



A STUDY ON IMPACT OF CELEBRITY ENDORSEMENT ON CHILDREN PREFERENCE WITH SPECIAL REFERENCE TO CONFECTIONARY PRODUCTS IN THANJAVUR DISTRICT

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ABSTRACT

Advertising has been taken by the products manufacturers, which reach the ultimate consumers, the products knowledge should reach the consumers. Advertisement helps the manufacturers to take the products details to reach consumers. Advertisements should attract the consumers, the famous personalities are using by the manufacturers to get the attentions of the consumers. The peoples called celebrities; they are paid for their work. Celebrities need good personality and caption to attract the consumers. The scope of the study is to find the impact of celebrity endorsement of children preference with special reference to confectionary products in the study area. The following are the objectives of the study, (i) to present the socio economic factors of sample respondents (ii) to find the variable of celebrity endorsement of confectionary products and (iii) to present suggestions to the manufacturers. The researcher adopted convenient sampling method to collect data in the study area. Thanjavur city has taken as study area for this study and confined with 150 samples. The respondents for this study are children, but to get more clarity the data collected not from the children, the data collected from parents. Researcher adopted percentage analysis to present the socio economic profile of the sample respondents and used correlation to find the relationship between socio economic profile and impact of celebrity endorsement.

This study concluded that the manufacturers should follow the government rules while manufacturing products. The products reach consumers through advertisement, so the researcher understood the importance of advertisement.

Key words: Advertisement, Media Scheduling, Confectionary Products and Impact of Advertisement.

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INTRODUCTION

Advertising has been taken by the products manufacturers, which reach the ultimate consumers, the products knowledge should reach the consumers. Advertisement helps the manufacturers to take the products details to reach consumers. Service providers are also using advertisement to reach the consumers (Gopinath, 2019a). Advertising has been defined as ‘any paid form for non-personal presentation and promotion of ideas, goods or services by an identified and more narrowly as ‘any human communication intended to persuade or influence buyers in their purchase decisions’. Advertising lies at the juncture where culture and the economy interact: its primary purpose is to sell products and services by stimulating purchasing behaviour and it does this by using strategies that rework culture, creating aspirations and new desires for products (Gopinath, 2019b). The major environmental factors that impact on advertising are: the economy, demography, culture, the political and legal system.

Advertising is itself a cultural product which increasingly affects social attitudes, defines social roles, and influences cultural values (Jaya & Gopinath, 2020). Influenced by these factors advertising evolved and developed a particular profile in western industrialized society in the 20th Century as a means of stimulating the consumption of products generated by new and expanding industries.

MEANING & DEFINITION OF ADVERTISEMENT

According to Philip Kotler, “Advertising is any paid form of non personal presentation and promotion of ideas, goods, or services by an identified sponsor”. In simple words, “Advertising is a means of informing and communicating essential information”.

American Marketing Association (1948) developed the definition of Advertising as Any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor.

The manufacture of confectionery is an old one, but now it has becoming a specialized industry, depending upon the careful selection and use of all raw materials. Solution, evaporation, crystallization, dehydration, disintegration, blending, coloring, and flavoring- each unit operation plays an important role. The confectionery industry is unique in the food field because of the great variety of materials used as an ingredient.

These include many kinds of fruits and nuts, in addition to the more characteristic sugars which largely determine the physical consistency. The sugars are present in a great variety of physical conditions ranging from complete solution like “cordial” through intermediate amorphous states like “chewy caramels” to states approaching super cooled melts like “hard candy”. Sugar is an excellent and palatable source of carbohydrate calories. Food additives plays important role in processing of confectionery products (Usharani & Gopinath, 2020a).

The common additives involved in the processing of confectionery products are sweeteners, coloring agents, flavoring agents, emulsifiers, gelling agents, stabilizing agents and pH controlling acidulants and salts. Much the same as us, every one of the advertisers and publicists are likewise all around familiar with this reality.

They can discover an ever-increasing number of promotions on the TV nowadays, which are focusing on the young youngsters for showcasing their items. The commercials that are communicated between the kids' shows advance a wide range of items like toys, nourishment things, vitality promoters, attire brands, and so on. Some TV ads which are made with a certified goal to make kids mindful about the brand, without giving them any wrong messages, may really be useful for them (Usharani & Gopinath, 2020b). For instance, a bread brand that partners itself with the word 'Virtuoso', fueled a crusade about giving kids a chance to sharpen their inventiveness, in this manner, prepping themselves into genuine prodigies. As a result of such promotions, kids start to perceive brands and they may now and again even assistance their folks in settling on the choice about what to purchase.

CELEBRITY ENDORSEMENT

Advertisements should attract the consumers, the famous personalities are using by the manufacturers to get the attentions of the consumers (Karthick et al., 2020a). The peoples called celebrities; they are paid for their work. Celebrities need good personality and caption to attract the consumers. Confectionary products are attracts the consumers but children preference may not much influencing with their parents. So that the manufacturers using celebrities to get the children and parents attention to sell their products.

SCOPE OF THE STUDY

This present study conducted to find the celebrity endorsement on children preference with special reference to confectionary products in Thanjavur. Celebrities are high pay based on their field and experience. Confectionary products need more customer attention and need more quality because it is eatable products. So that celebrity is important for the confectionary products. The scope of the study is to find the impact of celebrity endorsement of children preference with special reference to confectionary products in the study area.

OBJECTIVES OF THE STUDY

The following are the objectives of the study.

1. To present the socio economic factors of sample respondents.
2. To find the variable of celebrity endorsement of confectionary products.
3. To present suggestions to the manufacturers.

SAMPLE DESIGN AND TOOLS

The researcher adopted convenient sampling method to collect data in the study area. While collect data researcher ensure that the family having children and they are consuming confectionary products. Thanjavur city has taken as study area for this study and confined with 150 samples. The respondents for this study are children, but to get more clarity the data collected not from the children, the data collected from parents. The structured questionnaire prepared and used for data collection, after collect the data the data were entered in MS – Excel and updated to SPSS for further analysis.

Researcher adopted percentage analysis to present the socio economic profile of the sample respondents and used correlation to find the relationship between socio economic profile and impact of celebrity endorsement.

ANALYSIS AND INTERPRETATION

Table 1: Gender of the respondents

Sl. No.	Gender	Number of respondents	Percentage
1	Male	95	63.33
2	Female	55	36.67
	Total	150	100

Source: Survey data

The above tables shows the gender of the respondents, ninety five respondents are male and remaining fifty five respondents are female. Majority (63.33%) of the respondents are male.

Table 2: Age group of the respondents

Sl. No.	Age Group	Number of respondents	Percentage
1	Up to 30 years	57	38.00
2	31 years to 50 years	72	48.00
3	Above 50 years	21	14.00
		150	

Source: Survey data

The above table shows the age group of the respondents, fifty seven respondents are up to 30 years old, seventy two respondents are between 31 years and 50 years. twenty one respondents are above 50 years old. Majority (48.00%) of the respondents are between 31 years and 50 years.

Table 3: Family type of the respondents

Sl. No.	Family type	Number of respondents	Percentage
1	Joint family	84	56.00
2	Nuclear family	66	44.00
	Total	150	100

Source: Survey data

The above table shows the family type of the respondents, eighty four respondents are joint family and remaining sixty six respondents are nuclear family. Majority (56.00%) of the respondents are joint family.

Table 4: Occupation of the respondents

Sl. No.	Occupation	Number of respondents	Percentage
1	Government employees	18	12.00
2	Private employees	84	56.00
3	Professionals	22	14.67
4	Others	26	17.33
	Total	150	100

Source: Survey data

The above table shows the occupation of the respondents, eighteen respondents are government employees, eighty four respondents are private employees. Twenty two respondents are professional and remaining twenty six respondents are other those are retired and house wife. Majority (56.00%) of the respondents are private employees.

Table 5: Monthly Income of the respondents

Sl. No.	Monthly Income	Number of respondents	Percentage
1	Less than Rs. 25,000	37	24.67
2	Rs. 25,001 to Rs. 50,000	55	36.67
3	Rs. 50,001 to Rs. 75,000	46	30.66
4	Above Rs.75, 000	12	8.00
	Total	150	100

Source: Survey data

The above table shows the monthly income of the respondents, thirty seven respondent's monthly income is less than Rs. 25,000. Fifty five respondents monthly income is between Rs. 25,001 and Rs. 50,000. Forty six respondents monthly income is between Rs. 50,001 and Rs. 75,000 and remaining twelve respondents monthly income is above Rs. 75,000. Majority (36.67%) of the respondents monthly income is between Rs. 25,001 and Rs. 50,000.

Correlation

The researcher has taken twenty variables to find the relationship between the socio economic factors and level of impact of celebrity endorsement. The following table shows the relationship which were taken from SPSS.

Table 6: Correlation – Relationship between Socio Economic Factors and level of impact of celebrity endorsement

Sl. No.	Variables	Pearson's Correlation	P Value	Result
1	Gender	0.827**	0.001	Positive
2	Age group	0.744*	0.001	Positive
3	Family type	0.669*	0.001	Positive
4	Occupation	-0.671**	0.001	Negative
5	Monthly Income	-0.522*	0.001	Negative

Source: Computed data

The above table shows the correlation output of the study, gender (0.827) have positive and significant impact of celebrity endorsement at 1% significant level.

Age group (0.744) and family type (0.669) has positive and significant impact of celebrity endorsement at 5% significant level.

Occupation (-0.671) has negative and significant impact of celebrity endorsement at 1% significant level.

Monthly income (-0.522) has negative and significant impact of celebrity endorsement at 5% significant level.

FINDINGS

The following are findings from percentage analysis.

- Majority (63.33%) of the respondents are male.
- Majority (48.00%) of the respondents are between 31 years and 50 years.
- Majority (56.00%) of the respondents are joint family.
- Majority (56.00%) of the respondents are private employees.
- Majority (36.67%) of the respondents monthly income is between Rs. 25,001 and Rs. 50,000.

SUGGESTIONS

The following are the suggestions given by the researcher after studying the findings of the research work, the researcher has come to know that there is a lot of recent developments happening in the advertising sector (Karthick *et al.*, 2020b). With fast improving technology, more alert consumers, increasing competition and higher social responsibility the challenges that the modern advertisers are facing is very vast. Advertisers must choose message and media carefully to take advantage of the growing market of confectionary products.

- Advertising should be used to promote goods in a positive way by telling consumers the importance of the product and not by creating false notions.
- All advertising agencies should keep their values and ethics intact while producing advertisements for confectionary products.
- Advertisements should not be misleading, confectionary products should be healthy. The same time the advertisement should not mislead the people and their activities.
- Advertising agencies should always think about culture and traditions and see that no ads hurt feelings of others.
- Companies must always ensure that whatever it promises must be there in the performance of the confectionary products.
- As advertising is also a social process, it must honor the norms of social behavior, and should not offend our moral sense. Proper implementation of the laws is highly required in our country.

CONCLUSION

During this present study, the researcher has come to know that lots of recent developments happening in the advertising sector. The consumers should not go after the celebrity endorsements, instead should focus on the product and its features. Company when choosing the celebrity should find a relation between the product he is endorsing and the consumer. Celebrities should always have a complete knowledge of the brand and confectionery product they are endorsing. Now a days lot of issues coming regarding products manufacturing process, ingredients and etc. the manufacturers should follow the government rules while manufacturing products. The products reach consumers through advertisement, so the researcher understood the importance of advertisement.

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