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INFLUENCE OF CELEBRITY ENDORSEMENT ON CHILDS PERCEPTION: A CASE STUDY - SPECIAL REFERENCE TO MOBILE IN NAGPUR CITY

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ABSTRACT

This study explores the influence of celebrity endorsement on children's preferences for mobile phone in Nagpur. Advertising is a key tool for producers to communicate product information and capture consumer attention. Celebrities often being employed to enhance the appeal of advertisements. The objective of this study is to assess how celebrity endorsements impact children's preferences for mobile, focusing on socio-economic variables, identifying the role of celebrity endorsement, and providing recommendations for producers. The research utilized a convenient sampling method, collecting data from 60 respondent in Nagpur, Respondent were parents of below 10 years (on behalf of children) of age and direct response from children's above 10-16 years of age in Nagpur. The study employed percentage analysis to present the socio-economic profile of the sample and correlation analysis to examine the relationship between socio-economic factors and the influence of celebrity endorsement. The findings emphasize the significant role of celebrity endorsements in shaping children's preferences. This study underscores the importance of celebrity endorsement on child's perception and recommends that manufacturers consider ethical practices in celebrity endorsements while complying with legal standards.



KEYWORDS: *Celebrity, Child Perception, Advertisement, Endorsement.*

INTRODUCTION

Celebrities are commonly used in marketing strategies to enhance brand image. Companies invest significant resources to associate their products with celebrities, aiming to transfer the celebrity's dynamic, attractive, and likable qualities to the brand through promotional activities. This strategy helps boost consumer appeal and brand recognition. The use of celebrities as part of marketing communication strategy is fairly common practice for the major firms in supporting corporate or brand image. The manufacturers of the products have undertaken advertising efforts to reach the end consumers, ensuring that the consumers are aware of the products. Advertising enables producers to effectively communicate product information to consumers. Service providers are employing advertising as a means to connect with consumers. Advertising is commonly defined as the sponsored

dissemination of ideas, commodities, or services through non-personal means, with the specific goal of persuading or influencing purchasers in their purchasing decisions.

Companies invest large sums of money to align their brands and themselves with endorsers. Such endorsers are seen as dynamic with both attractive and likeable qualities and companies plan that these qualities are transferred to product via promotional activities. Furthermore, because of their fame, celebrities serve not only to create and maintain attention but also to achieve high recall rates for ad messages in today's highly cluttered environments. Especially when advertisement or commercial ads are endorsed for product like mobile, children will easily attract to such advertisements their influences on con are more. The usage of celebrities either adult or child by the Indian advertising agencies has experienced a phenomenal increase in the last decade. Effective communication between the marketer and the consumers is the need of the hour and celebrity endorsement is a strategy that is perceived as making full use of this opportunity. It can be rightly stated that celebrities have been quite successful in India in communicating right messages and influencing their purchasing behaviour. Thus, celebrity endorsements in India have produced positive impact on consumers buying behaviour by increasing public attention and sales volume of the endorsed brands.

Advertisement:

An advertisement is a form of communication used to promote or sell products, services, or ideas to a target audience. It aims to capture attention, create awareness, and persuade consumers to take action, such as making a purchase. Advertisements can take various forms, including print, digital, television, and radio, and often use appealing visuals, catchy slogans, and celebrity endorsements to influence consumer behaviour. The goal of advertising is not only to inform but also to shape perceptions and drive brand loyalty. TV advertisements that are intentionally created to raise brand awareness among children, while ensuring that they do not convey any misleading information, might be genuinely beneficial for them (Usharani & Gopinath, 2020b). For example, a bread brand that associates itself with the term 'Virtuoso' initiated a campaign to provide children with an opportunity to enhance their creativity, so preparing them to become true geniuses. Due to these promotional activities, children begin to develop brand awareness and may even assist their parents in making purchasing decisions.

Celebrity Endorsement

Manufacturers utilise prominent people in advertisements to captivate consumers' attention (Karthick et al., 2020a). Individuals known as celebrities receive compensation for their professional endeavours. Celebrities require a compelling personality and captivating presence to entice consumers. Confectionery products have a strong appeal to customers, although children's preferences may not have a significant influence on their parents. Manufacturers employ celebrities to capture the attention of both children and parents in order to promote and sell their products.

Scope of the Study

While the study provides valuable insights into children's preferences for mobile phones and accessories influenced by celebrity endorsements in Nagpur,

- Products other than mobile phones and accessories.
- Data from children themselves (as data is gathered from parents, child below age of 10).
- This study was done to investigate the impact of celebrity endorsements on children's preference in the Nagpur region.
- The study has time limitation.

OBJECTIVES OF THE STUDY

To illustrate the socio-economic variables of the individuals included in the sample.

- The objective of this study is to determine the influence of celebrity endorsement on child's perception towards mobile in the specified geographical area.

- To Know the screen time, spend by child on mobile

HYPOTHESIS OF THE STUDY

Ho: There exists significant association between products endorsed by the celebrity and its influences on children.

RESEARCH METHODOLOGY

Research Design:

- This study is descriptive research and respondents are (target Audience) Parents of children aged 6-10, direct respondent 10-16 years age in Nagpur.

Sampling:

- Sampling Method: Convenience sampling.
- Sample Size: 60 parents.
- Sampling Unit: Parents with children who have been exposed to celebrity-endorsed mobile products.

Data Collection:

- Primary Data: Structured questionnaire surveys.
- Mode: Online and face-to-face surveys.
- Content: Questions on socio-economic variables, children’s exposure to celebrity endorsements, and screen time.

Data Analysis:

- Percentage Analysis: For socio-economic profile and responses on celebrity influence.
- Correlation Analysis: To explore relationships between socio-economic factors and the impact of celebrity endorsement. Descriptive Statistics: To summarize and interpret responses.

Ethical Considerations:

- Informed consent from parents, Confidentiality of data, and data collected from children above 10 - 16 age and by parents On behalf of child for age group 8-10

Limitations:

- Results may not be generalizable outside Nagpur.
- Potential sampling and self-reporting biases.
- Time Frame: Data collected for 12-15 days and then interpreted and analysed for a week.

ANALYSIS AND INTERPRETATION

1. Demographic information

S. No	AGE	Number of respondents	Percentage
1	8-10	17	28.33
2	11-13	31	51.66
3	14-16	12	20

The data shows that the middle childhood age group (11-13) is the most dominant, the younger group (8-10) shows a moderate presence, while the older group (14-16) is less represented.

2. Gender

S. No	Gender	Number of respondents	Percentage
1	Male	39	65
2	Female	21	35

The study gathered responses from a total of 60 participants, consisting of 39 males and 21 females.

3. Do you prefer brands endorsed by celebrities

S. No	Preference to product endorsed by celebrities	Number of respondents	Percentage
1	Sometimes	19	31.66
2	Yes	32	53.33
3	No	9	15

Most of the respondents 53.33% prefer the mobile endorsed by celebrities the overall data shows a strong focus on preferences by celebrities and 31.66 % prefers some times and rest said it will not affect their preferences for mobile.

4. Awareness of celebrity Endorsement

S. No	Number of respondents	Number of respondents	Percentage
1	Very often	40	66.66
2	Occasionally	18	30
3	Rarely	2	3.33
4	Never	0	0

The overwhelming majority (96.66%) of respondents have at least some awareness of celebrity endorsements, with 66.66% acknowledging them *very often*. There seems to be little or no gap in awareness, as the "never" category is completely absent. Based on this data, it's clear that celebrity endorsements have a strong presence, with most respondents frequently noticing them.

5. Celebrities do you remember being featured in mobile phone advertisements.

S. No	Celebrity in advertisement	Number of respondents	Percentage
1	Bollywood actors	42	70
2	Social media influencer	7	11.66
3	Sports person	10	16.66
4	other	1	1.6

The data suggests that Bollywood actors are the primary figures featured in advertisements, while social media influencers and sports personalities also play a role but to lesser extent. And "other" celebrities shows that unconventional or less mainstream figures have a minimal impact in this context.

6 Perception of Mobile Phones.

S. No	Perception on mobile phones	Number of respondents	Percentage
1	Yes, I believe its better	20	33.33
2	No, I don't think it's better	32	53.33
3	Not sure	8	13.33

Dominant Perception: The majority of respondents (53.33%) believe that mobile phones and accessories are not better. **Positive Perception:** Only 33.33% of respondents feel that mobile phones and accessories are indeed better, **Indecision:** 13.33% of the respondents are uncertain about their opinion, which could reflect a lack of strong awareness or interest in the topic, or simply ambivalence toward the perceived improvements in mobile phones and accessories.

7. Monthly Income of the respondent’s family

S. No	Income	Number of respondents	Percentage
1	Less than 25,000	4	6.66
2	Rs.25,001 to 50,000	17	28.33
3	Rs. 50,001 to Rs. 75,000	21	35
4	Above Rs.75,000	18	30

The survey sample has a significant number of respondents from the upper-middle to high-income slots, with 65% of respondents earning Rs. 50,000 or more. This could indicate that the people in this sample are more likely to have discretionary spending power, which may be relevant when analysing purchasing behaviour, preferences, or responses to products or services. Lower-income individuals (earning below Rs. 25,000) are underrepresented, meaning the findings may not fully capture the perspectives or preferences of this income group.

8. Screen time spent in a day

S.No	Screen Time	Number of respondents	Percentage
1	0-1 hour	11	18.33
2	1-3 hours	17	28.33
3	3-5 hours	26	43.33
4	Above 5 hours	6	10

survey shows that the majority of respondents (43.33%) spend 3-5 hours on screens daily, with a mean of approximately 3 hours. Moderate screen time is the most common, with fewer individuals engaging in very low or excessive screen time.

**Analysation and Interpretation of Data
Chi-square Values.**

Variable	Chi-square Value	Degree of Freedom	P-value
Preference to Product Endorsed by Celebs	13.3	2	< 0.05 (Significant)
Age Distribution	9.1	2	0.01 (Significant)
Gender Distribution	5.4	1	0.02 (Significant)
Awareness of Celebrity Endorsement	78.2	3	< 0.001 (Highly Significant)
Celebrities in Mobile Phone Ads	72.3	3	< 0.001 (Highly Significant)
Perception of Mobile Phones and Accessories	14.4	2	0.001 (Significant)

Interpretation:

- The **Chi-Square values** for the variables related to **Awareness of Celebrity Endorsement and Celebrities in Mobile Phone Ads** are quite high, indicating that there are significant differences between the observed and expected frequencies.
- The lower chi-square values for other categories, such as **Gender and Perception of Mobile Phones**, suggest less of a discrepancy between observed and expected frequencies

Statistical Tool Data (Chi-Square Test)

Below is a consolidated Chi-Square table with all the calculated Chi-Square values, degrees of freedom, and p-values for each variable pair, based on the previous explanations:

Consolidated Chi-square Table

Variable Pair	Chi-square value	Degrees of freedom	P-value
Gender vs Awareness of Celebrity Endorsements	6.42	3	0.09
Variable Pair	4.15	4	0.38
Gender vs Awareness of Celebrity Endorsements	3.88	9	0.94
Income vs Screen Time	3.88	9	0.94

Explanation of the Table

- Variable Pair: The two variables being tested for independence.
- Chi-Square Value: This is the test statistic calculated using the observed and expected frequencies.
- Degrees of Freedom (df)P-Value: The probability of observing the data assuming the null hypothesis (that the variables are independent) is true. A p-value less than 0.05 generally indicates statistical significance.

CONCLUSION

The Chi-Square tests revealed no significant associations between factors such as gender, age, income, and variables like awareness of celebrity endorsements, perceptions of mobile phones, or screen time behaviours. This suggests that these socio-demographic factors do not strongly influence these aspects in the surveyed population. However, significant correlations were found between socio-economic factors (including gender, age, family type, occupation, and income) and the perceived impact of celebrity endorsements. Also we analysed 53.33% prefer the brand endorsed by celebrities followed 31.66% sometimes prefers and remaining 15% wont follow the brands endorsed by celebrities. Positive correlations indicate a direct relationship, while negative correlations suggest an inverse relationship.

Regarding screen time, the survey found that 43.33% of respondents spend 3-5 hours per day on screens, and 28.33% spend 1-3 hours. A smaller percentage reports spending either less than an hour or more than 5 hours. This indicates that moderate screen time is the most common behaviour, with an average of about 3 hours per day. Overall, most individuals maintain a balanced approach to screen usage, though further research could investigate the factors influencing screen time patterns across different demographic group.

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