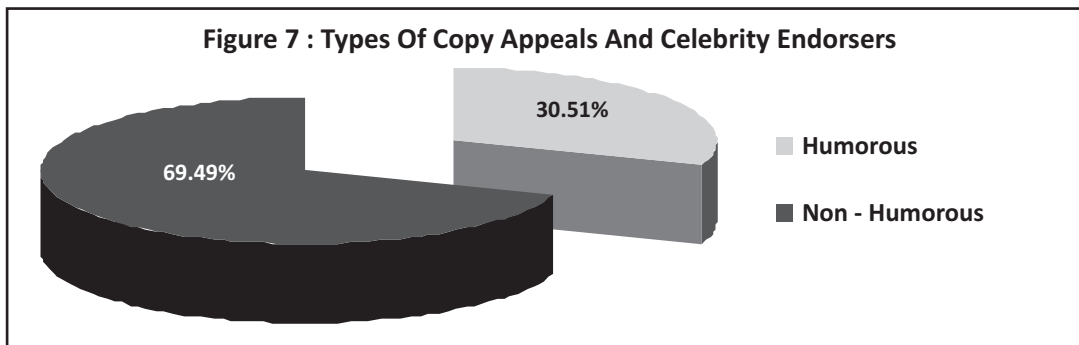
rational appeals. Use of non - humorous appeal was noticed in 69.49% percent of the advertisements. While only 30.51 % advertisements used humorous appeal. It is strange that the humorous appeal is not at all being used in case of personal appearance products. It was observed that the humorous appeal is being most frequently used in the ads of drinks and confectionery products (78.13%). The results shows that companies are using mostly emotional appeal (37.85%) for ads of the personal appearance category (69.23%) , followed by medicines and toiletries (47.54%) and home products, appliances and furnishing (34.62%) product categories. Companies are using rational appeal for high involvements products and the results show that rational appeal is most frequently used in the ads of home products appliances, and furnishing category (48.08), followed by medicines and toiletries (36.07%).

The results show that humorous and emotional appeal is used for low involvement product categories, however, rational appeal is used for high involvement product categories. Chi square test shows that there is a statistically significant difference. This shows that companies are using non-humorous appeal (emotional and rational appeal) more frequently than humorous appeal for T.V. advertisements ($\chi^2_{cal} = 53.62, df=8, \alpha=15.5, At (P<0.05)$).

Table 4 : Types Of Copy Appeals And Celebrity Endorsers								
S. No.	Category	Humorous		Non Humorous				Total
				Emotional		Rational		
		No.	%	No.	%	No.	%	
1	Medicines and Toiletries	10	16.39	29	47.54	22	36.07	61
2	Drinks and Confectionery	25	78.13	5	15.63	2	6.25	32
3	Personal Appearance	3	23.08	9	69.23	1	7.69	13
4	Home Products, Appliances and Furnishing	9	17.31	18	34.62	25	48.08	52
5	Miscellaneous	7	36.84	6	31.58	6	31.58	19
	Total	54	30.51	67	37.85	56	31.64	177
$\chi^2_{cal} = 53.62, df=8, \alpha=15.5, At (P<0.05)$								

CONCLUSION

The results obtained from the analysis can be summarized as follows:



- 1) Around 59.00% advertisements had celebrities who were used as endorsers, actors or spokespersons. So, it can be concluded that Indian advertisements have been using celebrities to a large extent.
- 2) Maximum number of celebrities were being used in the ads of medicine and toiletries category ; home products, appliances and furnishing, and drinks and confectionery category. However, chi- square analysis revealed no significant relationship among the various product categories' advertisements as far as relative use of celebrities was concerned. This shows that the use of celebrities is not product specific.
- 3) Female celebrities are being used more frequently than male celebrities. Here, the use of celebrities, in terms of sex of the celebrity was not found to be product specific.
- 4) As far as the use of different types of celebrities is concerned, film stars are being used quite frequently in TV advertisements. The use of different types of celebrities is related to product category.
- 5) The analysis revealed that non-humorous appeal is used more in TV advertisements and appeals are product specific.
- 6) The analysis showed that advertisers are using humorous and emotional appeal for low involvement product

categories; however, non–humorous and rational appeal are being used for high involvement product categories.

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