



A Comparative Study of Celebrity & Non-Celebrity Endorsed Social Advertisements in India

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Abstract

The Social advertisement with celebrity endorsement has tremendous potential to change the behaviour of general public towards a particular social cause. These advertisements get attention easily from general public and can be proved very beneficial in highlighting social issues prevailing in our society. This study seeks to compare and understand effectiveness of celebrity and non-celebrity social advertisements. It explores opinions from residents of Hyderabad India regarding social advertising endorsed by celebrities and non-celebrities. Celebrity endorsed advertisements are more effective in terms of visual appeal, transmission of the social message, content etc. This paper tries to highlight to what extent celebrity endorsed social advertisements are more effective than non-celebrity endorsed social advertisements.

Key words: Social advertising, Celebrity endorsement, Social issues

Introduction

Advertising is considered as the most powerful and successful tool for marketing. It is having great persuasive power and a social advertiser uses it in a positive way to add benefits to the society. Advertising is the mirror of society. It responds and reflects the prevailing value system of a society. The social values shape our advertising; in fact interact with each other. In the other words, advertising does not only prepare individuals to meet society requirements or expectations. Society makes very few demands on people in terms of their behaviour. Advertisements have its great importance in our society and being an effective and reliable medium of disseminating messages to spectators. They should be arranged in a way that social messages should highlight the need of eradicating social issues prevailing in our society. Social Advertising is an emerging concept and less research work has been done on the topic in India and abroad. India being the second largest country in terms of population enriched with numerous cultures and customs.

Significance of the study

Social Advertising becomes very important to promote social causes and create a sense of social obligation. The research will be of immense importance to social advertisers as the aim of the research is to access the effectiveness of celebrity endorsement in Social Advertising. The results of this study will provide some insights and information on how Celebrity and Non-celebrity advertisements are viewed by citizens in India.

Scope of the study

The area of the research deals with the effectiveness of celebrity endorsement in Social Advertising in the vicinity of Hyderabad. The research is focused on the social advertisements endorsed by celebrities. The reason behind taking advertisements endorsed by celebrities is based on the simple hypothesis that such advertisements are more effective and



appealing than those which aren't endorsed by celebrities. The respondents of this research were the common people residing in and around city of Hyderabad, India.

Literature review

DebaratiDhar (2011) in his article on "Advertising and Its Social Responsibility" that like other forms of mass communication advertising also has a social responsibility attached to it. It has to understand its responsibilities towards society and for this one has to understand positive and negative aspects of advertising.

Pahad and Upandhyay (2009) in their book *Social Advertisement- An Analysis* pointed out that the changing roles of media in the New society stated that role of media is influential in social change and social innovation processes. The role of the media in social change can either be progressive or conservative. Media can support the renewal of society by introducing new, constructive angles and new knowledge.

Kotler and Lee (2008) in their book *Social Marketing Influencing Behaviors for Good* stated that social marketing, as a discipline, has made enormous strides and has had a profound positive impact on social issues in the era of public health, safety, the environment, and community involvement. Fundamental principles at the core of this practice have been used to help reduce tobacco use, decrease infant mortality, stop the spread of HIV/AIDS, make wearing bike helmets, decrease littering, and increase recycling.

Ghosh (2004) in his article on "Advertising Public Utility Services in India: Observations." Wrote that advertising for public utility services serve as an instrument to promote awareness among the public, either about some social evil, to promote judicious use of scarce resources or to give information.

Kaptan (2003) in his book *Social Dimensions of Advertising* stated that advertising is the most powerful technique of opinion formation and value creation. It a tool that can create new social order without any bloodshed and counter reaction. It appeals to the mind-set of the individuals and changes the social thinking.

From a theoretical perspective, celebrities are considered to be effective endorsers as because of the presence of their symbolic desirable reference group alliance (Solomon and Assael, 1987, p.189-218). Assael (1984) suggests that the effectiveness of the Celebrity endorsement is present because of its ability to tap into the consumer's symbolic union with its inspirational reference group.

Objectives of the study

1. To compare the effectiveness of Celebrity and Non-Celebrity endorsed Social Advertisements.
2. To find the ability of respondents to recall Celebrity and Non-Celebrity endorsed Social Advertisements.



Hypotheses

Ho1: There is no significant difference in the effectiveness of Celebrity and Non-Celebrity endorsed Social Advertisements.

Ho2: There is no significant difference in the recalling capability of the respondents towards Celebrity and Non-Celebrity endorsed Social Advertisements.

Methodology

Method

In order to collect the primary data, quantitative approach using survey method was applied to the study.

Tool

A structured questionnaire five point scale where 1 = strongly agree and 5 = strongly disagree was used to collect opinions of the respondents. The questionnaire was personally distributed and collected from respective respondents from Hyderabad.

Sample

Stratified random sampling technique was used in this study. The respondents were divided on the basis of their profession into four groups' viz. Government employees, Private employees, Students and Housewives also others were included in the sample like businessmen, drivers, and unemployed youth. The respondents were equally divided into 200 male and 200 female respondents.

Sample size

Table: 1

S. No.	Profession	Respondents
1	Government Employees	100
2	Private Employees	100
3	Students	100
4	House wives/Others	100
	Total	400

Determination of Sample size

$$n = \left\{ \frac{Z^2(pq)N}{e^2(N-1) + Z^2(pq)} \right\}$$

$$n = (1.96)^2 [(0.5)(0.5)] 1800000 / (0.05)^2 z(1800000 - 1) + (1.96)^2 [(0.5)(0.5)] = 365$$

Z= 1.96, N=Population, n=Sample size, p=sample proportion 0.5, q=(1-p)= 0.5, e= 0.05 (within 5% of True Value) Source: (Kothari, 2004)

Note: As per the formula the appropriate sample size would be 384, however 400 was taken .



By using above formula sample size was calculated as 384 and later it was set as 400. The respondents were equally divided into 200 male and 200 female respondents

Data Collection: The study is based on both primary and secondary data. Primary data was collected from the respondents, who are residing in Hyderabad, using structured questionnaire, which is pre-tested and reliability (Cronbach Alpha) is found to 0.864. Survey questionnaire was personally distributed and collected from respective respondents from Hyderabad. The secondary data is mainly based on articles from journals, newspapers, books, websites and magazines.

Research setting

Research was conducted in Hyderabad city of Telangana India keeping in view the fact that the audience exposed to advertising. For this purpose Hyderabad city was chosen as the researcher was having personal and professional contacts. Thus there was a greater accessibility to the people living in the city. More over Hyderabad is growing in terms of IT sector and people have diverse cultural background residing in the city.

Limitation of the study

No research is complete without admitting the limitations that was faced while conducting a study this study also has certain constraints. The first constraint is that the chosen sample size is small and hence not sufficient enough to make concrete recommendation. The limited sample makes it difficult to generalize the data and view it as the undisputed thought process prevalent amongst residents of Hyderabad. Time was another big constraint in this research. Other limitations of this research are: (a) reluctance of the respondents living in this particular area; their social behavior, way of answering questionnaire (b) the area of the research is restricted to certain celebrities only.

Analysis and Findings

Observation

Table:2

Statement	SA	SWA	N	SWDA	SDA	Total
I frequently notice Social Advertisement Endorsed by Celebrities.	116 (29%)	260 (65%)	8 (2%)	4 (1%)	12 (3%)	400 (100%)
I frequently notice Non-Celebrity endorsed Social Ads.	20 (5%)	208 (52%)	140 (35%)	12 (3%)	20 (5%)	400 (100%)

SA=Strongly Agree, SWA= Somewhat Agree, N=Neutral, SWDA Disagree, SDA= Strongly Disagree.

Table 2 reveals that about 65 per cent of the respondents somewhat agreed that they have frequently noticed celebrity endorsed social advertisements, 29 per cent strongly agreed. About 52 per cent of the respondents somewhat agree that they have frequently noticed non-celebrity endorsed social advertisements, 35 per cent opined neutral neither they agree nor they disagree.

**Content of Social Advertisements**

Table:3

Statement	SA	SWA	N	SWDA	SDA	Total
The Content of Social Advertisements endorsed by Celebrities is effective	152 (38%)	208 (52%)	36 (9%)	4 (1%)	0 (0%)	400 (100%)
The Content of Social Advertisements endorsed by Non-Celebrities is effective	16 (4%)	130 (33%)	226 (56%)	12 (3%)	16 (4%)	400 (100%)

SA=Strongly Agree, SWA= Somewhat Agree, N=Neutral, SWDA Disagree, SDA= Strongly Disagree.

Table3 shows that about 38 per cent of the respondents strongly agreed that content of the celebrity endorsed social advertisements are effective. 52 per cent opined somewhat effective. About 56 per cent of the respondents neither agrees nor disagrees that content of non-celebrity endorsed social advertisements is more effective they choose neutral, 33 per cent said they somewhat agree with the effectiveness of content. Only 4 per cent of the respondents strongly agree that content is more effective in said advertisements. It is obvious from the above results that people does not like the content of non-celebrity endorsed social advertisements.

Successful Transmission of the Message

Table:4

Statement	SA	SWA	N	SWDA	SDA	Total
Social Advertisements endorsed by Celebrities transmits Social message successfully to the audience	228 (57%)	140 (35%)	28 (7%)	4 (1%)	0 (0%)	400 (100%)
Non- Celebrity endorsed Social Advertisements transmit Social message successfully to the audience	32 (8%)	116 (29%)	208 (52%)	28 (7%)	16 (4%)	400 (100%)

SA=Strongly Agree, SWA= Somewhat Agree, N=Neutral, SWDA Disagree, SDA= Strongly Disagree.

Table4 depicts that 57 per cent of the respondents strongly agreed that celebrity endorsed social advertisements are able to successfully transmit the social message to the society. This is evidence that celebrities can address social issues through advertising effectively. 35 per cent of the surveyed people opted for somewhat agree. About 52 per cent of the respondents neither agrees nor disagrees that non-celebrity endorsed social advertisements transmits social message more successfully to the society. About 29 per cent of the respondents opted for somewhat agree. 8 per cent strongly feel that non-celebrity endorsed social advertisements transmits social message more successfully.

Visual Appeal of Social Advertisements

Table:5

Statement	SA	SWA	N	SWDA	SDA	Total
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Social Advertisements endorsed by Celebrities are visually appealing	228 (57%)	124 (31%)	40 (10%)	4 (1%)	4 (1%)	400 (100%)
Non- Celebrity endorsed Social Advertisements are visually appealing	32 (8%)	212 (53%)	120 (30%)	20 (5%)	16 (4%)	400 (100%)

SA=Strongly Agree, SWA= Somewhat Agree, N=Neutral, SWDA Disagree, SA= Strongly Disagree.

Table 5 shows 57 per cent of the respondents strongly agree that celebrity endorsed social advertisements are visually appealing about 31 per cent of the respondents somewhat agreed that celebrity endorsed social advertisements are visually appealing. 10 per cent of the surveyed people said that visual appeal of celebrity endorsed social advertisements is neither effective nor defective they opted for neutral. About 53 per cent of the respondents somewhat agreed that non-celebrity endorsed social advertisements are visually appealing about 30 per cent neither agrees nor disagrees that non-celebrity endorsed social advertisements are visually appealing. About 8 Per cent of the surveyed people strongly agree that said advertisements are visually appealing.

Recalling Ability of the Respondents

Table:6

Statement	SA	SWA	N	SWDA	SDA	Total
I remember the message of the Celebrity endorsed Social Advertisement	204 (51%)	160 (40%)	36 (9%)	0 (0%)	0 (0%)	400 (100%)
I remember the Message of the Non-Celebrity endorsed Social Advertisements	56 (14%)	208 (52%)	104 (26%)	28 (7%)	4 (1%)	400 (100%)

SA=Strongly Agree, SWA= Somewhat Agree, N=Neutral, SWDA Disagree, SA= Strongly Disagree.

Table 6 reveals the recalling ability of the respondents towards the message of celebrity endorsed advertisements. About 51 per cent of the respondents strongly agree that they can recall the messages delivered through Social Advertising by celebrities 40 per cent of the surveyed people opted for somewhat agree whereas only 9 per cent decided to go with neutral. About 52 per cent of the respondents opted for somewhat agree, 26 per cent neither agrees nor disagrees they choose neutral, 14 per cent strongly agree that they can recall the messages delivered through non-celebrity endorsed advertisements.



Hypotheses Testing

Ho1: There is no significant difference in the effectiveness of Celebrity and Non-Celebrity endorsed Social Advertisements.

Hypothesis testing I

Table: 7

Statements	Parameters	t Value	Df	Sig.	Result
I frequently notice Celebrity endorsed and non- Celebrity endorsed social advertisements	Observation	11.719	798	.000	S
Social advertisements endorsed by celebrities are more effective and non-Celebrity social advertisements are more effective	Effectiveness	22.923	798	.000	S
The content of Celebrity endorsed and non-Celebrity endorsed social advertisements is effective	Content	19.236	798	.000	S
Celebrity endorsed and non-Celebrity social advertisements transmit social message successfully to the society	Transmission	21.50	798	.000	S
Celebrity and non-Celebrity social advertisements are visually appealing	Visual Appeal	14.677	798	.000	S

(S=Significant) (NS=Not Significant) *Significant at 95% confidence level

The hypothesis was tested on five parameters namely observation, effectiveness, content, transmission and visual appeal. It was found that there is significant difference in effectiveness of Celebrity and non-Celebrity endorsed social advertisements.



Ho2: There is no significant difference in the recalling capability of the respondents towards Celebrity and non-Celebrity endorsed social advertisements.

Hypothesis II

Table:8

Statements	Parameters	t Value	df	Sig.	Result
I remember the most of Celebrity and Non-Celebrity endorsed social advertisement I see	Recall	10.732	798	.000	S
I remember the Celebrities and Non-Celebrities who features in the social advertisements	Recall	12.228	798	.000	S
I remember the message of the Celebrity and Non-Celebrity endorsed social advertisements	Recall	13.464	798	.000	S

(S=Significant) (NS=Not Significant) *Significant at 95% confidence level

The above hypothesis was tested to find out recalling capability of respondents and was subdivided into three parameters viz. advertisement, message Celebrity or non-Celebrity. It can be concluded from above table that there is significant difference in the recalling capability of respondents towards Celebrity and non-Celebrity endorsed social advertisements.

Hypothesis result

Table:9

Ho1	There is no significant difference in the effectiveness of Celebrity and Non-Celebrity endorsed Social Advertisements.	Rejected
Ho2	There is no significant difference in the recalling capability of the respondents towards Celebrity and non-Celebrity endorsed social advertisements.	Rejected

Conclusion

The present research suggests that celebrity endorsed social advertisements have emerged as the most popular way to educate people about social causes and have continued to grow in popularity. These advertisements create new ways of communication. Celebrities should be selected properly keeping in view the target group of the social advertisements. Use of animation and cartoons should be encouraged in children related social advertisements. Social advertisements should be broadcasted on prime timings. Road shows can be proved very beneficial in educating people about social causes. It would be safe to conclude that celebrities played an important role in highlighting social issues through advertising and they can be proved useful in eradicating social evils from our society if we select proper celebrity for proper cause. The selection of celebrity is very important decision to be taken.



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