



OWNER OF THE PRODUCT ITSELF AS AN ENDORSER: A NEW TREND IN TAMIL TELEVISION ADVERTISEMENT AND ITS IMPACT ON COIMBATORE DISTRICT

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ABSTRACT

Using celebrities to endorsing the brand or product is the most popular advertising technique used around the world for the decades. This technique is wide popular in television media and we all know that it is the most powerful medium among the people. This technique has given huge marketing strategies and rise in sales for almost all the brands and insince popular and used. But in recent period of time it can be seen that some brand or product has been endorsed by the owner itself. Especially this trend has been started in Tamil television advertisement. In other side it is quite surprise which is accepted and reached the mass audience effectively where it means to give added trust worth in buying decision of the consumer and image to that particular brand or product directly in the market. Hence there were only four advertisements has started this trend: VASANTH & CO, LALITHAA JEWELLERY, AACHI MASALA and NEW SARAVANNA STORES, the researcher consider this advertisements as sample and undergone survey with 200 people for qualitative data collection to narrate the differences in the visual depiction and endorsement techniques used in the advertisements. Therefore this research focuses on brief study on this new trend in TV advertisement and its impact among Coimbatore audience.



KEYWORDS : Television, Tamil Advertisement, Brand Endorser, Impact.

INTRODUCTION

Throughout the history of advertisement we can see spokespersons endorsing the product or brand. It may in the form of man, animated character, and even animals. Only the key persons like actors, models, musical artists, sports person and entertainers have been elevated to the celebrity status. This culture is followed for past decades because audiences feel that they know these personalities and often develop an impression on familiarity and affection with them. In other hand the usage of celebrities in a television advertisement media is the belief that the profile and attributes of the celebrity both seeks audience attention to the messages they deliver. At present day this perception among the audience is getting change. Due to the status and economic changes people started to concentrate on the brand image and their benefit for the amount they pay for the product. Therefore it is no matter who advertise, it is what they advertise. So the advertiser started a new way of advertising technique that is using the chairman of the product itself as an endorser. This also gives positive result for the brand and the product image like focusing on three dimensional of source: credibility, adding a trustworthiness and expertise the product.

1) VASANTH & CO

Harikrishnan Vasanthakumar (born April 14, 1950) is an Indian businessman and politician from Tamil Nadu, India. He is the owner of Vasanth & Co, one of the largest durable goods retail chains in Tamil Nadu. He also owns Vasanth TV. He was elected to Tamil Nadu Assembly from Nanguneri constituency

in 2006 election and 2016 election. He is the one who started new trend in Tamil advertising industry, as an endorser for his brand itself. He also promoted the brand in many ways through advertisements like providing discounts, offers and slogan context winning games etc.



2) LALITHA JEWELLERY

Kiran Kumar the person behind Lalithaa Jewellery Chennai who has over 20 years of experience in the bullion industry. Before he started this showroom he dealt with gold supplies, supplying gold to well-known jewellery showrooms in Chennai as well as around the country. He was also a successful exporter of gold worldwide. He pioneered the introduction of 916 BIS Hallmarked Gold Jewellery for the first time in India. Previously many leading models and actress endorsed the product. At present he himself started to promote the product. He also came out with the success formula by targeting lower middle class audience to connect with purchasing the gold. It has created wide response from the target audience only towards his endorsement technique.



3) SARAVANA STORES

Saravana Stores is a chain of retail stores, selling Textiles, Jewellery, and Diamond, Electronic gadgets, Electronic Home Appliances and a wide range of consumer products. It is the largest family owned business retail chain in India. Its founder Selvarathnam died in 2013. Currently his elder brother Rajaratnam is managing the store. Selvarathinam's son Saravanan Arul now controls different shops. He has made a new trend set in endorsing his own branches along with leading Tamil actress. It has reached a huge audience and created a new tonic in endorsement technique which is completely an entertainment package used in his 30 to 45 sec ad.



4) AACHI GROUP

Mr. A. D. Padmasinghisaiac is the chairman & managing director, Aachi group of companies, Chennai. A range of blended masalas adding an extraordinary flavour and taste to a million tongues is what the (AACHI) MASALA KING crowns every 'Queen of the Kitchen' with. Aachi has made a revolution in transforming freshly ground masalas into tasty food. Recently Padmasingh can also be seen in medias as an endorser for his product in latest advertisements of the brand quoting "INI ORU VIDHI SEIVOM, AACHI MASALA VANGUVOM", with a very close hearted slogan to target audience "UNGAL AAROGIYAM, ENGAL LATCHIYAM" with the confident visuals showing the source of the product and making which increases the trust on their manufacturing. This conceptual theme has done a ripple in every kitchen for easy cooking and reached vast homemakers and cook.



OBJECTIVE OF THE STUDY

- To Study on new trend on self-endorsing advertisement and the consumer impact towards the advertising.
- To examine the reach of those sampled advertisement and the opinion among the Coimbatore viewers.

REVIEW OF LITERATURE

Friedman (1979, p. 63), states that celebrity endorser is an individual who is known by the public for his or her achievements in areas other than that of the product class endorsed.

Till and Shimp (1998), states that the credibility of an advertisement plays an important role in convincing the target audience of the attractiveness of the company's brand. Pursuing a celebrity

endorsement strategy enables advertisers to project a credible image in terms of expertise, persuasiveness, trustworthiness, and objectiveness.

Ohanian (1991), said that the use of (by corresponding standards) attractive people is common practice in television and print advertising, with physically attractive communicators having proved to be more successful in influencing customers' attitudes and beliefs than unattractive spokespersons.

Solomon (2002), simply assuming that a person just has to be famous to represent a successful spokesperson, however, would be incorrect, with a considerable number of failures proving the opposite.

McCracken (1989) emphasizes that a famous person represents not one single meaning, but expresses a number and variety of different meanings.

METHODOLOGY

The research is studied on both primary and secondary data for qualitative and quantitative approach.

Primary data

For Qualitative approach on spot personal interview method was conducted to the sample of 100 men and 100 women of Coimbatore district. The personal interview was conducted for the period of 3 months (February 2018 to April 2018). Questions are framed randomly based on the Influence, buying decision, trustworthiness, satisfactory level, innovation, product demand and benefits attained by the sampled advertisements. Total reach to the respondent is considered as the dependent variable of the qualitative data collection.

Secondary data

Researcher also used various secondary sources like internet, books, journals and dailies for collecting the data.

RESULT AND ANALYSIS

The one spot personal interview method was conducted to 200 respondents from Coimbatore. Out of 200, 100 respondents were men and remaining 100 respondents are women. As mentioned, the questions are framed randomly based on the reach, influence, buying decisions, innovations, trust and satisfactory level of those respondents from the sampled advertisements. The data was collected purely on the feedback of respondents only after watching the ads AACHI, VASANTH & CO, LALITHAA JEWELLERY and NEW SARAVANA STORES after the owner itself started to do self-endorsement for their products. The researcher used stacked cylinder chart (Chart 1) to represent the collected data graphically. And the total reach is calculated (Table-1) as dependent variable of qualitative approach.

Table-1

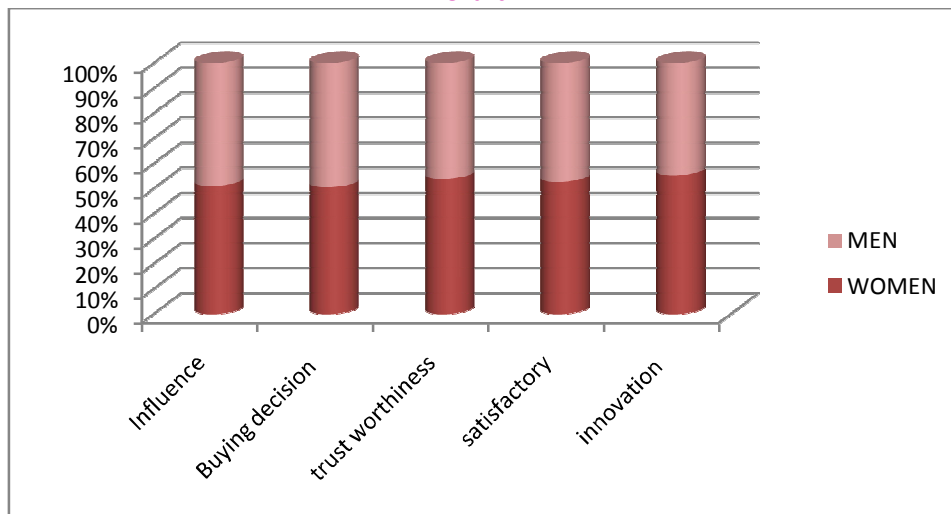
S.No.	CATEGORY	MEN	WOMEN
1	Influence	91	95
2	Buying Decision	91	93
3	Trustworthiness	84	98
4	Satisfactory	88	98
5	Innovation	51	63
TOTAL		405	447
PERCENTAGE/REACH		81	89

After interviewing the 200 respondents, the researcher found that the advertisement has influenced 91% of men and 95% of women. It is not surprising that women are well aware of these advertisements than

men and they lead in making purchase decisions of the product in the family because the selected ads for the study is the product mostly used by the women like jewellery, clothing and food items. But it is unexpected for the researcher that 93% of women response that they are making the buying decision where it is 91% in men. The researcher highlights that 98% of the women and 84% of the men said that it increases the trust upon the product when they see the owner itself advertise their product. They also added that in recent time these brands providing some benefit on the products like discounts, easy payment options, concessions, extra quantity, monthly saving options etc. Due of these concerns of the brand 98% of women and 88% of men accepted that it gives them full satisfaction on buying these brand products. But still they feel that these advertisements don't make much impression on the script in depicting the product and the theme or visuals. Therefore 63% women and 51% men answered can this advertisements find a better way of giving innovative concepts in visualising the ads. Finally the researcher found that the advertisement chosen for the research study has reached 81% of men audience and 89% of women audience.

Finally the study result that the self-endorsement advertisements reached successfully among the audience and attained consumer benefits in developing the brand image and profit. The study also analysed and results, that more than men; women consumers had a high level of satisfaction in the product strategy of those advertisements.

Chart-1



CONCLUSION

This article addressed a new method of advertisement: The owner itself is used as spokespersons in advertising to endorse their own brands. A brief assessment of the current market situation indicates that this new technique on endorsement has reached vast Tamil audience and results in reaching the target audience of the product. The study also reveals the satisfactory level of the consumer as well as the seller of the product where it is a kind of direct advertising method between the seller and the consumer. The study also results this advertising strategy has created influence and more trust on the product for the consumers in buying decision. This trend in advertising media is a boom for the future strategies and direct markets. It is also the challenge for the celebrity endorsement ads. The researcher has made a brief study on the topic where it is suggested a detail study can be done for the future research study.

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