

Effects of Indian Film Stars in Multinational Product Advertisement on Trend Setting and Purchasing Behavior

A Case Study of University of Gujrat, Pakistan

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Abstract:

This study reveals the impact of Indian stars on purchasing behavior of the University of Gujrat students in presence of multinational products' advertisements. This study exposes that multinational advertisers represent the product image in an attractive way with the help of famous stars of the time, for this purpose advertisers are spending money on famous stars to make advertisement successful. Sample size is taken from University of Gujrat that discloses the majority of the students like to watch those advertisements in which Indian famous stars appear. However the respondents' response shows that Pakistani stars do not have any significant impact on the consumer behavior. This study also demonstrates that Indian stars are influencing the buying decision of the consumers of Gujrat but not greater.

Keywords: Indian Stars, Advertisements, Multinational Corporations, Gujrat's Consumer, Purchasing Behavior, Private Channels, Mediator Factors

Introduction:

This study explores behavioral pattern, perception and the impact of Indian stars on the purchasing behavior of university students towards products through advertisements further focuses on why advertisers are using Indian stars in advertisements. Famous stars are people who are publicly recognized by a large proportion of a particular group of people. The attributes with which they are connected, are attractive, talented, exceptional lifestyle, etc. (Taleja, 2008). TV Stars, movie actors, famous athletes and personalities in history who are liked and respected by target audience, it is hoped favorable influence consumer attitudes and behavior toward the endorse product (Advertising Management Ch. 11, p 355). In addition, famous stars appear in public by participating in special events, such as: the movie award nights, special screening; world premieres of movies or social events.

Most of the products marketing campaigns and advertising theme are becoming ambassador "Indianized". Here the term "Indianized" mean, Indian famous stars appear (that belong to Bollywood film industry) in the advertisements of multinational companies from beauty product to cooking oil etc. in Pakistan while, Pakistani industry Lollywood needs a resource injection because Pakistani film industry has dropped its value due to low standard films production in which promoted "Gandasa Culture" and vulgarity. In spite of strict censorship laws, which prohibited un-Islamic activities telecasted on screen, e.g. even showing naked legs. However these sorts of films are produced due to lack of resources. But this thing also influenced on Lollywood stars and they lose their values among the people. Indian stars' have a good image not only in India but also across boundary through the films. Local or national touch is getting out and viewers are seeing more globalized and Indianized approach in Pakistani media. The past decade has seen from 2002, General Musharraf issued the ordinance to launch the Private TV Channels. New liberal media laws broke the state's monopoly on electronic media. Emergence of several private TV channels are showing news and entertainment, such as GEO TV, AAJ TV, ARY, HUM, MTV and others. These private media outlets also contribute in globalized and Indianized approach.

Multinational company like Nike, McDonalds, Johnson & Johnson, Unilever and P&G's are deal with more than one country culture. Multinational companies have a global mind setter. Successful communication in international environment, not only understand language but also the nonverbal aspects of communication as part of a community are needed to understand (Ferraro, p. 73). Today is highly competitive age where different kinds of fashion brands are fighting with each other to get number one position in consumer's mind, while stars are big support in sustaining brand's image. People tend to remember those things with the person who is present in the advertisement. In today's world, the use of famous stars in advertising for companies has become a trend and a perceived winning formula of corporate image building and product marketing. Researcher selected this topic to explain following objectives

1. To explain the role of Indian stars building product identity among the University of Gujrat's students
2. To analyze students response that purchase brand by influencing Indian stars that shown in advertisement.
3. To understand the effects of Indian stars on university of Gujrat's students purchasing behavior and trend setting.

Research Hypothesis:

1. Indian stars presence in ads of multinational products have more influence on the buying decision of University of Gujrat's students.
2. Indian stars presence in ads of multinational products have less influence on the buying decision of the University of Gujrat's students, Pakistan.
3. Portray of Indian stars in advertisements have no impact on the buying decision of University of Gujrat's students.

Background Studies:

Zabid et. al (2002) discussed in their study that celebrities' endorsement enhanced the company as well as product's image. The Malaysian consumers also felt that advertising by celebrity provides some valuable information on the endorsed brand. This would help consumers in selecting a product with various brands. It is important to associate a product with the right endorser in order to enhance the positive image of the product and brand. They focused that younger consumers are more receptive to reference group influence. Thus, more careful consideration must be made in selecting the right endorser for the right brand. The fit between the endorser and the product that is being endorsed must be made prior to making the final advertisement. It is, therefore, necessary to test the possible use of any celebrity with the brand's target group to ensure that the image/associations that the celebrity has in the minds of the target audience are meaningful and relevant.

Joshi & Supreet (2008) found in their research, the advertising strategy of celebrity in the right circumstances, can justify the high costs of this form of advertising. The use of celebrity endorsements to create a very favorable impact on consumers and creates a connection to a consumer buying a product of forces. However, due to multiple failures indicate, it is essential to be aware of advertisers to be aware of the complexity of the underlying processes celebrity endorsement. Urde (1994) found that the increased attention and brand liking that of a likeable spokesperson provides impact on the purchase behavior and brand loyalty. Zabid et. al (2002) point out in their study some had purchased a product because a character focused their attention on the advertisement, which they then found interesting. It was also noted that a spokesperson influence could be affected by other factors like price, similarity of competing brands and availability of other information.

Christina (2003) suggested in their study, the credibility of advertising plays an important role in convincing the audience of the attractiveness of the company's brand. To create effective messages, celebrity advertisers have to consider the attractiveness of the speaker. Joshi and Supreet (2008) further defined the trend, followed by a celebrity strategy, expertise, persuasiveness credibility and impartiality of the project in terms of a trust that allows advertisers with a picture. McCracken (1989) explain meaning transfer model, which contains three consecutive steps, is revealed. First, endorser of the product or brand with a famous person assigned meaning to move. The meaning attributed to that, meaning a user account associated with the brand's claim to celebrity. Finally, the process of consumption, brands purchased by customers that means. Model known as the third phase with a clear stamp of approval process reflects the importance of the role of the consumer.

Supportive Theories:

Researcher selected two theories Aristotle's Theory of Rhetoric and Richard Petty & John Cacioppo (Elaboration Likelihood Model) that addressed this study and further guided study. According to Aristotle's theory of rhetoric, three means of persuasion ethos, pathos and logos. Ethos is directly related to the speaker and his character. Ethos refers among other things, what the different aspects of the speaker in terms of his personality, skill,

size, movement, dress, eye contact, trust, honesty, care, and other characteristics. Logos appeals to an argument or logical ability. Proof is the audience from the substance or the logic of the message made available. The man is basically operated and makes decisions, which suggests the senses. Pathos is appeal with focus on mental state and emotions of the audience. The basic idea is that if we are in a good mood, we easily than if we believe in a hostile mood. Most of the writing of advertising use is made of pathos in its language.

Richard Petty and John Cacioppo developed attitude change and persuasion theory which is a dual process model that describes how people choose to manage, in systematic or heuristic information they encounter. Specifically focused on persuasion, Petty and Cacioppo argued that there are two routes of persuasion: the central route and the peripheral route. Treatment of the central route is systematic and involves the receptor message "analyze the central logic deserves a persuasive message. The peripheral route is heuristic; it is the means by which to evaluate the message receivers of persuasive messages when they are unmotivated and / or unable to elaborate on its merits logic. Aristotle discussed in his theory of rhetoric; interaction between speaker and audience has importance and different characteristics of speaker like personality, dressing and skills etc. He stated that usage of emotional appeals and arguments in message to motivate the audience toward product. While on the other hand R. Petty & J. Cacioppo elaborated the Central route and Peripheral route. They focused on Peripheral route of persuasion in which audience motivated to agree with message based on the strength of arguments or ideas in the message. They argued people more likely to analyze and judge the information that is communicated by the famous star in advertisements.

Methodology:

In this study researcher choose face to face survey for data collection from the sample population. Researcher selected the District Gujrat as research area for his study. Researcher further narrows down target area and selected the University of Gujrat students who belong to Gujrat. After the two way stratifications male and female researcher has taken 250 sample size from target population randomly while males and females' participation were equal. Through using survey method research collected data and for this purpose used questionnaire as a tool. A well-structured questionnaire developed and asked to respond the questions on five point Likert scale, ranging from strongly agree (5) to strongly disagree (1). Data analyzed into graphs and tables forms with the help of SPSS.

Variables:

Famous star Endorsement (Independent)

Famous star a person who is popular icon through their performance, personality, dressing and extraordinary skills among people. They attracting the audience through their acting and performing, as well as their charming beauty people like them. Famous stars through their popularity they hit and motivate the target audience. When famous stars promote the brand and build a good image among people. People associated brand with star at time of shopping.

Impact (Dependent)

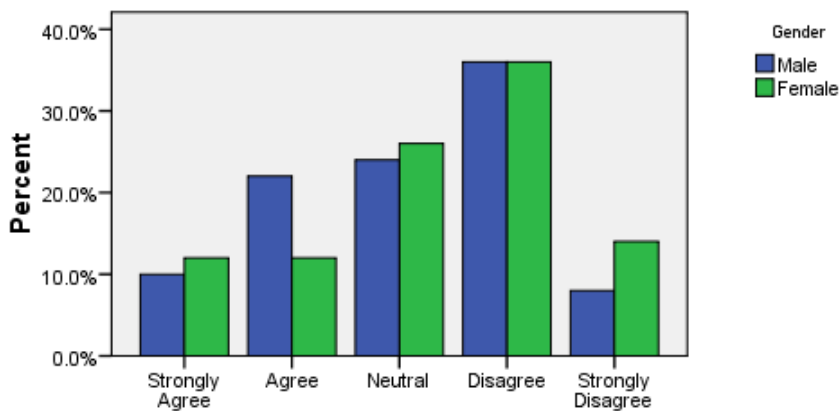
Influence of one person action or thing on another one. The impact determined through different mediators such as behavioral change, attitude change and perception change. These advertisements change the behavior like change life style, confidence (In using product and inform others about product) and interest of consumers. The impacts of such kind of advertisements change the feelings and attitudes of consumers toward brand as well as evaluation process. These changes are lead to attitude change. Indian stars are endorse product in advertisement which influences on thinking and contribute in decision making process of consumers and consumers perceive differently these ads than others.

Research Questions:

1. How much University students familiar with Indian famous stars used in advertisements?
2. Do Indian famous stars promote and build the identity of brand in consumers mind?
3. What types of attributes of famous stars are influencing the consumers?
4. Does the Indian famous stars are changing behaviors of University students through advertisements?

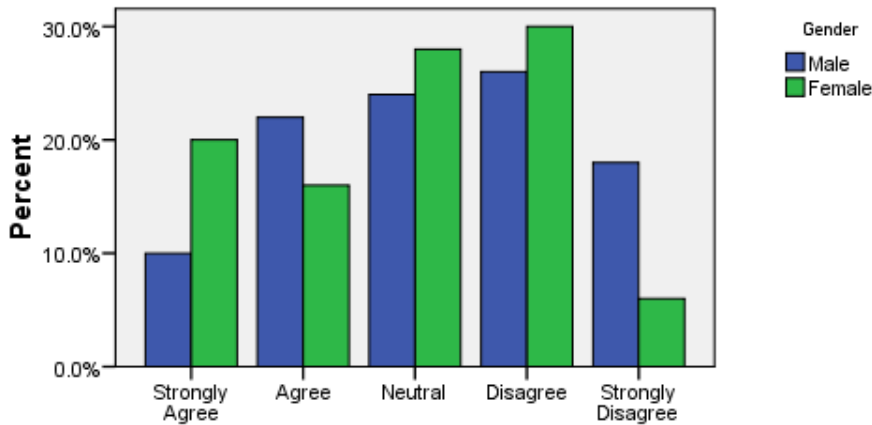
Interpretation and Analysis:

Do Indian stars change your interest toward the product when you see advertisements?



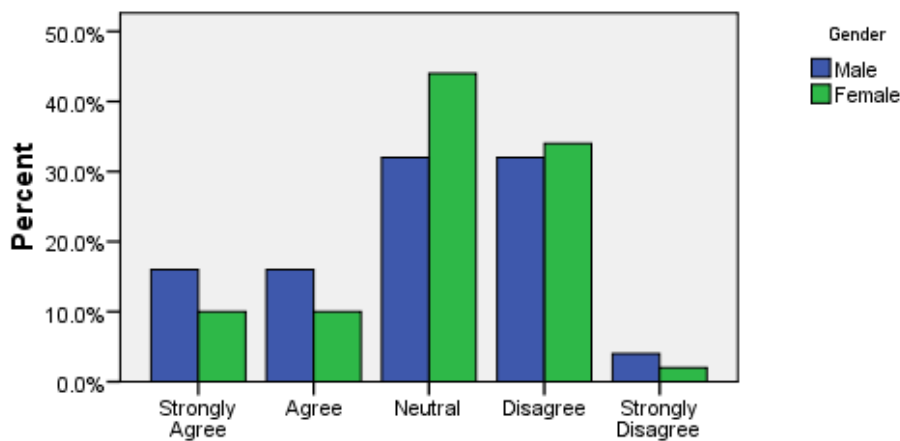
There are 10% male and 12% female strongly agree that Indian stars change interest toward the product and 22% male and 12% female less agree. While 35% male and 20 female respond interest change does not toward product that introduced by Indian stars.

Do Indian stars influence your product purchasing as compare to Pakistani stars in advertisements?



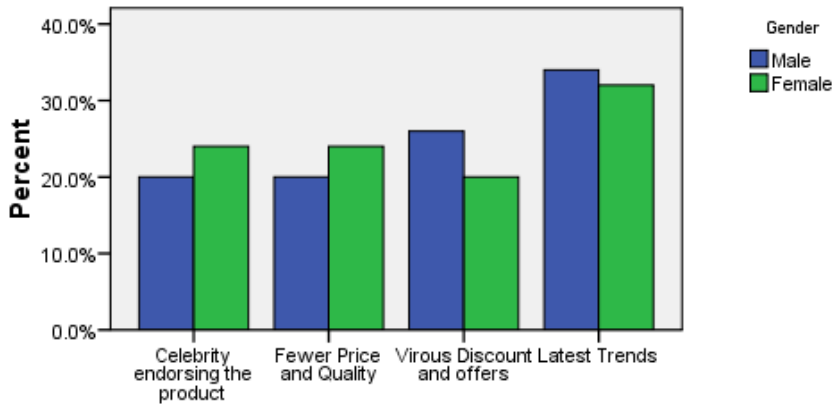
20% male and 10% female purchasing decision more influenced by Indian stars that come in advertisements and 22% male and 17% less influenced. While more than 20% male and 30% female said Indian stars not influenced their purchasing decision.

Do you easily recall product at the time of shopping that promoted by Indian stars in advertisements?



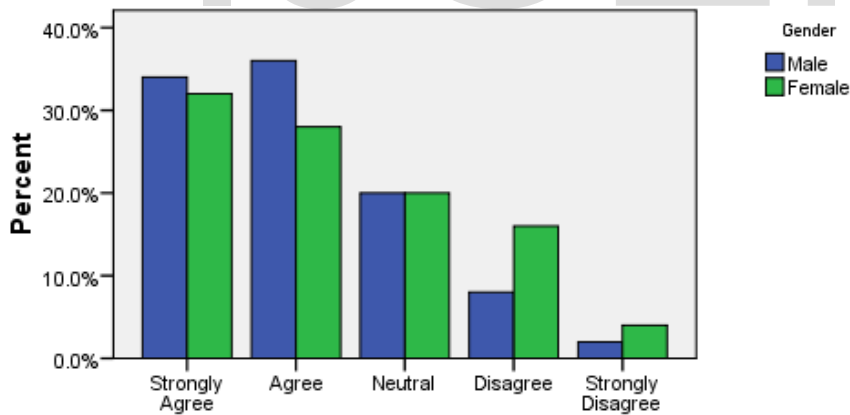
Majority of the male and female respondents said that they do not recall such ads during shopping both gender ratios are more than 30%

What factors motivate you when you purchase a product?



More than 30% male and female purchase product due to latest trend, 20% male and 25% purchase that famous star endorse the product. While, less price and quality respond ratio is equal.

Do you think Indian famous stars in advertisements are good factor?



However graph represents that majority of respondents agree that famous star an important factor in ads especially they like the Indian film industry famous stars.

Discussion and Conclusion:

Study demonstrates Indian stars little while keep refresh the brand identity, change interest and life style results represent that a less ratio of respondents influence by Indian stars tend to remember ads during shopping and try to purchase product that promoted in advertisements. Respondents think that famous stars are important aspect of ads because famous stars elaborate product features in a better way but famous stars must be popular icon, attractive and familiar among people as well. However, appropriate association between celebrity and product is an important thing because it creates a good impact, builds product identity and convinces more and more people towards the product. Zabid et. al (2002) presented in their study that appropriate match and relation between famous star representative and product type.

Most of respondents believe that they purchase products because of new trends, life style, quality, fewer prices and various discounts attract toward the product and they also favor that famous stars are important element in advertisements. Most of these respondents like to watch the Indian stars in Pakistani advertisement instead of Pakistani stars because Pakistani stars are involved in different scandals, Lollywood has dropped its value due to low standard films production and Pakistani Private Media channels are focusing and discussing Indian stars and Bollywood films in news and TV shows.

At the end of the study it is concluded that Indian stars are not powerful influence buying decision and change interest but they are setting mind of students toward products through advertisements. Indian stars in advertisement due to their good performance and charming attraction rather than Pakistani stars. However there are some mediator factors that influence on respondents choice and interest such as latest trend, quality and fewer prices. It is significant to mention here that rural area respondents are also well aware of Indian stars who endorse the product in advertisements.

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