

PERCEPTION OF COLLEGE GOING STUDENTS REGARDING CELEBRITY ENDORSEMENT OF SELECT PRODUCT CATEGORIES: WITH SPECIAL REFERENCE TO DHUBRI DISTRICT OF ASSAM

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ABSTRACT

Not only in India but across the globe, the practice of celebrities endorsing brands has become a trend as also a winning formula for corporate image building and product/service marketing. It helps in creating a star appeal towards the brand by adding a refreshing and new dimension to the brand image. A Celebrity Endorser is any individual who enjoy public recognition and who uses his/her recognition on behalf of consumer good/services by appearing in an advertisement of the same apart from being closely attached to every promotional campaign of the brand. The perception of the target group of customers towards celebrities and the brands they endorse prove to be of much significance in designing promotional, pricing, and a host of other marketing strategies for the concerned brands of products/services. The perception of college going students regarding celebrity endorsement is a concern for the firms targeting the youth market. Hence the present study has been carried out with the objectives of – (a) finding out the association between demographic attributes and buying behavior of consumers, (b) analyzing the overall consumer's perception with regard to celebrity endorsement and (c) measuring the influence of celebrities on purchase intention of consumers. The researchers have selected the respondents within the age group of 15 to 25 years. The data were collected from 150 respondents of Dhubri District. The researchers have used a structured questionnaire for the purpose of collecting data from the sample respondents. For the purpose of analysis and interpretation, simple percentages, cross- tabulation, graphs, etc have been used. Further, the hypotheses framed for the study have been tested with the help of chi square test and t-test.

Keywords: Celebrity Endorsement, Consumer Perception, Influence on Purchase, Attractiveness, Attitude, Youth.

INTRODUCTION:

Modern marketing strategies rely heavily on creative advertising intending to extend the reach of brands in so far as target markets are concerned. The ultimate goal of present-day advertising is continually convincing and attracting rather than persuading customers, who are not only educated and sophisticated but also selective. As a result, there is an intense competition between brands offering similar products. Offering a good product is not enough to compete and survive in the market any more. Amidst the wide array of brands of similar products, it tends to be quite a challenge for the marketers to keep the shopper's/customer's attention hooked onto the same brand for long enough till it results in final purchase. In an attempt to grab greater attention of the target customers and to retain existing customers as well as to attract newer customers, marketers are found using unique tools and techniques. However, of all such innovative tools, previous studies have revealed that people better relate to a product/service if given a "face" and a "personality". Thus, the popularity and growing significance of Celebrity Endorsement.

A Celebrity Endorser is any individual who enjoy public recognition and who uses his/her recognition on behalf of consumer good/services by appearing in an advertisement of the same apart from being closely attached to every promotional campaign of the brand. According to Atkin and Block (1983), there are two reasons why celebrity endorsers have gained so much familiarity. First they are traditionally viewed as being highly dynamic having both attractive and likeable qualities. Secondly their fame is said to bring attention to the product.

Celebrity Endorsements have been found to have an impact on the consumers recall evaluations, attention and purchase intentions. At the same time, what also needs to be taken consideration is that although consumers might have a favorable disposition towards celebrities, this does not necessarily always translate into purchase intention.

In a market where advertising plays a vital role in coordinating consumer purchase, it becomes pertinent for companies to induct all possible measures to influence, motivate and inculcate desire to purchase, in the customer through an effective advertising campaign. Theory and practice proves that the use of superstars in advertising generates lots of publicity and attention. (Ohanian 1991).

To change the brands future forever, it is imperative to create a face for the brand. It is more than a marketing strategy which is used to increase sales or gain market share. The best endorsement is supposed to achieve an effective balance between the products (brand) and the celebrity.

Scope of the Study:

The study highlights the perception of college going students in Dhubri District regarding celebrity endorsement of select products. This study also focuses on influences of celebrity endorsement on purchasing behavior of college going students.

Importance of the Study:

As celebrities are idolized by many, particularly the youngsters, as somebody special and are tried to be copied in so far as their lifestyles and adornments or accessories ownership are concerned, and as the consumers have emotional connect with the celebrities; firms and marketers spend a whole lot of money in drawing in the celebrities for endorsing their products/brands. Marketers have been trying their best to tap on this emotional connect of the people with the celebrities for better promotion and sales of their products.

The fact to be emphasized is that celebrities alone do not guarantee success, a consumer nowadays understands advertising; know what advertising is, and how it works. Quality and price of products play a major role in the success of the brand. People realize that celebrities are being paid a lot of money for endorsing and this knowledge leads them to think twice about celebrity endorsement. Validity of the successful side of the celebrity endorsement should be measured considering the present mindset of the young consumers, what their perceptions are and how they are influenced by celebrities in their buying behavior.

REVIEW OF LITERATURE:

Atkin Block (1983), in his paper entitled “Effectiveness of celebrity Endorsements” highlighted that celebrities are generally considered to be highly dynamic with attractive and engaging personal qualities and have got more favorable effect. Print advertisements for three alcoholic beverages were used in study. The researcher had taken 196 teenagers and adults as a sample with various characteristics. The results indicated that advertisements featuring celebrity figures produced more favorably towards advertisements evaluation ratings and product image than the advertisements with non celebrities.

James B Hunt (1986), in his study entitled “The influence of vicarious Experimental perception of Emotion on Responses to Television Commercials (Advertising)” to compare the effectiveness of experimental versus non experimental perception of emotion in response to television commercials. Multiple psycho psychological measures (Heart rate, EMG, and R-P Interval) were applied in combination with self report techniques to measure the subjects’ emotional responses to a commercial. The researcher found that the use of emotion can aid an advertiser by acting as a communication enhancer, by creating an effective response toward the brand, and or by serving as a benefit from consumption of the product. Emotional cues, slogans and packages may be remembered better if the viewer experiences an emotion. This study indicates that experiencing the appropriate emotion does assist in comprehending and believing the beneficial role which emotion may play in consumption.

Lang Meyer and Mary Walker (1991) in his paper entitled “A first step to identify the meaning in celebrity endorsers” to know the symbolic properties of the celebrity endorsers and its associates meaning movement towards the product. Most of the studies have focused on source credibility and source attractiveness, but this study used a response elicitation format, with the celebrity endorsed products namely Cher and Scandinavian Health Spas and non-endorsed product, bath towels as stimuli to identify the meaning of celebrity endorsements.

Mahony, Sheila and McNaghan (1998) stated in their article entitled, “The impact of celebrity endorsement on consumers” that in celebrity consumer mix, three general factors are often brought into consideration viz. personality, attractiveness and likeability. Together these are seen to be a part of a source attractiveness model which suggests that, for a message to be effective the celebrity spokesperson must be familiar and likeable in some way to the targeted consumers,

Prof. N. V. Ranga Prasad and V. Sudhakar Reddy (2001), the celebrity advertising has become a significant tool for creating awareness of products. The important point in celebrity advertising is the connection between the endorser and the product they endorse. By the mere presence of celebrity, the product cannot be sold. In this study the researcher concluded that the use of celebrity will have an influence to some extent only. This endorsement is required only for certain products. And they may not change the attitude of consumers significantly. It may or may not be always effective, as it depends upon the celebrity, the product, the message, the execution and the media.

Joseph M. Cronin (2003), in his paper entitled “The effect of celebrity endorsement on attitudes towards advertisements, brands and purchase intention” tried to find out the effect of celebrity endorsements on attitudes towards advertisement, brands and purchase intention. The researcher concludes in this paper that the use of a celebrity endorser may not necessarily be the best option when it comes to improving sales. The researcher also pointed out that it is highly important to understand how celebrity endorser works to motivate consumers to purchase the product they are promoting. The importance to be given to creation of awareness about the product is highly recommended by the researcher.

Wasit Ahmed (2003) in his study entitled “Celebrity endorsement – a critical study” found that the present experiment indicated that correspondence bias occurs when consumers evaluate celebrity endorsed advertisement and provides one possible answer to why celebrity advertising is an effective advertising tool. Results show how people describe positive attitudes and preferences for a product to the celebrity endorser and because of the correspondence bias; they do this even they know that celebrity has been paid huge sum of money to promote the product. This is especially interesting in the light of the fact that contemporary consumers are aware that celebrities are often give large endorsement fees, it appears this knowledge may not diminish the effectiveness of the advertisements.

Silvera and Austad (2004) in their study entitled “Factors predicting the effect of celebrity advertisements” examined whether consumers infer that celebrity endorsers like the products they endorse in the advertisement. A model was developed using these influences and other characteristics of the endorsers to predict the attitude towards the endorsed product. Participants in two experiments were examined and were asked to infer the extent to which the endorser truly liked the advertised product. They were also asked to rate the endorser attractiveness, similarly to themselves, knowledge of the product, attitude towards the advertisements, the endorser and product. The resulting model indicated that product attitudes were predicted by inference about the endorser likes for the product and the consumer attitudes towards the endorser.

OBJECTIVES OF THE STUDY:

1. To study about the association between demographic variables and purchase intention of college going students regarding celebrity endorsement of selected product categories.
2. To study about the perceptions of college going students with regard to celebrity endorsement of selected product categories.
3. To study about the influence of celebrity on purchase intention of college going students.
4. To study about the difference between the perceptions of male and female respondents regarding celebrity endorsement of products.
5. To study about the difference between influence of celebrity endorsement on male and female respondents.

HYPOTHESES:

H1 = Null Hypothesis:

There is no significant difference between the mean score of male and female respondents regarding perception towards celebrity endorsement.

H2 = Null Hypothesis:

There is no significant difference between the mean score of male and female respondents regarding influence of celebrity endorsement on purchase behavior.

METHODOLOGY OF THE STUDY:

This study is descriptive in nature. For the purpose of the study the researchers have used convenience sampling technique. The sources of data are primary as well as secondary in nature. The researcher attempts to find out the perception of college going students regarding celebrity endorsement and influence of the same on purchasing behavior. For the study, the researchers have taken 150 samples which are basically college going students of Dhubri District. Since the study includes the primary data, a pre-designed questionnaire have been used for collecting the responses. The questionnaire contained questions relating to aspects of demographic variables, perceptions about celebrity endorsement and influences of celebrity endorsement on purchasing behavior. To collect data regarding these aspects, a five point likert scale ranging from ‘5-strongly Agree to 1 strongly Disagree’ have been used. The secondary data has been collected from different sources of literature like journals, magazines, textbooks and internet.

For the purpose of hypothesis testing, the researchers have used t-test using MS excel 2007 version. For the presentation of data, the researchers have used simple cross-tabulation.

For the calculation of index in Likert Scale, the researchers have used index formula as follows,

$$\text{Perception index} = \frac{\text{Total Score}}{\text{Maximum Score}} \times 100$$

$$\text{Influence index} = \frac{\text{Total Score}}{\text{Maximum Score}} \times 100$$

For the level setting, following levels were developed by the researchers:

- 0%-20% = Very Low Level
- 20%-40% = Low Level
- 40%-60 = Moderate level
- 60-80% = High Level
- 80-100% = Very High level

Analysis and Discussion:

Below have been analyzed and interpreted the various responses to the questionnaire in a way easily understandable to the readers:

Table 1: Demographic profile of the Respondents

Sl. No	Variables	Category	No of Respondents	Percentage (%)
1	Gender	Male	75	50
		Female	75	50
2	Age	15-18 years	40	26
		18-21 years	65	44
		21-24 years	30	20
		More than 24 years	15	10
3	Course	Undergraduate	120	80
		Post Graduate	30	20
4	Discipline	Arts	45	30
		Science	42	28
		Commerce	63	42

Source: Compiled from Survey

Interpretation:

From the above table, the researchers have found that regarding Gender variable, 50 percent of respondents are male and rests are Female. Regarding Age variable, most of the respondents belong to the category of 18-21 years i.e. 44%, followed by 15-18 years i.e. 26% and rest belong to the category of 21-24 years which accounts to 20 % of the respondents. Regarding Course variable, 80% respondents are Undergraduate and rest 20% of the respondents are Post Graduates. Regarding Discipline variable, most of the respondents belong to the category of Commerce discipline which accounts for 42%, followed by arts category which accounts for 30% and rest 20% belong to Science category.

Table 2: Respondents' behavior

Sl. No	Particulars	Category	No of Respondents	Percentage (%)
1	TV Channel Watched in general	Less than 3	25	18
		4-6 channels	58	38
		7-9 channels	46	30
		More than 10 channels	21	14
2	Time spent on Watching TV	Less than 3 hours	88	58
		4-6 hours	46	30
		More than 7 hours	16	12
3	Did you switch over the channel if ads come	Definitely yes	54	36
		Sometimes	66	44
		Definitely Not	30	20
4	Types of celebrity likes	Actor	52	35
		Actress	60	40
		Sports person	38	25

Source: Compiled from Survey

Interpretation:

From the above table regarding Respondents’ behavior, it has been found that under the category of “Number of TV Channels Watched”, 38% of the respondents watch within 4-6 channels, followed by 7-9 channels watched by 30% of the respondents, followed by 18% falling in the category of less than 3 channels and rest 14% of the respondents comes under the category of more than 10 channels watched. Regarding “time spent on watching TV”, 58% of the respondents fall under the category of less than 3 hours a day, followed by 30% of the respondents who fall under the category of spending 4-6 hours a day and rest 12 % of the respondents comes under the category of more than 7 hours a day. Regarding switching of the channel when advertisements are featured, 44% of the respondents said that they sometimes switch over the channel, followed by 36% of the respondents who said that they definitely switch over the channel when advertisements come and rest only 20% of the respondents who have said that they definitely switch over the channel to other channels when advertisement comes.

Table 3: Sources of getting Information about product

Sl. No	Particulars	No of Respondents	Percentage (%)
1	TV Ads	70	46
	Hoardings	54	36
	Radio Ads	22	14
	Friends	58	38
	Magazines	25	16
	Internet	78	52
	Neighbors	28	18
	Direct mail	18	12
	Newspaper	32	22
	In store Display	48	32
	Social Media	98	65

Source: Compiled from Survey

Interpretation:

Regarding source of information from where respondents gets product information, most of the respondents opined from social media(i.e. 65%) , followed by internet i.e. 52%, followed by TV Advertisements which is 46%, followed by friends which 38%, followed by hoardings i.e. 36%, followed by in store display accounting to 32%, followed by newspaper 22%, followed by neighbors 18%, followed by magazine 16%, followed by radio Advertisements 14% and rest from direct mail i.e. 12%.

Table 4: Factors which mostly influence to buy a product

Sl. No	Particulars	No of Respondents	Percentage (%)
1	Impulsive behavior	96	64
2	Price of the product	102	68
3	Quality of the product	88	58
4	Social status	48	32

Source: Compiled from Survey

Interpretation:

From the above table regarding factors which mostly influence while buying a product, in case of most of the respondents (i.e. 68%) price influence , followed by the impulsive purchase behavior (i.e. 64%), followed by quality (i.e.58%) and rest by social status (i.e. 32%).

Table 5: Level of Students Perceptions on Celebrity Endorsement

Sl. No	Statement	Perception Index	Level of Perception
1	The celebrity creates Interest	76	High
2	Persuade to own the product	75	High
3	Their expertise influence me	77.33	High
4	Uses the product by celebrities	72	High
5	Creates reliability	62.50	High
6	Create recognize and recall brands	66.67	High
7	Persuade to buy the product	81	Very High
8	Makes the product memorable	76.4	High
9	Create good awareness about product	74.40	High
10	Create attention on the product as well as celebrities	81	Very High
11	Greatly influence the viewers	70.4	High
12	Create attention towards unfamiliar product	73.6	High
13	Influence the purchase decision	72	High
14	Retain the brand image	74.6	High

Source: Compiled from Survey

Interpretation:

From the above table regarding perception of respondents towards Celebrity Endorsement, very high level of perception have been evidenced in case of persuasion to buy the product and creation of attention on the product as well as celebrities. And in case of the rest of the statements, high level of perception have been evidenced.

Table 6: Overall level of perception of students towards Celebrity Endorsement

Particulars	Perception Index	Level of perception
Overall Perception	73.7	High

Source: Compiled from Survey

Interpretation:

From the above calculation the researcher found that overall perception of the respondents tend to be high.

Table 7: Students Perceptions of Celebrity Endorsement Gender wise

Sl. No	Statement	Male Mean (S.D.)	Female Mean (S. D.)	t- Value Calculated (Tabulated Value at 0.05 level 1.96)
1	The celebrity creates Interest	3.52 (1.13)	4.08 (.75)	3.29
2	Persuade to own the product	3.84 (.94)	3.67 (1.09)	1
3	Their expertise influence me	4.20 (.68)	3.53 (1.03)	4.78
4	Uses the product by celebrities	3.20 (1.09)	4 .00 (084)	5.33
5	Creates reliability	3.33 (.96)	2.92 (.94)	2.73
6	Create recognize and recall brands	3.21 (.76)	3.45 (1.07)	1.71
7	Persuade to buy the product	4.05 (.89)	4.05 (.80)	0
8	Makes the product memorable	3.65 (.85)	3.98 (.89)	2.00
9	Create good awareness about product	4.08 (.83)	3.36 (.73)	6
10	Create attention on the product as well as celebrities	3.90 (.84)	4.18 (.85)	2.15
11	Greatly influence the viewers	3.56 (.89)	3.48 (.96)	.73

Sl. No	Statement	Male Mean (S.D.)	Female Mean (S. D.)	t- Value Calculated (Tabulated Value at 0.05 level 1.96)
12	Create attention towards unfamiliar product	3.84 (.94)	3.52 (1.06)	1.28
13	Influence the purchase decision	4.00 (.89)	3.20 (1.07)	1
14	Retain the brand image	3.56 (1.03)	3.90 (.98)	2.12

t- Test at 0.05 level and degree of freedom at 150-2=148

Interpretation:

From the above calculation regarding students’ perception based on gender, the researchers have found that from t- test at 0.05 levels with degree of freedom 148 - the obtained calculated value in statements 1, 3, 4, 5, 8, 9, 10 and 14 are 3.29, 4.78, 5.33, 2.73, 2.00, 6.00, 2.15, 2.12 respectively which are greater than the tabulated value 1.96. So these values are indicative of being significant. This means that H0 –is rejected in case of the above statement.

Regarding statements 2, 6, 7, 11, 12 and 13 the calculated values are 1.00, 1.71, 0, .73, 1.28 and 1.00 respectively. So, it is indicative of being not significant. This means that H0 is accepted in case of the above statements.

Table 8: Perception on celebrity Endorsement Gender wise

Particulars	Male Mean (S.D)	Female Mean (S.D)	t- value calculated (Tabulated value at 0.05 level 1.96)
Overall Perception	278.35 (24.48)	275.07 (28.30)	.76

Source: Compiled from Survey

Interpretation:

From the above calculation, it has been found that regarding overall perception on celebrity endorsement the calculated t value (0.76) is less than the tabulated value (1.96) at 0.05 level of significance with degree of freedom of 148. So it is not significant. It means H0 is accepted.

That means there is no significant difference between the mean of Male and Female students regarding perception on celebrity endorsement.

Table 9: Level of Influence of Celebrity on Purchase Intention

Sr. No	Statements	Influence Index	Level of Influence
1	Considering celebrities as role model	69.7	High
2	I feel they belong to higher social strata when using products endorsed by celebrities	71.06	High
3	Find myself similar to celebrities in terms of personality when I use products endorsed by celebrities	73.86	High
4	Feel that if a celebrity endorses a product then it must be of good quality.	71.3	High
5	I find celebrities as dynamic, social and active and in order to copy them I prefer using products endorsed by celebrities.	75.06	High
6	Feel that a brand become more valuable when celebrities endorse product.	74.6	High
7	I support multiple celebrities endorsing a single product.	71.7	High
8	I am influenced by multiple celebrities endorsing single product.	73.6	High

Source: Compiled from Survey

Interpretation:

From the above table regarding influence of Celebrity endorsement on purchase behavior of students, it has been found that the level of influence tends to be high in all statements. This means that the celebrity endorsement influences in the purchase behavior of the student groups highly.

Table 10: Overall influence of celebrity on purchase behavior

Particulars	Overall Index	Level of Influence
Overall Influence	73	High

Source: Compiled from Survey

Interpretation:

From the above table regarding overall influence of celebrity on purchase behavior, it has been found that it has a high level of influence.

Table 11: Influence of Celebrity on Purchase Intention Gender wise

Sl. No	Statements	Male Mean (S.D.)	Female Mean (S. D.)	t- Value Calculated (Tabulated Value at 0.05 level 1.96)
1	Considering celebrities as role model	3.37 (1.20)	3.60 (.79)	1.64
2	I feel they belong to higher social strata when using products endorsed by celebrities	3.85 (.78)	3.25 (1.29)	3.53
3	Find myself similar to celebrities in terms of personality when I use products endorsed by celebrities	3.68 (.99)	3.70 (.71)	1
4	Feel that if a celebrity endorses a product then it must be of good quality.	3.94 (.77)	3.18 (1.19)	4.75
5	I find celebrities as dynamic, social and active and in order to copy them I prefer using products endorsed by celebrities.	3.96 (.80)	3.54 (.89)	3.23
6	Feel that a brand become more valuable when celebrities endorse product.	4.12 (.72)	3.34 (.98)	5.57
7	I support multiple celebrities endorsing a single product.	3.53 (1.08)	3.64 (.80)	.69
8	I am influenced by multiple celebrities endorsing single product.	3.65 (.94)	3.70 (.75)	.13

t- Test at 0.05 level and degree of freedom at 150-2=148

Interpretation:

From the above table regarding influence of celebrity endorsement on purchase behavior of student group gender wise, it has been found that at 0.05 level of significance with degree of freedom 148 that the calculated value of 2, 4 and 5 are 3.53, 4.75 and 3.23 respectively which are greater than the tabulated value 1.96. So it is significant. It means that the H0is rejected in case of the above statements.

Regarding the statement 1, 3, 7 and 8 the calculated t value are 1.64, 1.00, .69 and .13 respectively which are less than the tabulated value of t 1.96. So it is not significant. It means that the H0is accepted in case of the above statements.

Table 12: Overall Influence of celebrity on purchase Behavior

Particulars	Male Mean (S.D)	Female Mean (S.D)	t- value Calculated (Tabulated value at 0.05 level is 1.96)
Overall Influence	282.37 (18.62)	262.37 (15.52)	7.14

t- Test at 0.05 level and degree of freedom at 150-2=148

Interpretation:

From the above calculation regarding overall influence of celebrity on purchase behavior of students gender wise, the researchers have found that the calculated value (7.14) of t is greater than the tabulated value (1.96). So it is significant. It means H₀ is rejected.

Thus there is a significant difference between the mean score of male and female respondents regarding influence of celebrity on purchase behavior.

MAJOR FINDINGS:

1. Regarding demographic profile of the respondents, it has been found that most of the respondents belong to the age group of 18-21 years, most of the respondents belongs to the group of undergraduate, and are in the category of commerce discipline.
2. Regarding the respondent's behavior towards advertisements and celebrities, it has been found that most of the respondents watch 4-6 TV Channel regularly, most of the respondents spend less than 3 hours in a day for watching TV, most of the respondents switch channels sometimes when advertisements come and likes female celebrities (particularly bollywood actresses) in advertisements more than male celebrities.
3. Regarding the source from where the respondents got the information about the products, it has been found that mostly social media followed by internet hold the top priority as a source.
4. Regarding factors leading to buying a product, price influences to a large extent in case of most of the respondents.
5. Regarding overall perception of the respondents, it has been found that respondents have high level of perception; when analyzed gender wise, it has been found from the t- test there is no significant difference between the male and female respondents regarding the perception on celebrity endorsement.
6. Regarding level of influence of celebrity on purchase behavior, it has been found that the level of influence on purchase behavior is also high. When analysed gender wise, it has been found from the t- test there is a significant difference between the male and female respondents regarding the influence of celebrity endorsement on purchase behavior.

HYPOTHESES TESTING:

1. Regarding the level of perception, H₀ is accepted as the calculated value of t- is less than the tabulated value.
So, there is no significant difference between the mean score of male and female respondents regarding perception towards celebrity endorsement.
2. Regarding the level of influence, H₀ is rejected as the calculated value of t- is greater than the tabulated value.
So, there is no significant difference between the mean score of male and female respondents regarding influence of celebrity endorsement on purchase behavior.

RECOMMENDATIONS:

1. It is seen from the analyses, that all the students groups have high level of perception on celebrity endorsement. So it is recommended that the advertiser should not try to over-promise through the celebrity endorser in the advertisement. It will affect the image of the company as well as reputation of the celebrities.

2. It is also seen that the students have high level of influence from celebrities on purchase behavior but there is a significant difference between male and female respondents regarding influence. So it is also a recommendation to the advertiser and company to focus male advertisements so that male respondents should get attention equal to the female advertisements.
3. It is also found from the analyses that among all the students groups, the habit of reading newspapers, magazines etc are very poor. Thus, very less student respondents have been found to be influenced by any advertisements exhibited in these print media. Hence, advertisers are advised to focus more on using innovative and creative practices while designing printed advertisements with or without celebrities in them. Moreover, they also need to concentrate more on being more informative and influential while going for celebrity endorsement in other audio-visual media.
4. In context to the above finding, it is also suggested that advertisers need to carry out proper researches on the popularity, access and outreach of different promotion modes before planning their campaigns. It needs be mentioned herein, that amongst print media, billboards and posters, however, do catch the attention of the surveyed groups of respondents provided that there is more pictures and graphics exhibited as compared to textual matter.

CONCLUSION:

In the light of the study, it can be said that celebrities have a considerable influence on the purchase decision and perception-framing of the young college goers. The marketers invest huge money on advertisements and promotions, more so if a celebrity is involved. So they have a tendency to be very careful in selecting the mode of advertisement and the celebrity. Using celebrities for endorsing brands has become a trend for building brands' as well as company's image. The company makes use of the celebrity's characteristics and qualities to establish an analogy with the product specialties with an aim to position them in the minds of the target consumers. Hence, more and more studies like the present study would contribute significantly to various aspects of celebrity endorsement like the choice of media based on preference, the choice of celebrity, etc.

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