

Impact of Celebrity Endorsement on Children through TV Advertisements

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ABSTRACT

This study is done by researcher to examine the impact of endorsement on children buying behaviour belonging to different segments of the society, including the urban and rural, through TV advertisements creates identification, credibility or attractiveness. TV advertising, including celebrity endorsement, plays a dominant role in shaping children's product preference. Indeed, TV advertising first catch the attention of the children, then create interest in the mind of children about the product seen through the advertisement, then develop a desire to have that product, then children acquire the product by buying it or forcing their parents to buy it. The impact of celebrity endorsement in TV advertisements, level of children understanding of TV ads and making purchase requests for advertised products will be measured through this study.

Efforts have been made to determine the effectiveness of various endorsing celebrities in making child believe in product attributes and influencing his/her purchase requests. This also seeks to ascertain why certain celebrities are more popular with the children from different age-groups and sex, both in urban and rural area of Madhya Pradesh. The study seeks to identify the influence of all these enhancement appeals on children's purchase consideration.

Keywords: Celebrity Endorsement, Buying Behaviour, T.V. Advertisements.

INTRODUCTION

“Advertising is the structured and composed form of non-personal communication of information, usually paid for and usually persuasive in nature, about products by identified sponsors through various media”. Whereas, “Promotions are used to create a desire for a particular product among children in such a way that they are encouraged to influence their parents or other adults (through requests) to purchase the desired product on their behalf” (Arens, Schaefer & Weigold, 2009).

In India, today children including young adolescents are being considered as potential consumers, since children can influence the family consumption and also can persuade and pressurize parents to buy new products. Both companies and television advertisers have been treating younger children as a consumer segment or consumer persuader. Advertising appears in many ways: on billboards, newspapers, hoardings, walls, electronic media like television, Internet, video and in many other forms. Present children are our future and unique in

several manner from our previous generation. The source of their entertainment are not alike our earlier generation. Today children spend most of their time in watching television programs. Some studies have indicated that children perceive television as a medium of entertainment, especially those who are from poor socio-economic background (Dr. Kaoruko Kondo, Can Television be good for Children, University of Westminster). This is not surprising, as television in India is primarily perceived as a medium of entertainment. But perhaps the most influencing factor on children's health is television advertisements (Agrawal, 2009).

There are general concerns of parents that television advertising has negative influence intended or unintended on children's health. As the world has global village so now through our electronic media, access to all international channels is also easy.

Many celebrities are endorsed in television advertisements that generate persistent appeal, which may remain in the brain of TV viewers long after the duration of the advertising campaign. Now-a-days advertising

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spread in our entire culture influences in society and our fundamental patterns of life. In nearly all of the advertisements of products right from the small tooth paste to plasma TV, cars etc kids are involved. Hence, these advertisements attract children and in return they create demand for those products. They want to eat, drink, wear dresses, accessories, and play with toys which are advertised. So, while visiting to departmental stores, malls with their parents, it's the children who first pick up the products as per their fondness. If we ask them they have the logic and justification for choosing that particular product. This is because they are very much influenced by the advertisements they watch on TVs. They can tell you the benefits of the products too. Because they go on face value of the advertisements, they hardly understand the notion of the advertisements is – “to create sale”. Children enjoy watching TV especially advertisements. The advertisements in which film stars, sports star and even kids to whom they like attract them. So, the companies too have realized this fact and have started endorsing celebrities in advertisements and keepings children as their targets. Even for adult products they tie up kids in the advertisements to attract them.

Advertising is the most influencing tool in the hands of Marketer. Marketers are using AIDAS Model to target & generate more customers. Advertising first catch the attention of the children, then create interest in the mind of children about the product seen through the advertisement, then develop a desire to have that product, then children acquire the product by buying it or forcing their parents to buy it & then get satisfied after using the product.

A: - Attention

I: - Interest

D: - Desire

A: - Acquisition

S: - Satisfaction

According to Dr. Kadambini Katke: “The majority children have generally grasped the intention to persuade by the age of eight, while after eleven or twelve they can articulate a critical understanding of advertising. Tweens (age group 9-12) and teens are more likely to pay attention to the content of the message, and be persuaded because they attend to, and engage with, the arguments put forward for a proposition or product. Hence advertisements for

tweens/teenagers are more likely appeal through witty or stylish imagery and subtle messages. Celebrities as role models are likely to continue to have an influence”. For instance, Sachin Tendulkar in the TV Ad of Boost and Pepsi, Sharukh Khan in Santro, Juhi Chawla in Kurkure & Lux soap, Amitabh Bacchan in Dairy Milk chocolate ad (kuch meetha ho jaye), Abhishek Bacchan in the TV Ad of Idea, playing the role of ‘Sir Ji’, Salman Khan in the ad of Mountain Dew (darr ke aagge Jeet Hai), Mukesh Khanna (Shaktimaan) in the ad of Parle-G, Akshay Kumar in the TV Ad of Thums-up and many other such celebrities in TV Ads.

Children seemed particularly influenced by ads which had kids in them because they could identify themselves closely with the ‘child-star’ in the ads. Let it be a Sack Race in the ad of Surf Excel, Duracell Battery (chale dugne se jyada), Boost (secret of our energy), Johnson shampoo & soap (no tear).

For marketers this is a good medium for sending messages for the sale of products for justifying the expense on them and for evoking certain responses from the audience.

The impact of celebrity endorsement in commercial techniques and formats on children understands of TV ads and purchase request for products advertised will be measured through this study. Efforts will be made to determine the effectiveness of various endorsing celebrities in making child believe in product attributes and influencing his/her purchase request. This also seeks to ascertain why certain celebrities are more popular with the children from different age-groups and sexes both in urban and rural area of Madhya Pradesh. The study seeks to identify the influence of all these enhancement appeals on children’s purchase consideration.

The present study attempts to investigate the impact of the background factors (age & sex of the child, family income, and socio-economic status), socialization agents (parents, siblings, friends, teachers, celebrities etc.), childhood consumption experiences and training on children’s consumer socialization (learning mechanism: cognitive development of child). However, the study not only focuses on the impact of celebrity endorsement on buying behaviour of children through TV advertisements but also parents and other family members perception on the child’s socialization.

LITERATURE REVIEW

There are studies done by researchers to examine the influence of endorsement creates through identification, credibility or attractiveness. To explain this, Farrell, et. al. (2000) states that an advertisement needs to have the attractiveness of the celebrity, the celebrity's expertise of the product and the number of products endorsed or number of exposures. For example, Sania Mirza's Bharat petrol pump endorsement and Irfan Pathan's Hero cycles endorsements is a clear proof of the hype. Few advantages of celebrity endorsement are that when a star gets associated with the brand it fosters a sense of trust for that brand among the target audience- this is especially true in case of new products, they attract attention of the target customers by breaking the clutter of advertisements and making the brand noticeable, consumers tend to commensurate the personalities of the celebrity with the brand thereby increasing the recall value and they get associated to the brand.

For an understanding of advertising in children there are two important aspects of promotional communication. One is an implicit awareness of the basic promotional rule of advertising which is based on a relatively unknown paper by May (1981). May's paper sits within the tradition of linguistic theory known as pragmatics and the other aspect of promotional communication is an awareness of the discourse structure of advertising where the 'topic' is the brand and the 'comment' is the rest of the promotional communication (Young, 1990).

We know of no empirical literature on the child's understanding of the basic discourse structure of advertising although summaries of research in the field of advertising to children are widely available. However it seems that at some stage between 3 and 5 years an understanding that spot advertising (on TV usually) is distinct and different from programming emerges and the concept of 'brands in different places' including ad-on-TV is mentally represented. A communicative rule for understanding advertising and other forms of promotion such as self-promotion by people both emerge at about 7 or 8 years of age (Young 2000).

There is a small literature on celebrity endorsement that further informed our research. Wilson and Weiss (1992) demonstrated how the use of popular characters (whether real or fictional) from children's programmes

may make it difficult for children to distinguish between advertisements and programmes. There is also ample evidence that TV advertising, including celebrity endorsement, plays a dominant role in shaping children's product preference. Ross et al. (1984) showed how using celebrities to endorse a product could increase children's preference for that product and their belief that the celebrity was an expert on its subject. Similarly, a study by Atkin (1980) examined 5-7 year olds perception of trade characters from food advertisements that did not feature in surrounding programs and found that children actually believed characters like Fred Flintstone & Barney Rubble knew about breakfast cereals and accepted them as credible sources of nutritional information. They found that this finding was stronger for heavy viewers of television. Likewise, Bandyopadhyay, Kindra and Sharp (2001) showed how children feel validated in their choice of product when a celebrity endorses it.

Firms have invested large sums of money to align their brands and corporate images with celebrity endorsers' qualities such as attractiveness, likeability, and trustworthiness (Atkin and Block, 1983) in order to underpin competitive differential advantage for a firm's products or services (Erdogan, 1999). Similarly, Hsu & McDonald (2002) stated that marketers spend huge amount of money on celebrity endorsement contracts as they believe that celebrities are efficient representative for their product or brand. Furthermore, celebrities serve not only to create and maintain attention, but also to achieve high recall rates for marketing communication messages in today's highly cluttered environments (Croft, et al 1996; Friedman and Friedman 1979; Kamen, et al, 1975; Kamins et al 1989; Ohanian 1991; O'Mahony and Meenaghan, 1997).

It is imperative for the marketers to ensure that their ad campaign stands out amongst the crowd (Suhalka, n.d.). Farrell, et. al. (2000) states that celebrity endorsement is followed since the time companies started advertising their products. For example, in 1996 companies spend more than one billion dollars in athletic endorsement and around 10 billion dollars more on advertisement and promoting celebrity endorsement. Since advertising is a highly critical tool for luring customers to make purchases, Indian firms are investing millions of rupees on celebrity advertising (Khatri, 2006) advertisers in India emphasis a lot on brand recall and customer persuasion for differentiating their ad campaigns from those of the

Table 1: Distribution of Sample

<i>Place Selected From Different Region of Madhya Pradesh</i>			
<i>Bhopal Division</i>		<i>Sagar Division</i>	
Urban Area	Rural Area	Urban Area	Rural Area
Bhopal City	Gairatganj Tehsil	Sagar City	Deori Kalan
Sample Size :	Sample Size :	Sample Size :	Sample Size :
◆ 50 Children, ◆ 50 Parents	◆ 50 Children, ◆ 50 Parents	◆ 50 Children, ◆ 50 Parents	◆ 50 Children, ◆ 50 Parents

counterparts. It is here that celebrity endorsement provides a tremendous boost (Surana, 2008). For instance, one of the strongest celebrity endorser is cricketer Sachin Tendulkar who is a youth icon and endorses many successful brands like Pepsi, Boost, Aviva Life Insurance, TVS, Britannia Biscuits, Visa, Airtel etc. Like, Shahrukh Khan, Amitabh Bachchan, Kareena Kapoor also have many brands in their kitties. Aaker (1991) states that management of brand equity involves managing the collection of meaning which is associated with the brand. Every brand is evoked with a set of expectation and association which is developed and maintained but marketers to transfer a meaning to their brand.

OBJECTIVES OF THE STUDY

This research was conducted with a view to study the impact of celebrities' endorsement in TV advertising on the buying behavior of children in Madhya Pradesh. To achieve this objective, the following hypotheses were framed:-

H01. There is no significant difference in impact of celebrity endorsement in TV advertising on buying behaviour of children belonging to different segments of the society including the urban and rural.

H02. There is no significant difference in the opinion of parents belonging to different segments of the society including the urban and rural that TV advertisements directly and indirectly influence them to buy commodities which they would ordinarily not buy. Thus, it influences purchase decision of any family.

RESEARCH METHODOLOGY

The study was confined to Bhopal region and Sagar region which is heterogeneous comprising people of various

socio-economic classes. While choosing the sample, every care was taken to ensure that it should reflect the general characteristics of Madhya Pradesh. The sampling technique in selecting respondents for the study was multi-stage sampling. From the urban segment two cities of the state namely – Bhopal and Sagar were selected. In these two cities again data has been drawn from different income group. For studying the impact on the children of rural area two tehsil places- Gairatganj from Bhopal division and Deori Kalan from Sagar division were selected on the basis of the size of the population, location and economic considerations.

These regions were divided into two segments- the urban and rural segments, two schools were selected, one run by the government and another school run by private group in the urban and rural segment. The study covers children between the age group of:-

- ◆ 5 to 8 years (early to late childhood).
- ◆ 8 to 11 years (late childhood to early adolescence) and
- ◆ 11 to 14 years (early adolescence) from each segment.

50% in both the segments were female students.

From these schools, list of students between 5-8 years, 8-11 years and 11 – 14 years have been obtained and from the list a 10% sample respondents were randomly selected.

For selection of parents, the parents of the children studied were covered. The presence of a television set at home was one of the preconditions for the selection of the respondents. The accuracy of the sample is more important than its size. An appropriately drawn sample gives more reliable estimates on a universe.

Sample Profile

The sample consisted of 200 children and their parents, as follows:-

Child Respondents: Selected on the basis of demographic segmentation like age, sex & family income.

- ◆ 5 to 8 years (early to late childhood),
- ◆ 8 to 11 years (late childhood to early adolescence) and
- ◆ 11 to 14 years (early adolescence)

Children below 5 years were too young and no significant information could be collected from them and hence they were not included. The study focused on the perception of the children above 5 up to 14 years. Thus the children over 14 years of age are considered mature and independent enough to share the responsibilities of the family and earn their livelihood.

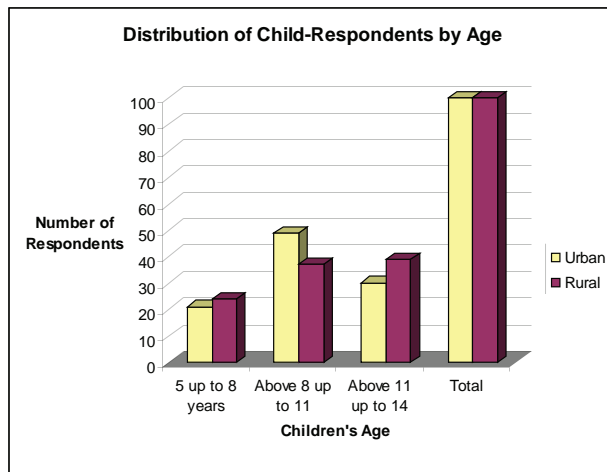


Figure 2.1

Distribution of Child-Respondents by Age

The distribution of child-respondents by age is shown in Figure 2.1. As shown in the above figure, out of 100 children from each segment-urban and rural area, 21 respondents from urban area and 24 respondents from

rural area belonged to the age group 5 up to 8 year, 49 respondents from urban area and 37 respondents from rural area belonged to the age group above 8 up to 11 year, 30 respondents from urban area and 39 respondents from rural area belonged to the age group above 11 up to 14 year age group.

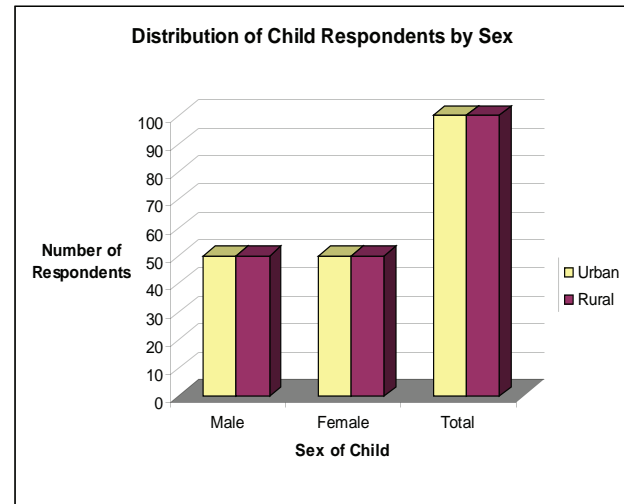


Figure 2.2

Distribution of Child-Respondents by Sex

The distribution of child respondents from each sex is presented in Figure 2.2. As shown in figure, out of total 200 respondents (100 from urban & 100 from rural), an equal numbers of male and female children were selected from urban and rural area, i.e. 100-respondents were male (50 boys from urban & 50 boys from rural) and 100-respondents were female (50 girls from urban & 50 girls from rural).

Family Income

Household income, for the purpose of the study, includes the income of all the members of the family and from all the sources. The use of the term, Low, Middle, High Middle and High income group was made to differentiate broadly between the different families to which the

Table 2.4: Slabs for

Income: up to Rs.1.6 lakhs	Low Income Group
Income : Above Rs.1.6 lakhs up to Rs.5 lakhs	Middle Income Group
Income : Above Rs. 5 lakhs up to Rs. 8 lakhs	High-middle Income Group
Income : Above Rs. 8 lakhs	High Income Group

children belonged. The income-groups were defined on the basis of the total annual household income based on the personal income tax slabs for general tax payers for the year 2010-11. They were as follows:-

The distribution of child-respondents by family income is shown in Figure 2.3. As shown in the given figure, out 100 children from each segment urban & rural area, 42 children respondents from urban and 70 respondents from rural area belonged to lower income group, 34 children respondents from urban and 48 respondents from rural area belonged to middle income group, 16 children respondents from urban and 2 respondents from rural area belonged to high-middle income group, 8 children respondents from urban and none of the respondent from rural area belonged to high income group.

Parents Respondents: The parents of the children studied were covered.

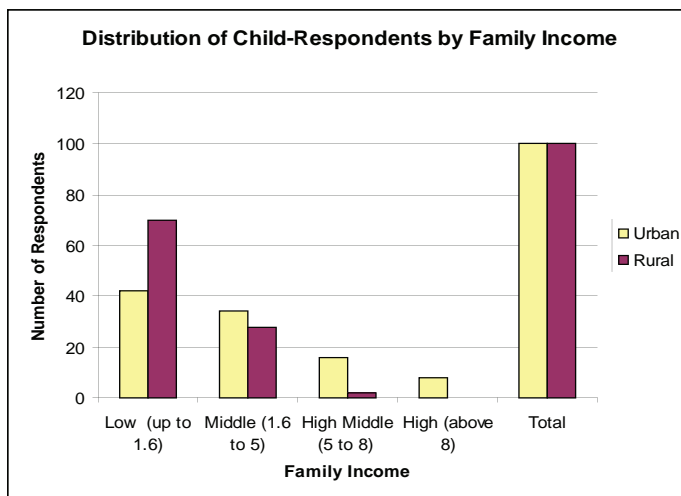


Figure 2.3

Distribution of Parents Respondents by Child's Relations

The distribution of parents' respondents is shown in Figure 2.4. As revealed in figure, Out of 200 respondents (100 from urban & 100 from rural), 47 respondents from urban and 51 respondents from rural were mothers, 31 respondents from urban and 32 respondents from rural were fathers, 22 respondents from urban and 17 respondents from rural were other relatives like siblings, grand father or grand mother, close uncles & aunties.

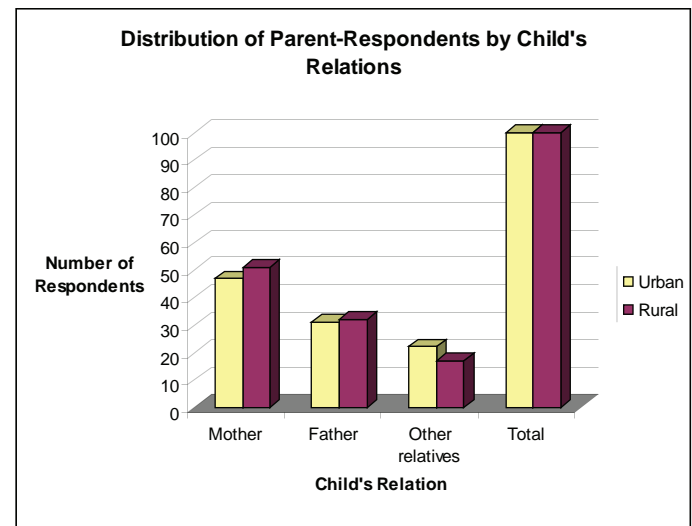


Figure 2.4

As shown in figure, out of total 200 respondents (100 from urban & 100 from rural), 9 respondents from urban and 11 respondents from rural were low educated, 11 respondents from urban and 55 respondents from rural were higher secondary passed, 19 respondents from urban and 21 respondents from rural were graduates and 61 respondents from urban and 13 respondents from rural were post graduates.

A total of 400 questionnaires (200 for children and 200 for parents) were circulated among the respondents. Of these, 200 (100 children and 100 parents) from rural and 200 (100 children and 100 parents) from urban respondents.

Questionnaire Design

A well-designed questionnaire should find the most complete and accurate information possible to meet the research objectives. The researcher is looking to test and quantify hypotheses and the data is to be analyzed statistically, formal standardized questionnaires were designed. The questionnaire designer (researcher) had ensured that respondents fully understand the questions and are not likely to refuse to answer, lie to the interviewer or try to conceal their attitudes.

Questionnaires designed were clearly laid out and easy to read and understand. While drafting the questions, simple language was used to facilitate the respondents understanding. Multiple-choice statements and dichotomous questions were made. Respondents were

Table 2 : Influence of Endorsing Celebrities on Children

<i>Endorsing Celebrities</i>	<i>Influence of Endorsing Celebrities on Children</i>					
	<i>Strongly Influenced</i>		<i>Moderately Influenced</i>		<i>No Influence</i>	
	<i>Urban</i>	<i>Rural</i>	<i>Urban</i>	<i>Rural</i>	<i>Urban</i>	<i>Rural</i>
Film Star	43	56	41	38	16	6
Kids	43	52	42	43	15	5
Experts/Mother/Teacher	42	48	36	34	22	18
Cartoons	41	46	32	41	27	13
Sports Star	26	37	47	34	27	29
Any other	5	3	12	8	83	89

Source : Primary Data

explained in local (regional) language as to how and where to place a mark to indicate their opinion.

TOOLS OF ANALYSIS

The nature of the study is such that besides the quantitative statistical and mathematical tools where scaling technique was used. The data so collected have been tabulated, analyzed and then the findings & inferences were drawn.

For the analysis of data the SPSS-17 (Statistical Package for Social Science) was used. Percentage analysis was done to analyze the demographic variables and the present satisfaction level of viewers on each factors of ad effectiveness.

The Chi-Square analysis (X^2) was conducted between various sets of variable, in order to find out the relationship and significance of association of those variables. The relationship of demographic variables (age, sex and family income) was worked out with the children's interest in TV advertisement and his/her TV-viewing.

Pearson's coefficient of correlation (r) was used to identify the degree of association between various sets of response in order to ascertain whether they were positively or negatively related to each other.

DATA ANALYSIS AND INTERPRETATION

This part of the study seeks to identify the impact of celebrity endorsement on children through TV advertising, reasons of influence and parents perception regarding the children purchase decision influenced by TV Ads in urban and rural area of Madhya Pradesh.

Table 2 reveals the influence of the various endorsing celebrities on children in their order of preference in urban and rural area.

Kids in TV Ads played an important role in influencing children, as (43%) in urban and more than half (52%) in rural of them got strongly influenced and (42%) in urban & (43%) in rural got moderately influenced by the claims made by kids in TV Ads. It was only a small number in rural (5%) and in urban (15%) of the children who were of the opinion that kids in TV Ads did not influence them at all.

Next importance came the film stars, where less half (43%) in urban and more than half (56%) in rural area children's were strongly influenced and around (41%) in urban and (38%) in rural area children were moderately influenced by the claims made by film stars in TV Ads. A small percentage (6%) in rural and (16%) in urban area were not influenced by the claims made by such celebrities. Experts/Mothers/Teachers were also found popular among children. Approx. (42%) in urban area and (46%) in rural area rated their influence strong, (36%) in urban and (41%) in rural area children rated moderate and (22%) in urban and (13%) in rural area children's felt no influence.

Cartoon program characters were the other popular category of celebrities, where (41%) in urban and (37%) in rural area children's rated their strong influence, (32%) in urban and (34%) in rural children's rated it as moderate and (27%) in urban and (29%) in rural children's claims no influence of such characters. The influence of sports stars was found to be (26%) in urban & (48%) in rural area as strong, (47%) in urban & (34%) in rural area as moderate and (27%) in urban & (18%) in rural area children's had

Table 3: Correlation between Children's Age, Sex and Endorsing Celebrities

<i>Endorsing Celebrities</i>	<i>Age of the Child</i>		<i>Sex of the Child</i>	
	<i>Urban</i>	<i>Rural</i>	<i>Urban</i>	<i>Rural</i>
Film Star	-0.34**	-0.27**	-0.04 NS	-0.002 NS
Kids	-0.19**	-0.13**	0.005 NS	-0.08NS
Experts/Mother/Teacher	0.30**	0.41**	0.09 NS	0.007 NS
Cartoons	-0.1**	-0.31**	-0.008 NS	-0.008 NS
Sports Star	0.06 NS	0.07 NS	-0.19**	-0.12**
Any other	-0.02 NS	-0.009 NS	-0.023 NS	0.05 NS

** Significant at 0.01 level

Source : Primary Data NS: Not Significant

Table 4: Reasons for Influence of Endorsing Celebrities on Children

<i>Reasons for Influence of Endorsing Celebrities</i>	<i>Number of Children Influenced</i>	
	<i>Urban</i>	<i>Rural</i>
Their Likeability	78	82
Their Expertise	32	26
Their Believability/Trustworthiness	29	21
Any other	12	7

Source : Primary Data

no influence. Some animated characters were also quoted by children as affecting them strongly & moderately but their impact was negligible.

In an attempt to ascertain the influence of the endorsing celebrities by age and sex of the child, correlation coefficient was calculated between the variables. The results are presented in Table 3.

As shown in Table 3, in urban and rural area, no significant relation was found between the sexes of the child with regard to celebrity endorsement except in the case of sports star. In comparison to boys, girls were less influenced by sports star. Boys were attracted towards them, imitate them and got influenced by them.

Similarly, in urban and rural area, age of the child played a significant role with regard to celebrity endorsement. The popular film stars, cartoons, and kids were found to be negatively related with the age of child. With the increase in age, the influence of these celebrities declines, whereas, sports star and any other model were not found significantly related with the age group. Thus, the children of all the age group got influenced by these celebrities in

the similar manner.

Along with measuring the influence of these celebrities on children, study also tried to measure the reasons as to why they got influenced by them?

Table 4 shows the reasons for the influenced of the endorsing celebrities on children in their order of preference. It might be interpreted from the details that out of the four characteristics by which endorsers produced their effects, likeability, emerged as significant as a substantial number (78% in urban & 82% in rural) of children rated that the most important attribute for getting influenced by the endorsing celebrities. In case of film stars and sport stars, kids in TV Ads and Expert/Mother/Teacher it was a combination of likeability and credibility/ trustworthiness and expertise as the reason.

Not only in rural area but also in urban area many children admitted the fact that most of the products were purchased by them because their favourite stars/ models recommends using them. For example: - Sachin Tendulkar in the TV Ad of Boost and Pepsi. Sharukh Khan in Santro, Juhi Chawla in Kurkure & Lux soap, Amitabh Bacchan in

Table 5: Reasons for Influence of Endorsing Celebrities on Children: Distribution by Age & Sex

Reason for Influence of Endorsing Celebrities on Children	PART-A		PART-B	
	Children's Age		Children's Sex	
	Urban	Rural	Urban	Rural
Their Likeability	13.02**	2.71NS	0.93NS	2.44NS
Their Believability/ Trustworthiness	16.78**	2.36NS	1.21NS	1.50NS
Their Expertise	4.35NS	1.57NS	0.735NS	0.21NS
Any other	0.90NS	-	1.51NS	1.38NS

**Significant at 0.01 level

Source : Primary Data

NS: Not Significant

Dairy Milk chocolate ad (kuch meetha ho jaye), Abhishek Bacchan in the TV Ad of Idea, playing the role of 'Sir Ji', Salman Khan in the ad of Mountain Dew (darr ke aagge Jeet Hai), Mukesh Khanna (Shaktimaan) in the ad of Parle-G, Akshay Kumar in the TV Ad of Thums-up and many other such celebrities in TV Ads.

Also most of the respondent seemed particularly influenced by ads which had kids in them because they could identify themselves closely with the 'child-star' in the ads. Let it be a Sack Race in the ad of Surf Excel, Duracell Battery (chale dugne se jyada), Boost (secret of our energy), Johnson shampoo & soap (no tear).

Children seemed to be particularly good medium for sending messages for the sale of products for justifying the expense on them and for evoking certain responses from the audience.

In Table 5 Part-A, it was observed that the children of urban and rural area of all age group have reasons to get influenced by celebrity endorsement. Chi Square analysis was performed and the relationship between the age of the child and reasons for influence of endorsing celebrities not found to be significant except for likeability and believability/trustworthiness in urban area. However, in rural area the relationship found insignificant as the value of Chi Square was not coming significant.

In urban area, children of the age group of 5 up to 8 year, above 8 up to 11 year and above 11 up to 14 year get influenced by celebrities due to likeability were (85.7%), (63.2% and (96.7%) respectively. However, a negligible number (9.5%) of children of 5 up to 8 year got influenced due to believability/trustworthiness of celebrity whereas (20.4%) children of the age group above 8 up to 11 year and more than half (56.7%) children of the age group

above 11 up to 14 year got influenced due to believability/trustworthiness of celebrity.

So far as the relationship between sex of the child and reason for influence of celebrity endorsement is concerned, Table 5 Part-B, Chi Square analysis was performed and the relationship between sex of the child and the reason for influence of celebrity endorsement not found to be significant. Therefore, it is suggested that children of both the sexes in urban and rural area had one or the other reasons for getting influenced due to celebrity endorsement in TV Ads.

PARENTS' PERCEPTION

This part of study seeks to ascertain the parents' perception about the celebrity endorsement in TV Ads and its influence on their children and the way these children's are directly or indirectly influence their family's purchase decision. For this purpose, the parents of the children studied were covered.

An attempt has been made to ascertain the parents' perception of celebrity endorsement in TV Ads on children purchase request. As shown in Table 6, (52% in urban & 55% in rural) and (44% in urban & 42% in rural) of the parents revealed that their children purchase requests were influenced to the large extent and marginally respectively due to celebrity endorsement shown in TV Ads. Whereas, a small number (4% in urban & 3 % in rural) parents perceived no influence on children purchase request by celebrity endorsement in TV Ads.

Whether there was any difference between the perception of father, mother and others with regard to the influence of celebrity endorsement on their children purchase request was studied. Information is summarized in Table 7. As

Table 6: Parent's Perception of Children's Purchase Request Influenced by Celebrities Endorsement in TV Ads

<i>Parent's Perception</i>	<i>Number of Parents</i>	
	<i>Urban</i>	<i>Rural</i>
To large extent	52	55
Marginally	44	42
No Influence	4	3
Total	100	100

Source : Primary Data

Table 7 : Child's Relations & Parents Reaction to Celebrities Endorsement affecting Children's Purchase Request

<i>Child's Relations</i>	<i>Celebrities endorsement affecting Children's Purchase Request</i>							
	<i>To large extent</i>		<i>Marginally</i>		<i>No Influence</i>		<i>Total</i>	
	<i>Urban</i>	<i>Rural</i>	<i>Urban</i>	<i>Rural</i>	<i>Urban</i>	<i>Rural</i>	<i>Urban</i>	<i>Rural</i>
Mother	29 (61.7%)	29 (56.8%)	24 (51%)	21 (41.2%)	1 (21.3%)	1 (2%)	47 (100%)	51 (100%)
Father	19 (61.3%)	17 (53.1%)	10 (32.2%)	14 (43.7%)	2 (6.5%)	1 (3.2%)	31 (100%)	32 (100%)
Other Relatives	4 (18.1%)	9 (52.9%)	17 (77.3%)	7 (41.1%)	1 (4.6%)	1 (6%)	22 (100%)	17 (100%)
Total	52 (52%)	55 (55%)	44 (44%)	42 (42%)	4 (4%)	3 (3%)	100 (100%)	100 (100%)

Source : Primary Data

shown in tables, (61.7% in urban & 56.8% in rural) and (51% in urban & 41.2% in rural) of the mothers felt that celebrity endorsement shown in TV Ads influences their children purchase request to the large extent and marginal respectively. At the same time, (61.3% in urban & 53.1% in rural) and (32.2% in urban & 43.7% in rural) fathers perceived to the large extent and marginal respectively, the influence of celebrity endorsement on their children purchase request. While (77.3% in urban & 41.1% in rural) other relatives perceived the influence on children purchase request due to celebrity endorsement in TV ads.

CONCLUSION

Based on above facts, celebrity endorsement in the TV ads played an important role in the influence of children's purchase request. The study revealed that, young age children (in urban and rural area) were attracted towards film stars, kids and cartoon characters as they like them. As the age of the child increases the liking towards these character decreases and they do not rely on these

characters. Thus, the influence of these characters declines with increase in the age of the child. The older age children were found to get influenced by experts/teacher/mother and sports star due to believability and their expertise.

It was observed that sex of the child did not play an important role except in the case of sports star, as the boys are strongly attracted towards these stars and wanted to be like them. Sports star were not much liked by girls and do not trust in their genuineness. Out of the four characteristics by which endorsers produced their effects, likeability, emerged as significant as a substantial number of children rated that the most important attribute for getting influenced by the endorsing celebrities. In case of film stars and sport stars, kids in TV ads and Expert/Mother/Teacher it was a combination of likeability and credibility/trustworthiness and expertise as the reason.

Not only in rural area but also in urban area, many children admitted the fact that most of the products were purchased by them because their favourite stars/ models recommends using them. Also most of the respondent

seemed particularly influenced by ads which had kids in them because they could identify themselves closely with the 'child-star' in the ads. Let it be a Sack Race in the ad of Surf Excel, Duracell Battery (chale dugne se jyada), Boost (secret of our energy), Johnson shampoo & soap (no tear). Children seemed to be particularly good medium for sending messages for the sale of products for justifying the expense on them and for evoking certain responses from the audience.

Parents' also perceived the influence of celebrity endorsement on their children purchase request. In urban and rural area, as compared to fathers, the influence of celebrity endorsement on children purchase request was more felt by mothers.

RECOMMENDATION

Until the age of six or seven, children have difficulty in distinguishing advertising from reality and may not understand that ads are there to sell something. Parents must show how the TV programs are usually preceded by a huge marketing campaign involving tie-in toys, fast food, mobiles, video games, CDs/DVDs etc. Explain how marketers target image-conscious pre-teens and teens with messages about being "cool" and attractive. Talking to children about advertising from an early age encourages them to become active - not passive - consumers of commercial messages which would be an important step of consumer socialization.

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