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Efficacy of Advertisements: A Study on Comparative Analysis of Celebrity-endorsed Advertisements versus Cartoon character-endorsed Advertisements for Children

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Abstract: Celebrity endorsement has been a key aspect of Indian marketing evidenced by the fact that close to 50% of endorsements in India feature celebrities as compared to around 20% in the U.S. With the increased penetration of digital cable television and growing adoption of social media as a marketing tool, the decade beginning 2010 has seen a significant evolution in the Indian endorsement space.

The study is focused on finding out the relative impact of celebrity-endorsed advertisements versus animated-character-endorsed advertisements on the purchase intention of children. Further, the study is done for the same product and for the low involvement food product. The study also finds that for low-involvement food product category, the impact of animated spokes characters and cartoon characters is more than that of celebrity. Regarding the purchase intention of children, it was found that the impact of animated and cartoon characters in advertisements is more than that of celebrities in advertisements especially for low-involvement food product category.

Keywords: Celebrity endorsed, animated character, Children, Purchase intention, Television, Print, Advertisements.

I. INTRODUCTION

In a competitive market, the importance of effective communication cannot be undermined. It is very important to grab the eyeballs of existing and potential customers to succeed. Advertisers have tried innovative strategies like use of celebrity endorsements, animated characters and different appeals in advertising to woo the audience and to boost sales.

Celebrity endorsement is a kind of marketing strategy that involves a well-known personality using their fame to help promote a product or service.

Celebrity endorsement has been a key aspect of Indian marketing evidenced by the fact that close to 50% of endorsements in India feature celebrities as compared to around 20% in the U.S. With the increased penetration of digital cable television and growing adoption of social media as a marketing tool, the decade beginning 2010 has seen a significant evolution in the Indian endorsement space.

Celebrities have an overwhelming influence on a common man's life. Perhaps, this is one of the reasons why the brand advertisers bank upon the stars for their endorsements. Celebrities also need to make their presence felt and maintain their stardom and becoming a brand ambassador is one of the most impactful ways to grow one's celeb quotient! Celebrity endorsements strengthen brand recall which influence customer behaviour and purchase.

Advertisements are the major strategy used by them to reach to their consumers. When kids see these attracting ads with their favourite cartoon characters', automatically they get obsessed with those products. Through advertisements, the image of these products gets into them deeply.

Today each and every person is inspired from someone and same in the case of children. We can see that every child imitate the characters which they liked most and try to behave in same manner. If a child's routine is observe, it can be commonly noted that from the morning when the child wakes up his clothes, toothbrush, compass, bedsheets, water bottle, tiffin box, everything is covered in his favourite cartoon characters.

Moreover, in today's world kids have more independence in making their decisions as compared to the earlier generations and they can influence their parents to buy what they like. Even in monthly groceries some of the products are totally decided by kid's choice rather than parents.

Marketers taking advantage of this uses well known characters for product endorsement especially targeting children because these characters have very important role in affecting the day-to-day life of children and their behaviour as well.

Since, Television and Print are being considered as those popular media through which one can reach large number of people at the same time, marketers usually tend to choose these media for their advertisements so as to aware more number of people about their products.

II. LITERATURE REVIEW

There are several studies done by researchers on effects of celebrity endorsement on children in different perspectives like on children eating habits, on study, on TV watching habits, purchasing preferences. There are many evidences that show a vital role of celerity endorsed advertisements and children preferences for choosing products. This is explained by, Ross et al. (1984) who 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. Very often, various advertising styles are used by advertisers to influence consumer brand choice behaviour and among these different available choices one very popular choice is Celebrity Endorsements. (Alsmadi 2006). Surabhi B. Prasad & Ravi Girdhar (2005) have come up with a model that is a function of several input parameters, their priorities and the correlation score between the parameter and endorsement effectiveness.

Aveen states that cartoons changed drastically within this past 100 year. Cartoons changed its very form from realistic to comic in sense. It evolved as a universally entertaining factor for both children's an adult. Even some aspects of our lives are very well portrayed in these animated movies. (Aveen, 2015)

Ajay found that brands using cartoon characters are more attractive brand for kids. This, in turn, is using the attention of children to buy that particular product. Television became the medium of information to kids through channels such as Kochu TV, Pogo and Cartoon Networks. (Ajay, 2014)

The paper first examines the various facets of celebrity endorsements and the impact on brand equity. A through literature survey has been made in light of which the arguments have been substantiated. Neha Taleja, (2005) studied the impact of celebrity endorsements on brands. While the magnitude of the impact of celebrity endorsement remains under the purview of gray spectacles, the research has established reasoning to the impact of celebrity endorsements on brands and reveals that the level and the magnitude of the effect vary with the celebrity and the product category and that most of the endorsements have a favorable impact.

A study conducted by Irene Roozen (2008) analysed two aspects one was to find the implication that the celebrity endorser brings to the product and to the consumer for different product categories and the other was the extent to which these effects vary across different product categories. The research was based on written questionnaires and the study analysed the impact of female international celebrity endorsers in respect of three different product categories namely, high involvement, low involvement and the beauty products and concluded that the celebrities are considered to have the highest expertise for beauty products with much lower scores for candy bars (low involvement) and lap-tops (high involvement). Kalliny, Morris; Beydoun, Abdul-Rahman; Saran, Anshu; Gentry, Lance (2009) the research has investigated into the use of celebrity in TV commercial endorsements. The study has compared the use of celebrity endorsement in terms of two fundamental cultural dimensions: 1) low versus high context and 2) individualism versus collectivism. This paper has also an attempted to find out the frequency of celebrity use and identify the characteristics of celebrities used and the products their use is associated with. In a survey, titled "Impact of Celebrity Endorsement on Buying Behaviour of Customers" the focus was laid on the risks and returns involved in using celebrity endorsements to influence the purchase behavior of the consumers. The outcome of the research was that, it substantiated the fact that celebrity endorsements do have an impact in the Indian scenario. The critical analysis of the research convinced that the consumers seek variety of aspects like credibility, likeability, fit between the brand and the celebrity. The research also concluded that from the viewpoint of the celebrity, it is not only the financial gains that matters but also the impact that the endorsement might do to their image. The research findings also laid stress on the fact that the association of the celebrity with any type of controversy or ill- behaviour did have a negative impact on the endorsement. Bahram Anjbarian, Zahra Shekarchizade and Zahra Momeni this study aims to analyse the celebrity endorser influence on attitude toward advertisements and brands. Information was obtained from randomly selected respondents through survey questionnaires. All questionnaires were self-administered by the participants without interference from researchers. This paper provides a model connecting attitude toward celebrity endorser, attitude toward advertisement and attitude toward brand that has been examined and validated using respondents. The findings show that attitude toward celebrity endorser can influence on attitude toward brand directly or indirectly. In indirectly approach, attitude toward advertisement is as a mediator

between attitude toward celebrity endorser and attitude toward brand. On the other hand, attitude toward celebrity endorser has not significant effect on purchase intention.

Angela Byrne, Maureen Whitehead, Steven Breen (2003) study the process of transference of celebrity images to the products image by examining the usage of celebrity endorsement in the formation of the retail image of a leading European grocery distribution group. The analysis relates to a field research with consumers and interviews with advertising agency personnel who have identified the criterion for the choice of a celebrity. The extent to which the market place recognizes and consumers associate themselves with the image of a celebrity endorser is explored. Research findings suggest that the percentage of celebrity advertisements out of the total number of ads aired is as high as 25-30% in western countries (Agrawal and Kamakura, 1995) and around 60% in India (Patel, 2009). In such a scenario both academia and industry look for the issues in selection, use and effectiveness of celebrities as product endorsers. Research in celebrity endorsements in the last thirty years have tried to address various issues in celebrity endorsements such as the effects of credibility of endorser on the consumers (Friedman and Friedman, 1979; Goldsmith et al., 2000), issues in celebrity product 'match-up' (Kamins, 1990; Till and Busler, 1998), meaning transfer in celebrity endorsements (McCracken, 1989) and a host of other issues such as effect of negative celebrity information, cross country comparison of celebrity advertising, gender and celebrity endorsement perceptions, etc.

III. OBJECTIVES OF THE RESEARCH

- I. To study the different types of advertisements such as celebrity endorsed and animated character endorsed advertisements and its influence on the buying behaviour of children especially for food products.
- II. To analyse the influence of celebrity-endorsed and animated-character endorsed advertisements on the purchase intention of consumers for television medium.
- III. To analyse the influence of celebrity endorsed and animated character-endorsed advertisements on the buying intention of consumers in case of low- involvement food product.

Hypothesis of the Study

H₀: There is no significant influence of animated characters than celebrity-endorse advertisements on purchasing food products on children.

H₀: Animated character endorsed television advertisement has same favourable impact as compared to celebrity endorsed television advertisement on purchase intention of consumers in the case of low-involvement food product.

IV. RESEARCH METHODOLOGY

Research design: For this study Descriptive research design is used.

Sampling technique: Stratified Random Sampling is used.

Sampling method: Probability sampling.

Sample Size: 150 children and 150 parents. Children of age group 7-12 years. The study was undertaken in Jalgaon city.

Products selected for Study:- Low-involvement food product specifically Kellogg's Choco's was selected. Advertisement with animated character and advertisement with celebrity in it for Kellogg's choco's were selected in order to know the purchase intention of children.

Statistical Tool: For this study Chi-Square test.

Primary Data collection: Structured Questionnaire for children and parents. Personal interviews taken in D-Mart, Navjeevan Super shoppee.

Secondary Data Collection: Through Internet, journals, newspapers, magazines related to specific industry, books in the specific field of advertising and various different internet sites

Limitations of the Study

The study is done for one product only namely Kellogg's choco's. Other products are evaluated but in generalize term.

The age group of selected sample is limited to 7- 12 years only. And the study is limited to Jalgaon city only.

The characters considered in the study especially for real television advertisements were popular characters but it may happen that they may not be the favourite characters of children and hence this inconsistency may have affected the responses for products taste assessment and product liking.

Scope of Future Research

The study is limited to age group of 7- 12 years, so it can be further extended for more detail and depth research.

Only Kellogg's choco's is considered in research for survey but further researcher can extend study by taking other food products also.

The study can also be focused on health issues of children considering the consumption pattern of junk food due to advertisement attraction.

Cognitive and psychological impact of animated characters and celebrity endorse advertisements can also be analyse in future.

Hypothesis Testing

H0: There is no significant influence of animated characters than celebrity-endorse advertisements on purchasing food products on children.

Table 1: Reason on Preference of the Eatable Product by the Respondent

Particulars	Frequency	Percentage
Likes the taste	43	28.67%
Likes the animated character co-related to it	48	32%
Likes the celebrity co-related to it	32	21.34%
Free gifts associated with it	27	18%
Total	150	100%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	21.253 ^a	1	.000		
Continuity Correction ^b	19.365	1	.000		
Likelihood Ratio	23.737	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	21.111	1	.000		
N of Valid Cases ^b	150				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 14.00.

Pearson chi square value is 21.253^a for degree of freedom 1. Since Asymptotic Significance (2-sided) is 0.000 which is less than 0.05. And therefore null hypothesis H₀ is rejected and alternate hypothesis H₁ is accepted which means there is significant influence of animated characters than celebrity-endorse advertisements on purchasing food products on children.

H₀: Animated character endorsed television advertisement has same favourable impact as compared to celebrity endorsed television advertisement on purchase intention of consumers in the case of low-involvement food product.

Table 2: Impact on purchase decision of food products

Particulars	Frequency	Percentage
Kellogs choccos	29	19.34%
Noodles	38	25.34%
Chips	36	24%
Biscuits	22	14.67%
Chocolates	25	16.67%
Total	150	100%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	41.634 ^a	1	.000		
Continuity Correction ^b	37.899	1	.000		
Likelihood Ratio	32.788	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	41.356	1	.000		
N of Valid Cases ^b	150				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 4.11.

Pearson chi square value is 41.634^a for degree of freedom 1. Since Asymptotic Significance (2-sided) is 0.000 which is less than 0.05. And therefore null hypothesis H₀ is rejected and alternate hypothesis H₁ is accepted that means animated character endorsed television advertisement has more favourable impact as compared to celebrity endorsed television advertisement on purchase intention of consumers in the case of low-involvement food product.

V. FINDINGS

The study was undertaken in two sections. In 1st section, relative effectiveness of celebrity endorsed and animated character endorsed advertisements for the same product on children's purchase intention in case of Television media was analysed.

In 2nd Section, their involvement based on influence of animated characters and celebrity- endorsed products were analysed.

Comparative analysis of how advertisement with celebrity and advertisement with animated characters for cereal based product influence the product preferences/purchase intention of children especially in case of Television media.

The product considered for study was Cereal based product that children usually like to eat in breakfast in early morning i.e Kellogg's Choco's.

- Before starting the experiment, the age, gender and class of study of each child was noted down.
- After noting the age, gender and class of study, the first formal question that was asked to children was that whether they watch television and movies or not. To this 100 % of the children replied that they watch television and movies.
- Then it was asked whether they watch cartoons and cartoon based movies on TV channels or not. Again 100 % of the children replied that they watch cartoons and cartoon based movies on Television.
- The next question asked to children was which cartoon channels they frequently watch. 68% of children replied that they watch Cartoon Network, Pogo, Hungama. 21% replied that they also watch Disney and Nick while 11 % revealed that they watch all above channels as well as Discovery Kids.
- The next question asked to children was about the food product they would like to eat in breakfast in early morning. To this 85% of the children replied that they would like to eat chocos in breakfast in early morning while 10% revealed that they would like to eat corn flakes in breakfast in early morning and 5% revealed that they would like to eat oats or noodles in breakfast in early morning.
- The important question related with hypothesis and objective was asked to children, whether influence of animated character is more or influence of celebrity which appeared on the television advertisement is more for purchase intention.
- It was noted that 78% children are more influence by the advertisement having animated character and 22% are influence by the celebrity endorsed advertisement. The major responses in 22% were children of age above 10 years. As they are exposed to movies also, hence, they are more influence by celebrities rather than animated characters.
- Marketing is the process through which companies and multinational organizations bring their products into the world market. The international food corporations like Kinder Joy and all influence the children from all over the world. When the target consumers of these organizations became kids boundaries became less. Advertisements are the major strategy used by them to reach to their consumers. When kids see these attracting ads with their favourite cartoon characters', automatically they get obsessed with those products. Through advertisements, the image of these products gets into them deeply. The organization offers free gifts which caught the attention of kids mostly. When the products reach the market there is a no doubt in a kid getting attracted to them.
- Children buy those mainly for their favourite cartoon character toys. In the shops also these kinds of products are always placed in eye-catching areas with colours and attracting designs to catch the attention of kids easily. The toys in kinder joy are the best example of these kinds of strategies. Because the kids are attracted to kinder joy mainly for those toys.
- Previously the cartoon characters were used mostly in cereals. But now in almost every kid's products, the packaging is the main cartoon character. This also makes the children get attracted to those products even if they don't need them.

Conclusion

Cartoon characters makes advertisement more attractive and creative for the products especially targeted towards children. The cartoon characters along with the production values can create an impact as well as the success of the product and organization. Today, rather than opting celebrities for promoting children's products, companies prefer popular animated characters. Children build enthusiastic bonds these characters as though they were their close companions. Cartoon characters in highlighting have the ability to make your idea more straightforward to comprehend in light of the fact that they picture the substance in a fun, connecting with way. From the survey and the research findings, it can be concluded that for low- involvement products, children are majorly influenced by animated characters rather than celebrity's endorser. But the children above the age of 10 years they like celebrity endorsed products as they mostly watch sports channel, movies, and Discovery kids.

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