

Abstract:-

Ensuing lines attempts to describe what are celebrity advertisement and what are its advantages and disadvantages. This study is an empirical study through observation. The TV flashes of about 20 channels have been randomly observed by 5 sittings and in total 275 TV flashes were observed. This is actually a purpose random sampling. Randomization is with channels different hours of different days. Flashes were grouped as 7 divisions in FMCG and 14 divisions in service marketing. This is a trial study in which both marketing were given ranks and first three and the last three ranks were given importance for discussion.



CELEBRITY ADVERTISEMENTS TOWARDS FMCG AND SERVICE MARKETING



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INTRODUCTION

Celebrity advertisements give further opportunities for the large screen and small screen actors. Celebrity advertisements of fast moving consumer goods (FMCG) occupies more screening time in television's programmes. In marketing the actual reach of advertisement of a product is very less even then the FMCG advertisers never leave the attempt. Impressed consumers add up year by year and gradually raise and expand the sector of sales. It can be a new attempt to reasons the effect and efficiency of the celebrity advertisements. It is also evident that celebrities are replaced by computer generated images through animation techniques. In celebrity endorsements highest possible monitorial gains are sought by the celebrities; hence it is beyond from the reach of the smaller and growing investors. It is not a wonder that the celebrities are crossed when the consumers are affected by a particular fall of a company. The famous Actor and Director Mr. K. Bhagyaraj of Tamil cinema was orally abused by those people who had lost their money in "EMU" farms and its related investments. People actually identify themselves with these popularities and trust that they will not route them wrong. In then ensuing lines between us get more enlightenment about the celebrity advertisements and its affects and effects over the observers and adoptors. Nearly 20% of the TV advertisements are with the celebrities.

1.2 NEED OF THE STUDY

Felt the research. This small study was conducted considering two marketing segments. As we know in general major two fields of marketing are FMCG Marketing and Service Marketing. Usually FMCG is related with private sectors and usually service is with government sectors of both state and central.

Table 1.1

Citrusy	%
Trade and Hotels, Transport and Communication	27%
Finance Industry, Realtors, Business Services	14%
Agriculture, Forestry and Fishing	18%
Mining and Quarrying	2%
Manufacturing	16%
Electricity, Water and Gas supply	2%
Construction	7%

To identify the difference between these two sectors in relation to celebrities and their contributions to the respective sectors. This study is a droplet of the ocean celebrity advertisements. The next need is to popularize some major concepts of advertisement specialists and researchers. The next is to wade and find new research gaps in this field of celebrity advertisements.

1.3 PSYCHOLOGICAL BASIS

Celebrity advertisements capture the mind and memory of the viewers through the optic and otic systems of the human body. Any advertisement can be impressive if it has a psychological basis. If behavior modification is Education; this process is used in several approaches. How a behavior modification is possible? Observing the behavior of the consumer and using the same along with its spices. A man takes bath daily; if it is a behavior, introducing a soap to him through advertisement allows him to think and decide of using a soap in his bath. Further it can be modified by the insistence of the advertisers to a disinfecting soap, or a beauty soap. Gradually this modification in ones behavior is done. This is actually an education process using the optic and otic system to reach the mind and memory of the observer. Anything can be sold at a profit with proper psychologically based advertisements. Several psychological elements used in celebrity advertisements are beauty, handsomeness, sex, love and affections, odours and smell, glamour, gestures, costumes, voices, exaggerated assurances, motivation, repetitions re-callings, reinforcing free gifting so on and so forth.

This process leads the consumer to use the product, he perceives the goodness of the product and arrives at a good impression over the product. This is called as customers perception. "Only the good qualities of a product can give better impact over the consumer who then become customer of the product". Repeated assurance of a product reinforces the customer and they become "solid consumers" of a specific product. From the sales promotion and increase of volume the advertiser is also reinforced. New products feels low marketing since the consumer and not ready to accept new products. For example Coca-Cola,

Cinthal etc. By adopting celebrity endorsements this process is boosted. In one way or other “Advertising” and “quality maintenance” are forms of investment.

1.4

- Celebrity : These are popular lives who may be actors, models, small screen popularities, sportsmen, entertainers, pretty children, businessmen, politicians and owners of their own companies.
- Reinforcement : A strong mental decision to act in the same way and normally hesitate to take alternatives
- Consumer : This is a person who buy a product
- Customer : He is the one who never take chances to buy another alternate product.
- Solid customer : One who never purchase any other brand except the one which is adopts for years together.
- Service marketing :- These are works and benefits served by an organization for individuals.

FMCG :- Fast Moving Consumer Goods.

1.5 METHODOLOGY

This is by direct observations of advertisements from nearly 20 channels in 5 sittings. So the data is primary collected by purposive random sampling.

Motives of Celebrity endorsement

- I. Instant brand awareness and recall
- II. Celebrity values define and refresh the brand image
- III. Celebrity adds new dimensions to the brand image
- IV. Celebrities attracts their fan and leads them to purchase the product which they endorse
- V. Instant credibility and aspiration of public relation
- VI. Fans of the celebrities are baited.

4 Qs of Celebrity endorsement

- I. Quick Saliency : Saliency means making anything noticeable and prominent celebrities attract and gains other attention.
- II. Quick Connect : Popular people attracts other people quickly unhesitatingly and gets connected mentally.
- III. Quick short hand for brand values : Brand messages reach the people quickly with the help of celebrities and gets their attention anchored first with them than with the productivity endorse.
- IV. Quick means of brand differentiation : Celebrities associate themselves to a product so the people think about the product when they see the celebrity and recalls the product.

SUCCESS OF A BRAND AND CELEBRITIES

$S = E \times D \times AV$; The _____ effect of (E) – effective product, (D) – is the distinctive identity (AV) – is the added value. The role of the celebrities is with the distinctive identity factor. Here the identity is with the product and the celebrity.

Example ICICI Prulife	–	Mr. Amitab Bachan
3 Roses Tea	-	Mr. Soorya
Kumaran Jewellery	-	Mr. Sathyaraj
Boost	-	Mr. Sachin Tendulkar

1.6 ADVANTAGES IN CELEBRITY ADVERTISEMENTS

- I. We see that some researches shown that more than 20 percent of all television advertisements include celebrities. (Belch & Belch 2001)
- II. Celebrities are liked by people (Ship 2003)
- III. Celebration effect the consumers purchase behavior (Belch & Belch 2001)

- IV.Celebrities act as sign board and increase the reputation of a brand (Pingle 2004)
- V.Celebrities motivate the consumers (Fill 2003)
- VI. There is also some evidence that it is the most effective in sustaining recollection of the advertisement and the brands name without giving notice to the product type (Friedman 1979)
- VII.Induces and Influence, purchase intentions (Tripp 1994)
- VIII.Marketers must find the “opt” celebrity to their advertisers (Belch & Belch 2001)
- IX.Celebrities create believable relations between the celebrity and good of sale (Rickton 2005)
- X.Celebrities make advertisement believable (Kanisetal 1989)

1.7 DISADVANTAGES OF CELEBRITY ADVERTISEMENT

- I.Overshadowing and over exposure effect the consumers (Belch & Belch 2001)
- II.Innocent people believe that words of celebrities are positive (Fill 2005)
- III.More importance is given to celebrity than to the product (Galone 1998)
- IV.Consequences of bad match should be considered (Fill 2005)
- V.Culture block is manipulated (Kaikati 1987)
- VI.Consumers skepticism is not voided (McDonald 2002)
- VII.Consumers who endorse many products are less creditable
- VIII.Vampire effect do exist (Rossiter & Percy 1997)

Table I showing the frequency of FMCG marketing flashes observed from about 20 channels in about 5 sittings

Sl. No.	FMCG	F	Rank
1	Cosmetics	70	1
2	Eatables	65	2
3	Soft drinks	25	6
4	Dresses	30	4.5
5	Detergents	35	3
6	Nutritive	20	7
7	Medicines	30	4.5
	Total	275	

Table II showing the flash frequency of service marketing observed from about 20 channels in about 5 sittings

Sl.No.	Services	No. of Flashes	Rank
1	Realtors	18	2
2	Share Market	20	1
3	Commutors	1	12
4	Banking & Finances	3	7
5	Insurances	1	12
6	Matrimonials	1	12
7	Education	5	4
8	Magazines	3	7
9	Cinema & TV Programmes	15	3
10	Builders	4	5
11	De-Addiction	1	12
12	Guidance & Counselling	1	12
13	Hotel & Residencies	2	9
14	Training Programmes	3	7
	Total	78	

Table III Showing the comparative ranks between the FMCG and service marketing by celebrity advertisements

Ranks	FMCG Marketing	Service Marketing
1 st rank	Cosmetics	Share Market
2 nd rank	Eatables	Realtors
3 rd rank	Detergents	Cinema & TV Programmes

Table IV Showing the last three ranks between the FMCG and service marketing by celebrity advertisement

Sl.No.	Rank	FMCG marketing	Rank	Service Marketing
1	4.5	Dresses and medicines	7	Banking finance magazines, training programmes
2	6	Soft drinks	9	Hotels & Residencies
3	7	Nutritive	12	Commutors, Insurances, Matrimonials, De-Addiction, Guidance & Counselling

RESULTS & DISCUSSION

In these observations we are able to note that the FMCG related advertisements are 275 while that of service marketing is 78. This is an indication of the range of profit in FMCG is higher than that of service marketing. These observations of FMCG advertisements are grouped into 7 headings; and in service marketing its grouping is about 14. This shows the vast differentiation of services. First, second and third ranks in FMCG is won by cosmetics, eatables and detergents respectively where as these are won by share market, realtors and cinema and television programmes the service marketing.

Last three ranks in FMCG use dresses and medicines, soft drinks and nutritive where as banking, finance and magazines and hotels and residencies and last commutors, insurances, matrimonial, de-addiction , guidance and counselling are at last three ranks in service marketing.

1.8 CONCLUSION

Based on these observation the researcher noted that 22% of the flashes are by service marketing and 78% are by FMCG advertisements. Based on these observations the researcher noted that the reach of service marketing is to be improved since we have the responsibility to make the public aware of services which actually helps the public. Doing service gives less monitorial benefit than FMCG hence this may also be a reason for the low number of flashes in the television.

1.9 REFERENCE

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