

Effects of celebrity endorsement in TVCs on the Buying behaviors and Brand Switching Behaviors

M.Sc Thesis



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Final Approval

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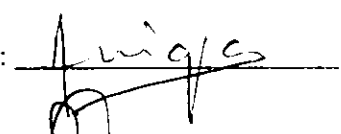
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DEDICATION

I dedicate this thesis to my lovely parents without whose support, the completion of this research wasn't possible. I also dedicated this study to my teachers and my family members who stood by my side in every difficulty faced during this thesis.

Finally I also dedicated my study to my friends who supported me a lot not only during this thesis but during whole degree of two years.

Declaration:

This thesis has been submitted as partial fulfillment of MSC in media and Communication studies to the department of Media and Communication Studies. I solemnly declare that this is my original work and no material has been plagiarized and any material quoted from a secondary source has been provided with proper citation and references.

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Abstract

Today is the world of communication; advertising has become an industry now, and is one of the most important tools of marketing of products, services or brands. New marketing and communication techniques created a boom in advertisements, and the advertising industry. Celebrity endorsement is one of the most significantly used advertising techniques. Celebrity endorsement means when a well known celebrity star associates himself with a brand or product, and gives a guarantee to his/her fans to use the product he is endorsed with, as he himself uses it. This study analyzed the effects of celebrity endorsement in advertising on the buying behaviors, and the brand switching behavior. The study elaborated the differences of effects of celebrity endorsement in television advertisements on males and females. A survey was conducted among the people of Rawalpindi and Islamabad, through a personally administrated questionnaire. The results of the study signified the fact that advertisements containing celebrities are not much powerful. People buy and switch brands for economic reasons, i.e. price, and quality and quantity factor. Celebrity advertisement is seldom taken into consideration while making purchases, although these ads are very popular and famous than the normal TVCs. The results cannot be generalized as the sample drawn was not a representative one.

Chapter 1

Introduction

Since the man is born on earth, one of his foremost and basic need other than food, shelter and clothing was to communicate, i.e. how you convey the ideas, feelings and opinions to others. Communication as defined by dictionary.com means the imparting or interchange of thoughts, opinions, or information by speech, writing, or signs. Communication now is focused on getting benefits and particularly earning profits. Advertising i.e. a form of communication is used to deliver the message about any product, service or good to make people aware of it and to persuade them to buy that good. Advertising is one of the most important parts of today's market. Advertising serves the dual purposes, at one end it is a need of advertiser, the producer of product, good or service to promote the item for sale. On the other hand those who broadcast or publish that advertisement i.e. the media also needs advertisements as media get money from the advertiser to run their business. Thus this whole cycle or phenomenon is necessary and plays vital role in the economy. Now the point is that advertisement made to persuade the people must be attractive enough to involve the audience into it, and then effective enough to compel the viewer to buy and use the product advertised. Advertisers use many ways to make it attractive, certain well known and established techniques are used to make the advertisements effective. As the advertisements uses media and most of it electronic media to convey their persuasion messages, therefore their audience is the one who is mostly exposed to media. People working in different fields of media or other fields too like politics, sports etc hold a star power by which they can grab their fan and can mould their

opinions. In many of the advertisements such celebrities are been used as a testimonial. This is called endorsing a celebrity or celebrity endorsement. Celebrity endorsement in advertising has positive effects on buying behaviors. According to business dictionary.com buying behavior is defined as the pattern of purchase decision making process, which is influenced by factors like societal role, cultural norms, and inspirations and habits. 'Recent research has also demonstrated that celebrity endorsement leads to a favorable attitude toward the endorsed brand (Till et al., 2008)'. The celebrity endorsement has a great impact as people are inspired by the celebrities and they take them as their role models, thus these loyal fans try to have the life style of their celebrities. In celebrity endorsed advertisements the celebrity gives the personal description that he/she has used the product, so the viewers should also use it. According to Atkin and Block (1983), there are several reasons why a well-known endorser may be influential. First, such a spokesperson attracts attention to the advertisement in the cluttered stream of messages. In addition, celebrities are traditionally viewed as being highly dynamic individuals with attractive and likeable qualities. Their credibility and believability, however, remain in question.

1.1: Background

"Advertising is the nonpersonal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media."(Bovee, 1992, p.7) Advertising is used to persuade people to buy a particular product, by telling about the product. Persuasion uses appeals to

reasons, values, beliefs, and emotions to convince a listener or reader to think or act in a particular way. Persuasion in advertising means using reasons and other techniques to convince a person to buy the certain product. Advertisement originated in the olden times when the Egyptians invented papyrus, they used the posters to present sale messages. The commercial messages and political campaigns date back to ancient Arabia. At that time advertising was on a smaller level also because the medium available for presenting the advertisement was not a broader one. Most of the advertising was done by word of mouth. With the growth of industrialization, and urbanization billboard and transit advertising emerged. With the invention of radio and television, advertisers got a broader medium where they can broadcast the spot to a large audience. This boom in advertising created a competition too, now advertisers needs new ways to make their advertisement more catchy and effective. Celebrity endorsement started when the radio became commercial in late 20s, and also with the invention of television. In 30s, 40 when there were some big shows on radio and TV, almost every celebrity at that time was associated to some brand. Celebrity endorsement means to heir a celebrity who is well known in any field and to associate him/her with your brand, this will inspire the fans of that celebrity to buy the product endorsed by their favorite celebrity. An endorsement is also known as a testimonial but the word is more commonly associated with celebrities. A celebrity endorsement is almost always a paid endorsement of the company or a certain product. 'Celebrity endorsement is a prevalent form of advertising in the United States. The use of celebrity spokespeople has been on the rise (Advertising Age 1978).

According to industry sources approximately 20% of all television commercials feature a famous person, and approximately 10% of the dollars spent on television advertising are used in celebrity endorsement advertisements (Advertising Age 1987; Sherman 1985). Many researches previously done on effects of celebrity endorsement concluded that celebrities awareness and recognition. Lalitha Balakrishnan and C. Shalini Kumar found in their research that 'This could be for reasons of social standing- People want to wear the "right" clothes, drink the "right" beverages and use the "right" fragrances. Specifically a consumer that observes messages for two different firm's products, one product's message containing a celebrity endorsed and the other not believes the celebrity endorsed product will have more purchases and so be of higher value.' The celebrity endorsement in advertising has different effects on males and females. As females are perceived as easy going thus they can be persuaded easily towards the favorite celebrity. The young people are more energetic and emotional; they attach themselves with the media syndrome easily. They usually want up to date status and life style, thus in researcher's opinion the youngsters are persuaded and convinced easily and affectively towards a celebrity endorsed advertisement. Celebrity endorsement is attractive to all the people though they fell it credible or not, yet they are definitely attracted towards it. Some empirical research has shown celebrities to be well liked and oftentimes attractive, though not always credible and effective spokespeople (Atkin and Block 1983; Freiden 1984; Friedman, Termini and Wash-ington 1977). Another study shows that

1.2: Rationale of the study

The researcher aimed to work on the effects of celebrity endorsement in advertisements on the buying behaviors of people. Celebrity endorsement is a very common technique used in Television advertisements to grab the attention of viewers, they watch the spot carefully as been fan of the celebrity in the advertisements, the attention they put towards the advertisement help them retain it and then recall at the time of purchasing. This compels the costumer to buy the product their favorite star uses according to the advertisements. In many cases the loyal customers of a particular brand even switches to another brand endorsed by their favorite star. The researcher was curious that weather the star has that power that he/she can move his fans towards buying his endorsee's products. Thus the researcher wanted to check the effects of celebrity endorsement in advertisements on the buying behaviors, and brand switching behavior. This study aimed at finding an answer that how much power the celebrities have, and do people really changes their buying behavior or are only attractive towards such TVCs.

1.3: Statement of the problem

The present study aimed to find the effects of celebrity endorsement in television advertisements. The effects included the buying behaviors and the brand switching behaviors of viewers exposed to these TVCs. The study also aimed at measuring the differences of these effects on gender variations.

1.4: Objectives of the study

- To check that up to which extent the celebrity endorsement affects the buying behaviors.
- To check that viewers of a TV advertisement having their favorite celebrity in advertisements compels them to be the customer of that product or not.
- To check that the loyal customers of a particular brand switches to another brand endorsed by their favorite celebrity.
- To check the differences in buying behaviors due to celebrity endorsement on males and females.

1.5: Research questions

- Is there any relationship between celebrity endorsement in TV advertisements and the buying behavior of viewers?
- Does the celebrity in the advertisement persuade a loyal customer of brand to switch to the brand endorsed by a favorite celebrity?
- Is there any difference between the effects of celebrity endorsed advertisements on males and females?

1.6: Hypothesis

H1 Celebrity endorsement in TVCs appeals the viewer to buy that particular product.

H2 Celebrity endorsement in TVCs persuades a loyal customer of another brand to switch to the advertised brand.

H3 Females are attracted more than men towards celebrity endorsement.

1.7: Significance of the study

It is a matter of common observation that quite a great deal of advertisements are endorsed with famous celebrities are running in our media. With this present study researcher aimed at finding out the extent to which these ads are effective in grabbing the consumers, rather than mere viewers.

1.8: Limitations of the study

The researcher used the survey method technique for collection of data, with the sample of people of Islamabad and Rawalpindi. There were certain limitations attached to this research, the results cannot be generalized because of some reasons. As the sample is not representative of all the people exposed to advertisements, thus the effects cannot be generalized.

Chapter 2

Literature review

2.1: Theoretical framework

2.1.1: Persuasion theory

Persuasion is a form of social influence. It is the process of guiding or bringing oneself or another toward the adoption of an idea, attitude, or action by rational and symbolic (though not always logical) means. There are two basic theories of persuasion. The persuasion theories are four in all. One of them is the inoculation theory which is given by William J McGuire. The theory states that to prevent persuasion you should stick yourself to the pre existing attitudes and behaviors. The receiver must be warned of an impending attack. This establishes a threat and initiates defenses to future attacks. When weak argument is presented in the inoculation message their process of refutation will prepare for stronger persuasion later. It is critical that the attack is strong enough to keep the receiver defensive, but weak enough to not actually change those preexisting ideas. This will hopefully make the receiver actively defensive and allow them to create arguments in favor of their preexisting thoughts. The more active the receiver becomes in his or her defense the more it will strengthen their own attitudes, beliefs, or opinions. This means that in case of advertisement messages, the viewers who are the receivers cannot be persuaded to weaker message. A strong message or some strong personality should be presented in order to change the attitudes of costumers.

2.1.2: Diffusion of Innovation Theory

The theory of diffusion of innovation is the theory which discusses the process of adoption of a new invention. The invention is actually a new idea, which is defined by Rogers as “An idea, practice or object that is perceived as new by an individual or other unit of adoption”. The theory tells in detail the steps involved in the adoption of a new idea. The key elements in diffusion research are idea or innovation, communication channel through which the idea is transmitted, time and the social system. The five stages involved in the process of innovation are knowledge, persuasion, decision, implementation and confirmation. The rates at which the adopters adopt the innovation are also classified into different stages. They are innovators, early adopters, early majority, late majority, and laggards. The theory is significant for advertising related persuasion. It talks about the opinion leaders, these opinion leaders are the celebrities endorsed by the brands here.

2.2: Conceptual frameworks

A study is recently done by Lalitha Balakrishnan and C. Shalini Kumar, to check the ‘Effect of Celebrity Based Advertisements on the Purchase Attitude of Consumers towards Durable Products’, 2011 in Indian city of Chennai. After their study they concluded that celebrity endorsement increases the product awareness, information and also helps them recall the brand name. And in case of durable goods, the celebrity endorsed, convinces them to materialize their needs. They found out that if the endorser targets quality and price they can make costumers act upon in their way more easily. They also found that the buying behaviors changes because of brand

recognition, celebrity endorsement and product evaluation factors. The data in this study was collected from Chennai city, and a convenience sample was selected thus the sample was not representative, of India, not even of Chennai as a city. Thus the results cannot be generalized.

A study is done by Steve Dix, Ian Phau and Sonia Pougnet, in 2008. The study was done on the “Influence of sports celebrities on young adult consumers” this study aimed to investigate how sports celebrities are perceived as role models and effects the purchases of young adults. It also aimed at checking the differences sports celebrity endorsement has among male and female young adults. The research was done by survey method, using questioner which was distributed among a convenient sample of a university’s students of Western Australia. The study helped in finding out a positive influence of athlete role model endorsement on young adult’s product switching behavior, complaint behavior, positive word-of-mouth behavior and brand loyalty. This proved their assumption that sports celebrities are socialization agents and can have a significant impact upon buying behavior.

Another study done by Angela Byrne, Maureen Whitehead, Steven Breen (2003), discusses the process of transference of celebrity images to the product’s image by examining the usage of celebrity endorsement in the formation of the retail image of a leading European grocery distribution group. This study explores the extent to which the market place recognizes and the consumers associates themselves with the celebrity endorsed. The research was done by field research with consumers and interviews with the agency people.

A somewhat related study about the effect of celebrity endorsement in political advertising, on the voting behavior was done by Ekant Veer, Ilda Becirovic and Brett A.S. Martin. The study showed that respondents were significantly more likely to vote for the political party when a celebrity endorser is used. The results suggests that the use of celebrity endorsement in political advertisements, especially when the political party has to target those citizens who are interested in casting their vote, is significant for changing the voting behavior.

A study was done on the “The Effect of using Celebrities in Advertising on the Buying decision”, by Mohammad, O. Al Zoubi and Mohammad, T. Bataineh. The study was done on a small sample of students of economics department of Jarash University Jordan. The study aimed to measure consumer attitudes towards the attractiveness of celebrities, the influence of celebrities on consumers' brand choice behavior and to compare between the influence of using celebrities and non-celebrities in TV advertisements on the buying decision of consumers. They found out that the TV advertisements having celebrity endorsement are attractive, but they do not affect the buying attitudes. Also they found that celebrity endorsed advertisements are not more effective than celebrity endorsed ones. They suggested that advertisers should focus more on giving details about the products.

Chapter 3

3.1: Overview:

The study was aimed at exploring the effects of celebrity endorsement in TV advertisements on the buying behaviors and the brand switching behaviors of viewers exposed to those TVCs. The study also found out differences of these effects on gender variations. A survey using questionnaire was conducted.

3.2: Research Design

The researcher aimed to find out the effects of celebrity endorsements in advertisements on buying behavior. The quantitative research was conducted, using questioner as an instrument. The population comprised of all the people exposed to advertisements, living in Islamabad and Rawalpindi. The convenient sample was collected, with keeping in view the demographic variable. As the researcher checked the differences in effects on males and females, thus these factors were equally represented in the sample. For this purpose stratified convenient sample was drawn. The convenient sampling technique was opted for ease.

3.3: Sample

Sample is a subset of population. Simply stated a sample is a part of the target population. Target population means the population of the targeted area. In this research the targeted population was the people of Rawalpindi and Islamabad who are also the viewers of television commercials endorsed with celebrities. As the sampling

technique used was convenient sampling, thus sample was the people who were easily available, there was be equal representation of males and females.

3.4: Variables

3.4.1: Independent variable

According to Roger D Wimmer and Joseph R Dominick, Independent variables are the variables systematically varied by the researcher. The independent variable in present research was the Celebrity endorsement in TV advertisements.

3.4.2: Dependant variable

According to D Wimmer and Joseph R Dominick the dependant variables are observed and their values presumed to depend on the effects of the independent variables. The dependant variables in the present study was the effects of celebrity endorsed TV advertisements. These effects included the buying behaviors and the brand switching behaviors of viewers.

3.4.3: Conceptual definition of Celebrity Endorsement in Advertisements

A celebrity is a well known person who is famous and has a fan following. The celebrity endorsement as defined by Apryl Duncan the former about.com guide means “Promoting a product or service. An endorsement is also known as a testimonial but the word is more commonly associated with celebrities. A celebrity endorsement is almost always a paid endorsement of the company or a certain product.

3.4.4: Operational definition of Celebrity Endorsement

The celebrity endorsement in TV advertisements in present research means those celebrities of Pakistan who are associated to some product. The present research only focused at products so the TVCs of products having celebrity endorsement were considered.

3.4.5: Conceptual definition of Buying Behavior

Buying behavior is the decision-making processes of buyers in purchasing and using goods and services. Buyers may be either ultimate consumers or agents or dealers who purchase goods for resale to ultimate consumers. (www.business.yourdictionary.com)

3.4.6: Operational Definition of Buying Behavior

The buying behavior in present study means the behaviors of viewers of celebrity endorsed advertisements as been costumers. The behaviors of costumers toward buying the products endorsed by their favorite celebrity, that do they buy or not.

3.4.7: Conceptual Definition of Brand Switching

Brand switching is defined as “Consumer decision to purchase a product brand different from that previously or usually purchased” (about.com).

3.4.8: Operational Definition of Brand Switching

In context to the present study brand switching means switching to a brand who’s TVC has the favorite celebrity of a loyal costumers of the rival brand. Thus buying the

product other than the one a customer is buying since years, just because of the attachment of his favorite celebrity with it means brand switching.

Chapter 4

Results and Findings

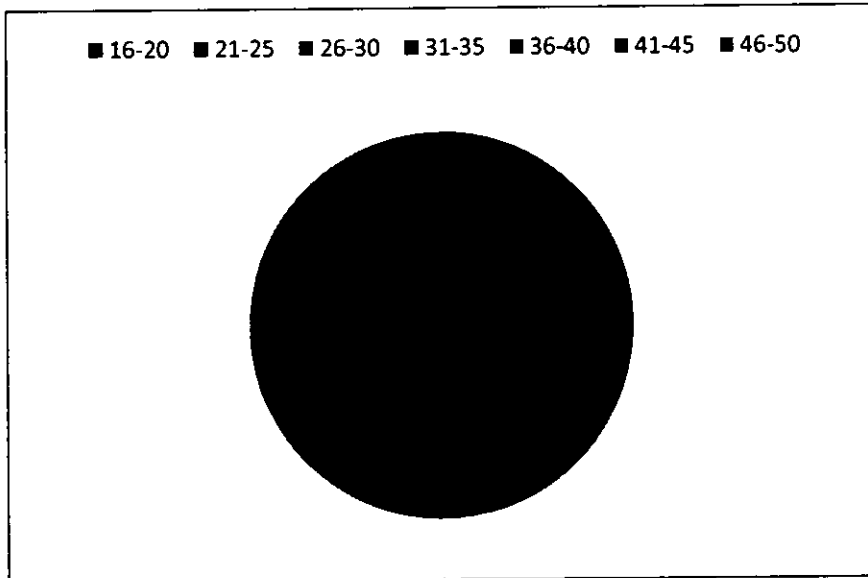
The research was conducted using a questioner, to take the responses from the respondents, the questioner is as under.

4.1: Answers with explanations

Question 1

Age

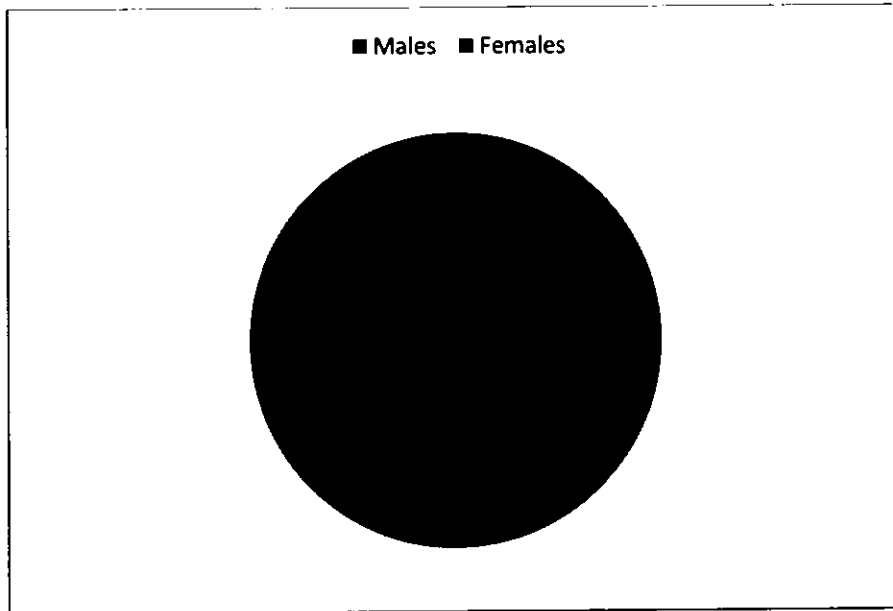
Classes	Frequency	Cumulative percent
16-20	40	20
21-25	52	46
26-30	44	68
31-35	25	80.5
36-40	20	90.5
41-45	11	96
46-50	8	100
Total	200	100



Question 2

Gender

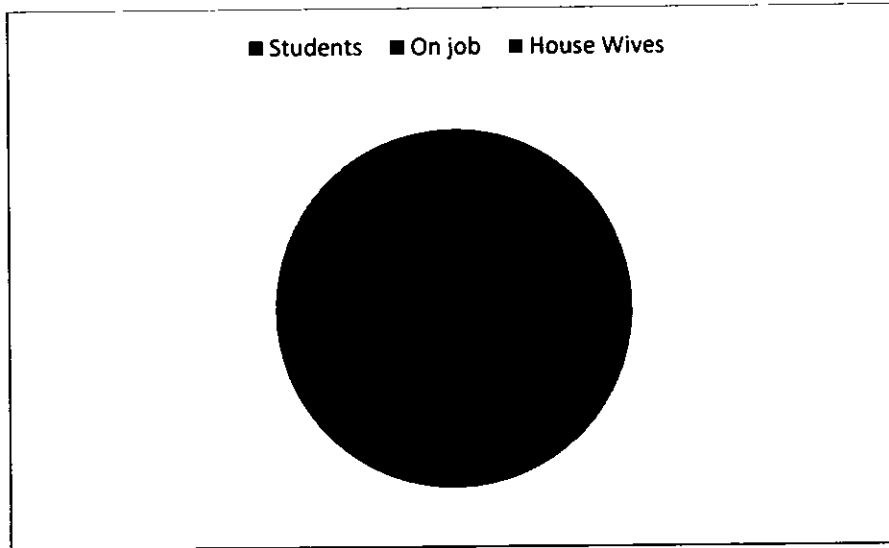
Classes	Frequency	Cumulative Frequencies
Males	100	50
Females	100	100
Total	200	100



Question 3

Occupation

Classes	Frequency	Cumulative frequency
Students	76	38
On job	111	93.5
House Wives	13	100
Total	200	100

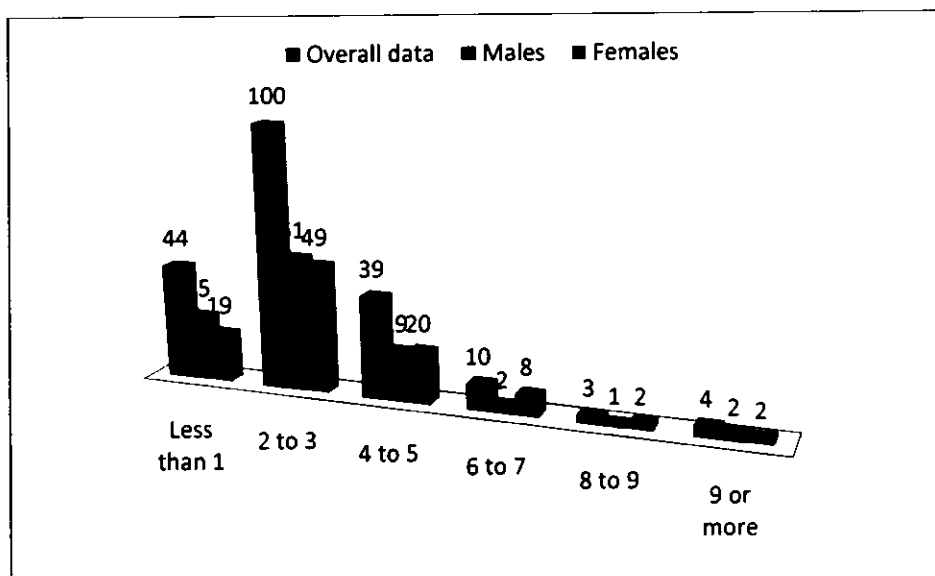


Question 4

How many hours a day you watch television?

Classes	Overall data		Males		Females	
	Frequency	Cumulative Frequency	Frequency	Cumulative frequency	Frequency	Cumulative frequency
Less than 1	44	22	25	25.0	19	19.0
1-2	100	72	51	76.0	49	68.0
3-4	39	91	19	95.0	20	88.0
5-6	10	96.5	2	97.0	8	96.0
7-8	3	98	1	98.0	2	98.0

9 or more	4	100	2	100.0	2	100.0
Total	200		100		100	



In this question the researcher asked the people that how many hours a day they used to watch TV. 6 classes were made to measure the amount of time they spend watching TV.

- Out of total 200 people, 100 of them i.e. 50% of the whole watch TV for 1 to 2 hours. 44 of them i.e. 22% said they watch less than two hours. 39 out of them i.e. 19.5% spend 3-4 hours, while 10 i.e. 5% watch that for around 5-6

hours. Only three i.e. 1.5% uses to watch it for 7-8 hours and 4 i.e. 2% watch it for 9 or more hours.

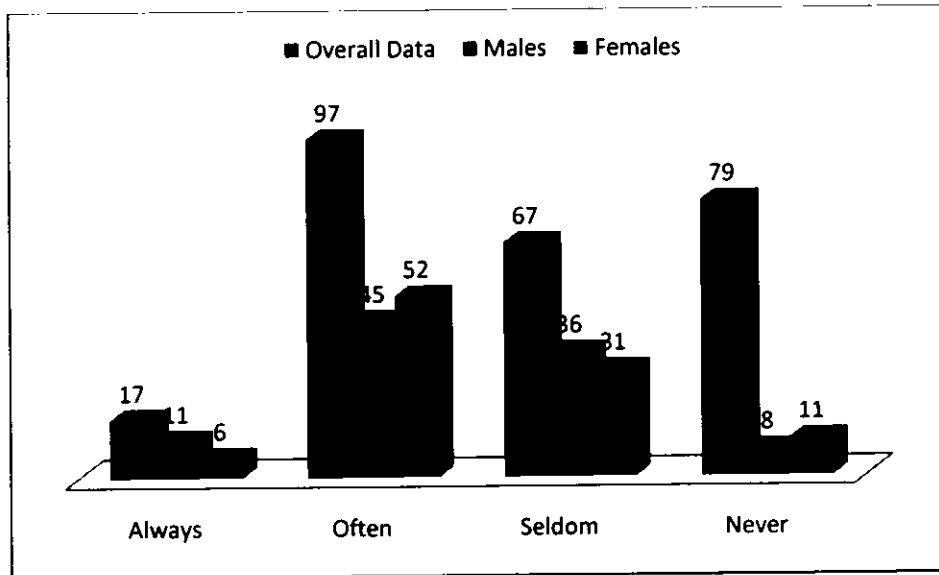
- The males results were like that, 25 out of 100 i.e. 25% of them watches TV for less than 1 hour. 51 out of 100 males i.e. 51% of them watch it for 1-2 hours. 19% watches for 3-4 hours, 2% of them watches for 5-6 hours, 1% use to watch it for 7-8 hours, and 2% watch TV for 9 or more hours.
- The Females results indicates that, 19% of the females out of total 100 females watch TV for less than 1 hour, 49% of them watch for 2-3 hour, 20% use to watch it for 3-4 hours, 8% of them watch TV for 5-6 hours. And 2% watches 7-8 hours and 9 or more hours each.

Question 5

During the commercial break how often you watch advertisements

Classes	Overall data		Males		Females	
	Frequency	Cumulative Frequency	Frequency	Cumulative frequency	Frequency	Cumulative frequency
Always	17	8.5	11	11.0	6	6
Often	97	57.5	45	56.0	52	58
Seldom	67	90	36	92.0	31	89
Never	79	100	8	100.0	11	100

Total	200		100		100	
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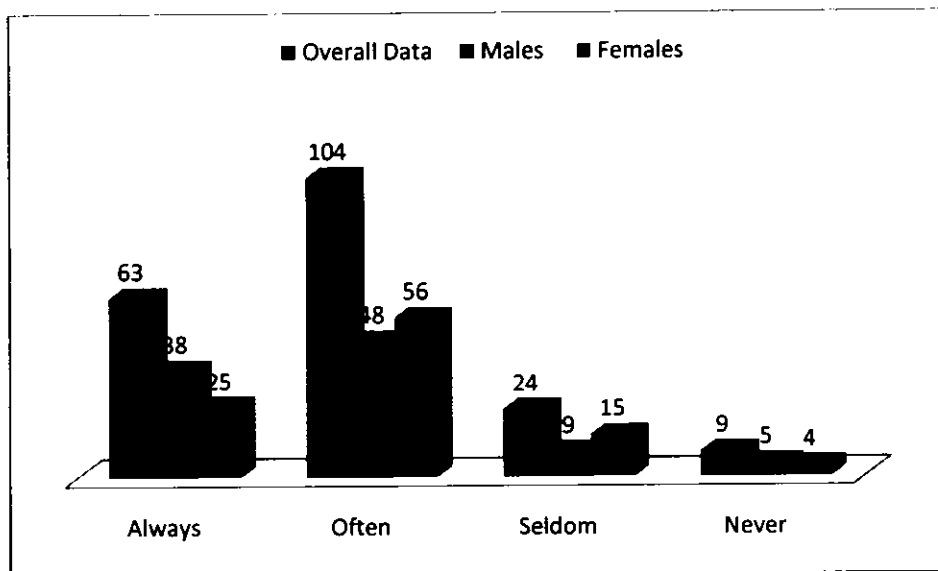
In the above question the researcher tried to find out that how often people watch the advertisement, during a commercial break.

- Out of 200 total people only 17 i.e. 8.5% of the whole, said that they always watch the advertisement, 97 of them are 49% said that they watch it often, 32.5% of 200 i.e. 67 of them seldom watch the advertisements, while 79 of them i.e. 10% of the whole never watch the advertisements.
- Out of 100 total males, 11% of them said that they always watch advertisements, 45% said they watch it often, 36% seldom watch the advertisements, and 8% never watch it.
- Out of 100 females, 6% always watches the advertisements, 52% watch it often, 31% of them seldom watch the advertisements, and 11% never watches it.

Question 6

During the commercial break you switch your TV to another channel

Classes	Overall data		Males		Females	
	Frequency	Cumulative Frequency	Frequency	Cumulative frequency	Frequency	Cumulative frequency
Always	63	31.5	38	38.0	25	25.0
Often	104	83.5	48	86.0	56	81.0
Seldom	24	95.5	9	95.0	15	96.0
Never	9	100.0	5	100.0	4	100.0
Total	200		100		100	



In the question above the researcher tried to find out that weather people changes the TV channel during commercial break or stay on the same channel. The responses were.

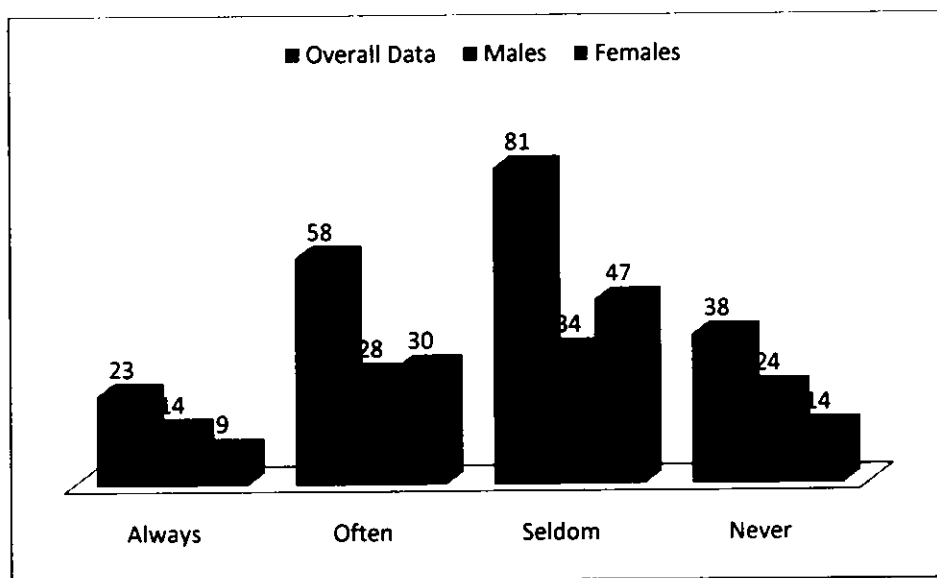
- Out of 200 total respondents, 31.5% always change the channel, 52% often changes the channel, 12% seldom changes the channel, and 4.5% says that they never changes the channel.
- Out of 100 total males, 38% of them change the channel always during commercial break, 48% changes it often, 9% seldom changes it, and only 5% never changes the channel.
- Out of 100 females, 25% of them always change the channel, 56% changes it often, 15% seldom changes it, and 4% never changes it.

Question 7

You watch advertisement carefully with full concentration

Classes	Overall data		Males		Females	
	Frequency	Cumulative Frequency	Frequency	Cumulative frequency	Frequency	Cumulative frequency
Always	23	11.5	14	14.0	9	9.0
Often	58	40.5	28	42.0	30	39.0
Seldom	81	81.0	34	76.0	47	86.0

Never	38	100.0	24	100.0	14	100.0
Total	200		100		100	



In the above question, the researcher tried to check that how often people watch the advertisements carefully, paying attention towards them. The results indicated that,

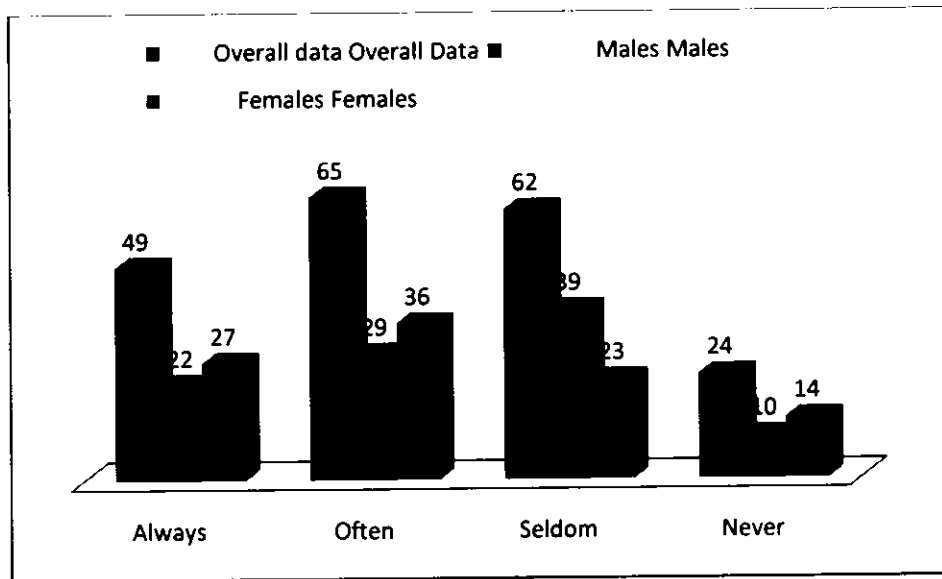
- Out of 200 total respondents, 11.5% of them said that they always watch the advertisement carefully, 29% often pay attention towards the ad, 40.5% seldom watches it carefully and 19% never pay attention towards the advertisement.

- Out of 100 males, 14% always watches the advertisement carefully, 28% often pays attention, 34% seldom watch it carefully, and 24% never watches the advertisement carefully.
- Out of 100 Females, 9% of them said that they always watches the advertisement carefully, 30% often pay attention towards it, 47% seldom watches it carefully, 14% never watches it carefully.

Question 8

During zapping of the channels if come across your favorite celebrity how often you switch back?

Classes	Overall data		Males		Females	
	Frequency	Cumulative Frequency	Frequency	Cumulative frequency	Frequency	Cumulative frequency
Always	49	24.5	22	22.0	27	27.0
Often	65	57.0	29	51.0	36	63.0
Seldom	62	88.0	39	90.0	23	86.0
Never	24	100.0	10	100.0	14	100.0
Total	200		100		100	



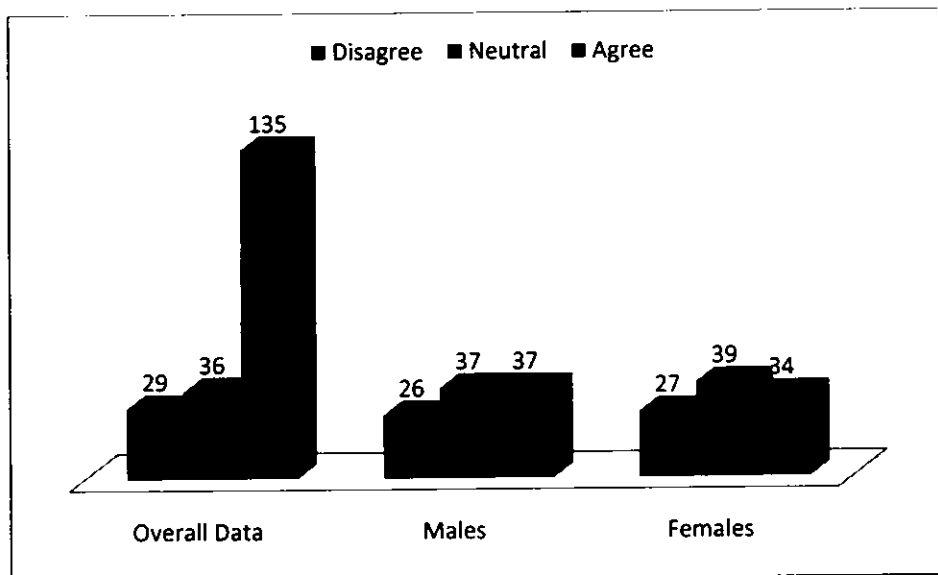
In this above question the researcher asked that when people are changing channels randomly, how often they stop or switch back to channel watching their favorite celebrity. The results shows that

- Out of 200 total respondents, 24.5% always stops or switch back to where their favorite celebrity is coming, 32.5% often switch back, 31% seldom switches back, while 12% never switch back to the channel their favorite celebrity is coming on.
- The males results shows that, out of total 100 males, 22% always switch back to the channel their favorite is coming on, 29% said that they often switch back, 39% seldom switches back, and 10% of them never switches back.
- Among 100 females, 27% always switch back the channel, 36% often switch back, 23% seldom do so, and 14% never switch the channel.

Question 9

You watch only those advertisements in which your favorite celebrities are present

Classes	Overall data		Males		Females	
	Frequency	Cumulative Frequency	Frequency	Cumulative frequency	Frequency	Cumulative frequency
Disagree	29	14.5	26	26.0	27	27.0
Neutral	36	32.5	37	63.0	39	66.0
Agree	135	100.0	37	100.0	34	100.0
Total	200		100		100	



In the above question the researcher wants to know that people watch the celebrity ads or not, and asks that whether they watch only those advertisements having their favorite celebrity endorsed in them. The results indicates that

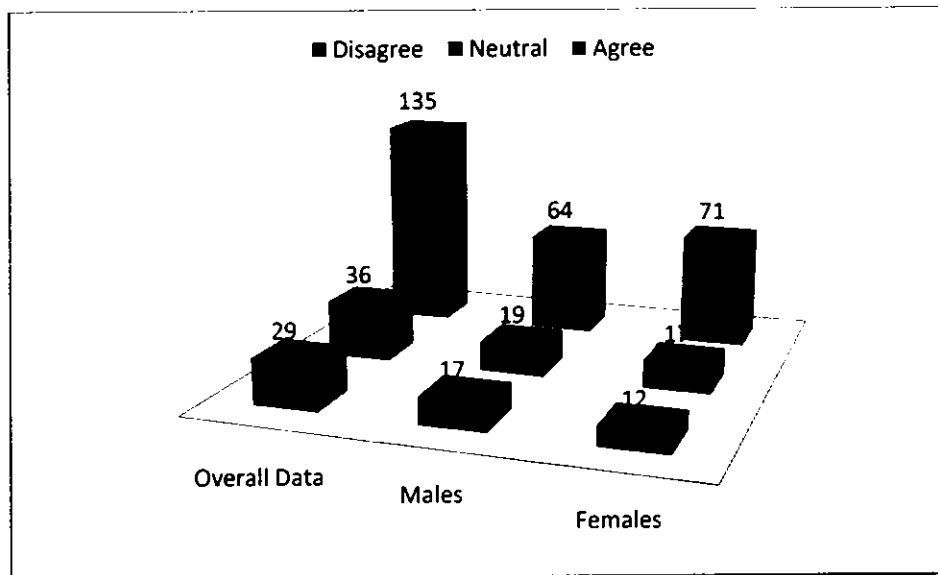
- Out of 200 total respondents, 14.5% disagree with the statement, 18% are neutral about the statement, while 67.5% agrees that they watch only those advertisements in which their favorite celebrities are present.
- Out of 100 males, 26% disagree with the statement, 37% are neutral i.e. have no opinion, while the rest of 37% agrees with the statement that they watch advertisements having their favorite celebrities in them.
- Out of 100 females, 27% disagrees, 39% are neutral and 34% agrees with the statement.

Question 10

Celebrity advertisements are more effective in contrast with the non celebrity ones

Classes	Overall data		Males		Females	
	Frequency	Cumulative Frequency	Frequency	Cumulative frequency	Frequency	Cumulative frequency
Disagree	29	14.5	17	17.0	12	12.0
Neutral	36	32.5	19	36.0	17	29.0
Agree	135	100.0	64	100.0	71	100.0
Total	200		100		100	

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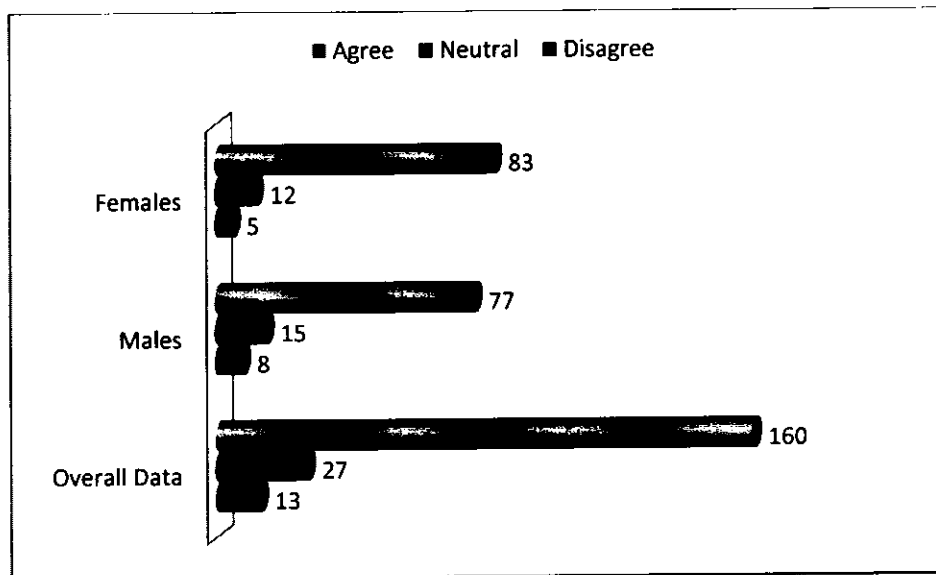
In this question the researcher ask the people that are celebrity advertisements more effective in contrast with the non celebrity ones. The responses indicates that

- Out of 200 total respondents, 14.5% disagree i.e. they say that celebrity ads are not effective than others, 18% are neutral, while 67.5% agree that celebrity advertisements are more effective.
- Out of total 100 males, 17% disagree with the statement, 19% are neutral, while 64% are agreed with the statement, and i.e. celebrity advertisements are more effective than others.
- Out of 100 Females, 12% disagree with the statement, 17% are neutral, and 71% are agreed that celebrity ads are more effective.

Question 11

Celebrity endorsement in advertisements captures the consumer's attention

Classes	Overall data		Males		Females	
	Frequency	Cumulative Frequency	Frequency	Cumulative frequency	Frequency	Cumulative frequency
Disagree	13	6.5	8	8.0	5	5.0
Neutral	27	20.0	15	23.0	12	17.0
Agree	160	100.0	77	100.0	83	100.0
Total	200		100		100	



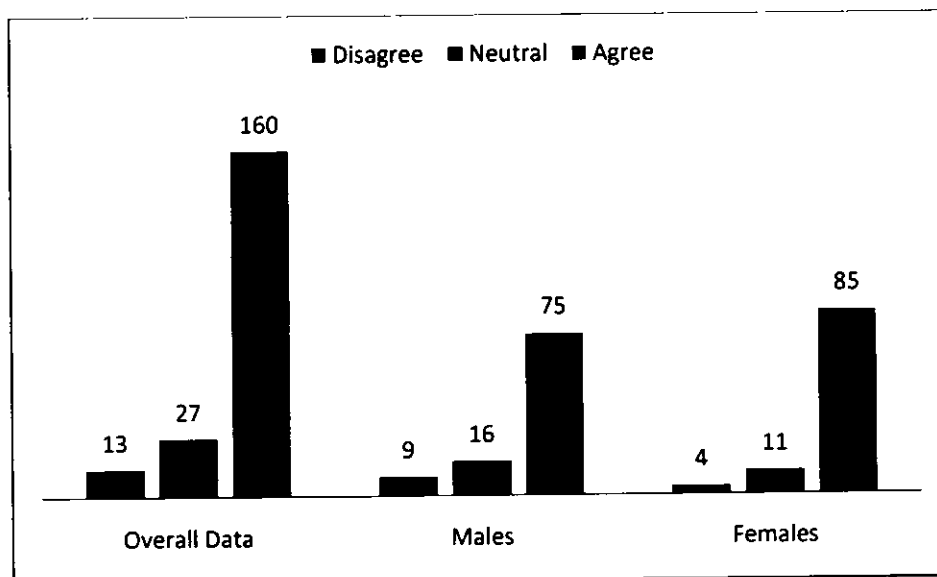
In this above question the researcher tries to know that do celebrity ads captures the attention of consumers. The statement, celebrity advertisements captures the consumer's attention, was given to respondents, and they were to answer in agree, neutral, and disagree. The results indicates that

- Out of total 200 respondents 6.5% disagrees, 13.5% are neutral while 80% agree with the fact that celebrity endorsement captures the attention of consumers.
- Out of 100 men, 8% disagree, 15% are neutral, and 77% agree that celebrity ads capture the attention of viewers.
- Out of 100 Females, 5% disagree and feel that celebrity ads cannot capture the attention, 12% are neutral i.e. in decisive, while 83% agree that celebrity ads capture the attention.

Question 12

Advertisements having famous personalities get more popularity

Classes	Overall data		Males		Females	
	Frequency	Cumulative Frequency	Frequency	Cumulative frequency	Frequency	Cumulative frequency
Disagree	13	6.5	9	9.0	4	4.0
Neutral	27	20.0	16	25.0	11	15.0
Agree	160	100.0	75	100.0	85	100.0
Total	200		100		100	



In this question the researcher wanted to know that celebrity advertisements gets popularity of not. The results indicates that,

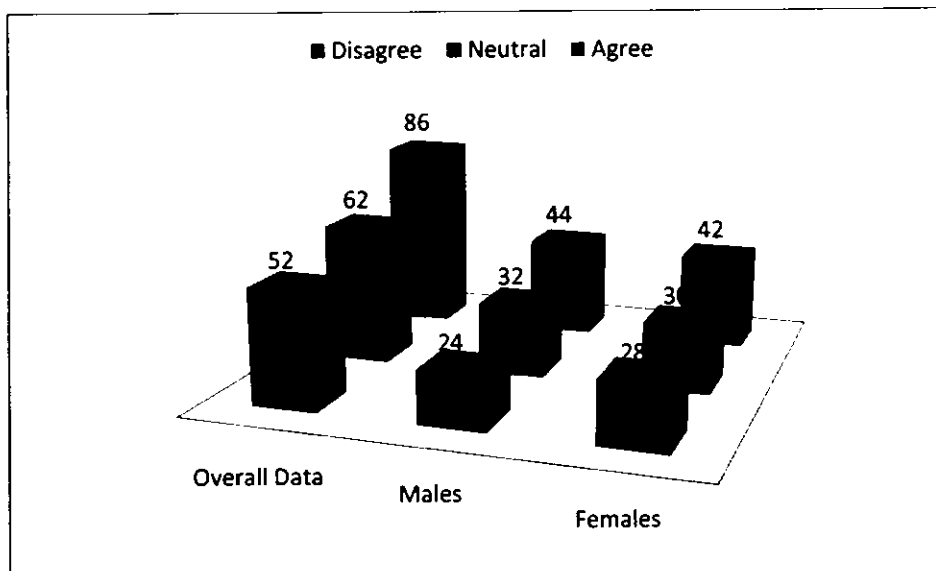
- Out of 200 total respondents, 6.5% disagree, 13.5% are neutral, while 80% agree that these ads gets more popularity.
- Out of 100 males, 9% disagree, 16% are neutral while 75% are of the opinion that celebrity ads gets more popularity.
- Out of 100 females, 4% disagree, 11% are in decisive, while 85% says that they agree with the statement, these ads gets more popularity.

Question 13

Real message of advertiser is better conveyed by a celebrity

Classes	Overall data		Males		Females	
	Frequency	Cumulative	Frequency	Cumulative	Frequency	Cumulative

		Frequency		frequency		frequency
Disagree	52	26.0	24	24.0	28	28.0
Neutral	62	57.0	32	56.0	30	58.0
Agree	86	100.0	44	100.0	42	100.0
Total	200		100		100	



In this question researcher asks that is the real message of advertiser is better conveyed by a celebrity. The responses are

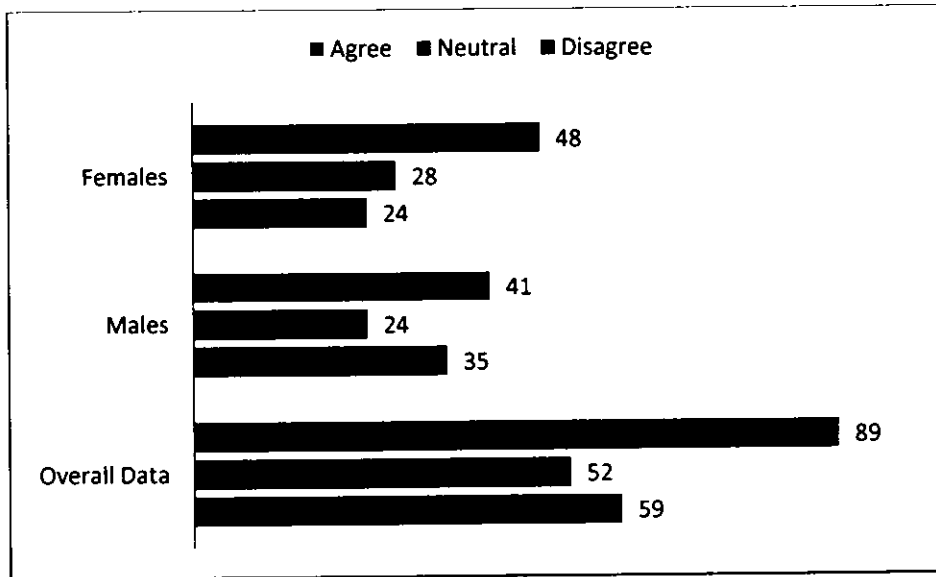
- Out of 200 respondents, 26% disagree, 31% are neutral and 43% agree that the message is better conveyed.
- Out of 100 males, 24% disagree, 32% are neutral while 44% agree that the message is better conveyed.

- Out of 100 females, 28% disagree, 30% are neutral, while 42% agree that the message is better conveyed.

Question 14

Viewers consider the words of celebrity endorsed as authentic.

Classes	Overall data		Males		Females	
	Frequency	Cumulative Frequency	Frequency	Cumulative frequency	Frequency	Cumulative frequency
Disagree	59	29.5	35	35.0	24	24.0
Neutral	52	55.5	24	59.0	28	52.0
Agree	89	100.0	41	100.0	48	100.0
Total	200		100		100	



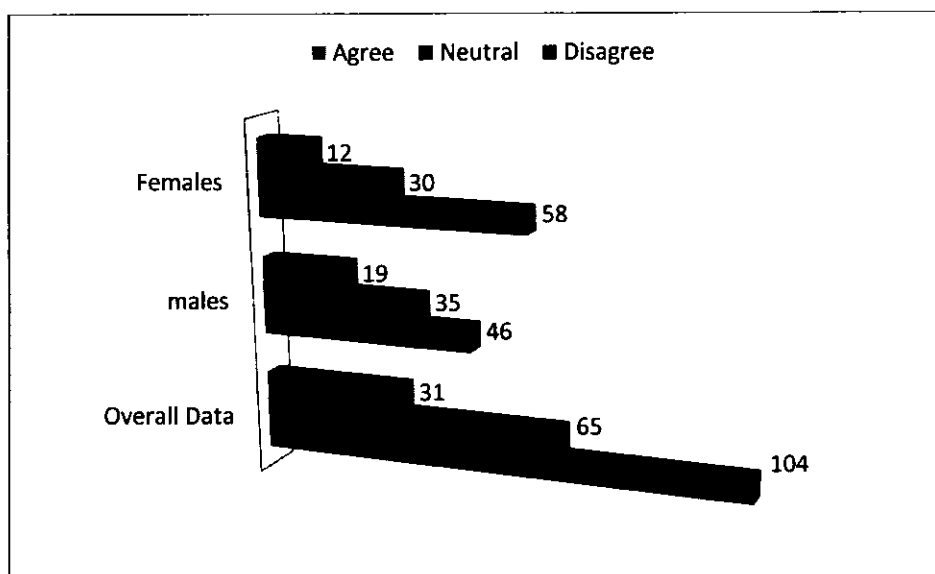
In this question the researcher ask wanted to know that viewers consider the words of celebrity as authentic or not.

- Out of 200 total respondents 29.5% disagree, 26% are neutral, while 44.5% agree with the statement that viewers consider the words of celebrity as authentic.
- Out of 100 males, 35% disagree to the statement, 24% were neutral, and 41% agree to the statement.
- Out of 100 females, 24 disagree to the stamen, i.e. they feel that the words of celebrity are not authentic. 28% were neutral, and 48% said that they agree to the statement, i.e. the words are authentic.

Question 15

Celebrities in advertisements use that product themselves.

Classes	Overall data		Males		Females	
	Frequency	Cumulative Frequency	Frequency	Cumulative frequency	Frequency	Cumulative frequency
Disagree	104	52.0	46	46.0	58	58.0
Neutral	65	84.5	35	81.0	30	88.0
Agree	31	100.0	19	100.0	12	100.0
Total	200		100		100	



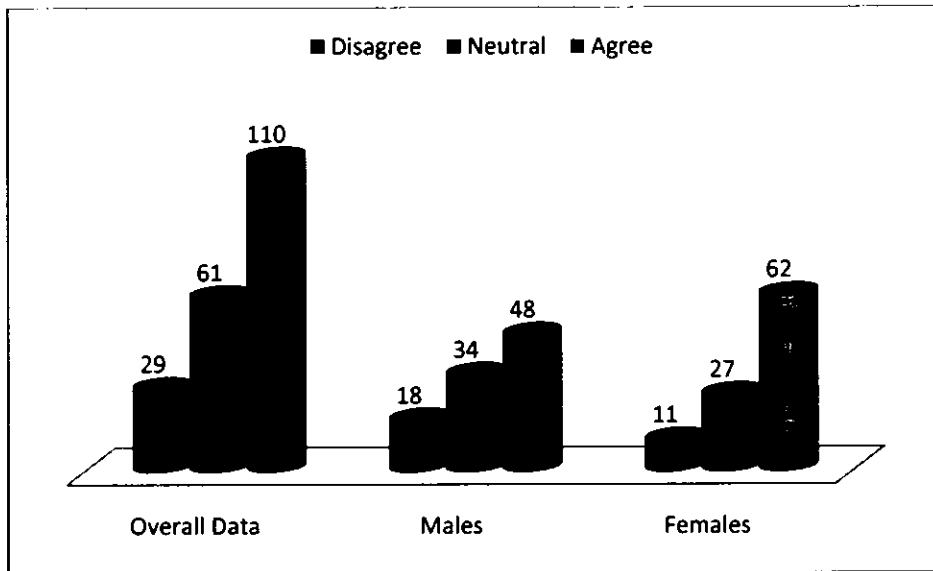
In this question the researcher tried to find out that what is the perception of people that the celebrities uses that product themselves before acting in the advertisement. The results shows that

- Out of 200 total respondents, 52% disagree to this statement, i.e. they believe that the celebrities don't use the products themselves. 32.5% of them were indecisive and marked neutral. 16% agreed to the statement i.e. they use the product themselves.
- Out of 100 males, 46% of them disagree to the statement, 35% were neutral, and 19% agreed that celebrities use the products themselves.
- Out of 100 females, 58% disagree to the statement, 30% were neutral, and 12% agreed to the statement that they use the products themselves.

Question 16

Advertisers use the attributes of celebrity and associate them with their product

Classes	Overall data		Males		Females	
	Frequency	Cumulative Frequency	Frequency	Cumulative frequency	Frequency	Cumulative frequency
Disagree	29	14.5	18	18.0	11	11.0
Neutral	61	45.0	34	52.0	27	38.0
Agree	110	100.0	48	100.0	62	100.0
Total	200		100		100	



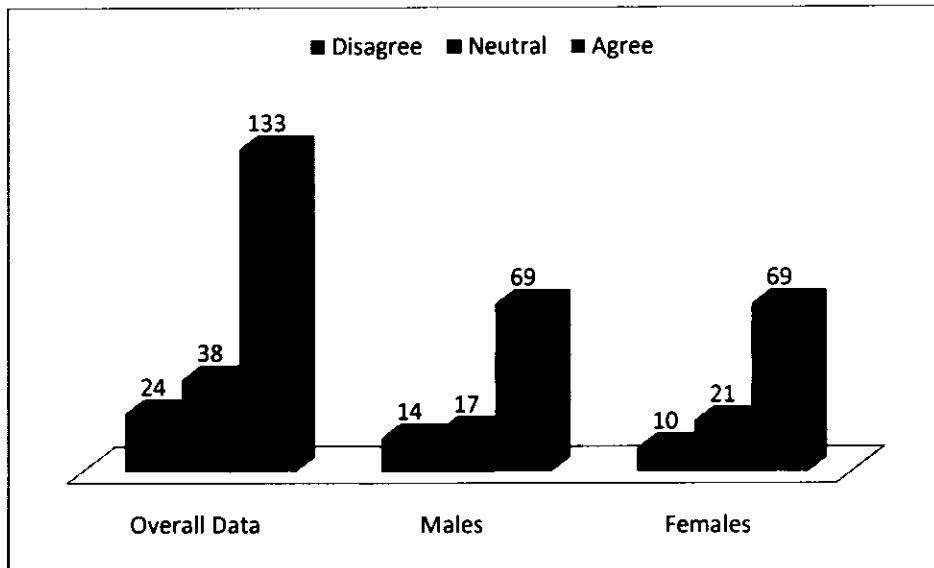
In the above question the researcher wants to know that what people think that do the advertiser uses the attributes i.e. the qualities of the celebrity and associates it with their product. The results indicates that

- Out of 200 total respondents, 14.5% said that they disagree to the statement. 30.5% were neutral about it, while 55% said that they agree to the notion, the advertiser do uses the attributes of celebrity and associates the product with that.
- Out of 100 male respondents, 18% disagree to the statement, 34% were neutral, while 48% agrees that advertiser uses the attributes of celebrity.
- Out of total 100 females, 11% said that they disagree to the statement. 27% replied in neutral, while 62% women think that advertisers uses the attributes of celebrity, and associates them with his product.

Question 17

An ordinary product gets popularity by getting some celebrity attached to it.

Classes	Overall data		Males		Females	
	Frequency	Cumulative Frequency	Frequency	Cumulative frequency	Frequency	Cumulative frequency
Disagree	24	12	14	14	10	10.0
Neutral	38	31	17	31	21	31.0
Agree	133	100	69	100	69	100.0
Total	200		100		100	



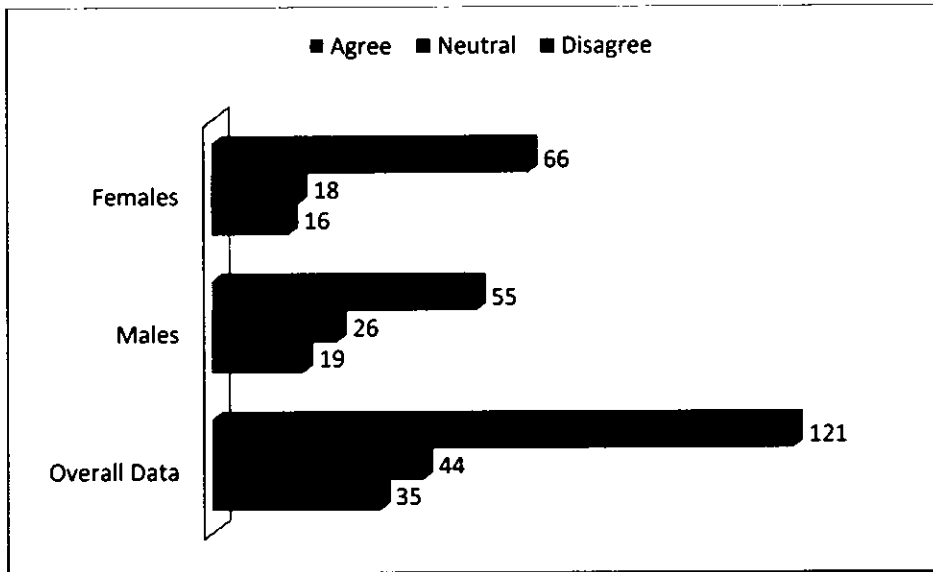
In the above question, the research wanted to know that does the product gets popularity by getting some celebrity attached to it, the results indicates that

- Out of 200 total respondents, 12.1% disagree to the statement, 19.1% were neutral, and 68.8% agree to the statement that the product gets popularity because of celebrity endorsement.
- Out of 100 males, 14% disagree to the statement, 17% replied in neutral, while 69% agreed with the statement above.
- Out of 100 females, 10% disagree to the statement, 21% were neutral, while rest 69% agreed to the statement that an ordinary product gets popularity by having some celebrity attached to it.

Question 18

People remember and consider celebrity advertisements while purchasing the products

Classes	Overall data		Males		Females	
	Frequency	Cumulative Frequency	Frequency	Cumulative frequency	Frequency	Cumulative frequency
Disagree	35	17.5	19	19.0	16	16.0
Neutral	44	39.5	26	45.0	18	34.0
Agree	121	100.0	55	100.0	66	100.0
Total	200		100		100	



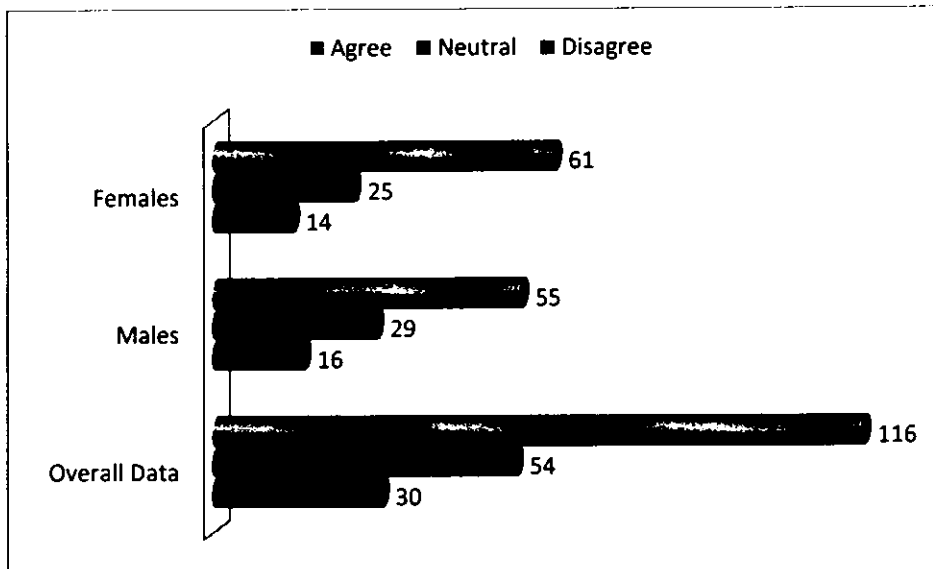
In the question above, the researcher asked the respondents that do people remember and consider celebrity ads during purchases, the results indicates that

- Out of total 200 respondents, 17.5% said that they disagree to the statement, 22% were neutral, while the rest of 60.5% agree to the statement, and believe that they remember the ads at the time of purchase.
- Out of 100 males, 19% disagreed, 26% were neutral, and 55% agreed to the statement.
- Out of 100 females, 16% disagreed, 18% were neutral and rest of 66% agreed to the statement that people remember and consider celebrity advertisements while purchasing the products.

Question 19

Products sales are higher because of celebrity advertisements

Classes	Overall data		Males		Females	
	Frequency	Cumulative Frequency	Frequency	Cumulative frequency	Frequency	Cumulative frequency
Disagree	30	15.0	16	16.0	14	14.0
Neutral	54	42.0	29	45.0	25	39.0
Agree	116	100.0	55	100.0	61	100.0
Total	200		100		100	



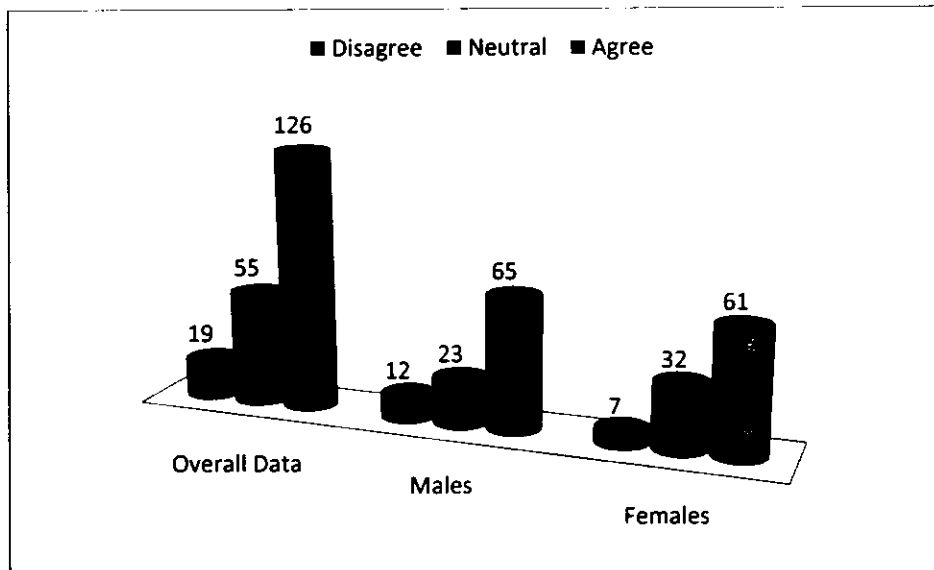
In the question above the researcher wanted to check that product sales are higher because of celebrity advertisements or not, the results indicates that

- Out of 200 total respondents, 15% disagree to the statement, 27% replied in neutral, while 58% said they agree to the statement, they believe that product sales are higher because of celebrity advertisements.
- Out of 100 male respondents, 16% disagree to the statement, 29% were neutral, while 55% agree to the statement.
- Out of 100 females, 14% disagree to the statement, 25% replied in neutral, while 61% agreed to the statement, i.e. product sales increases due to celebrities in ads.

Question 20

Celebrity endorsement in an advertisement gives an edge to the advertiser over its competitor brand.

Classes	Overall data		Males		Females	
	Frequency	Cumulative Frequency	Frequency	Cumulative frequency	Frequency	Cumulative frequency
Disagree	19	9.5	12	12.0	7	7.0
Neutral	55	37.0	23	35.0	32	39.0
Agree	126	100.0	65	100.0	61	100.0
Total	200		100		100	



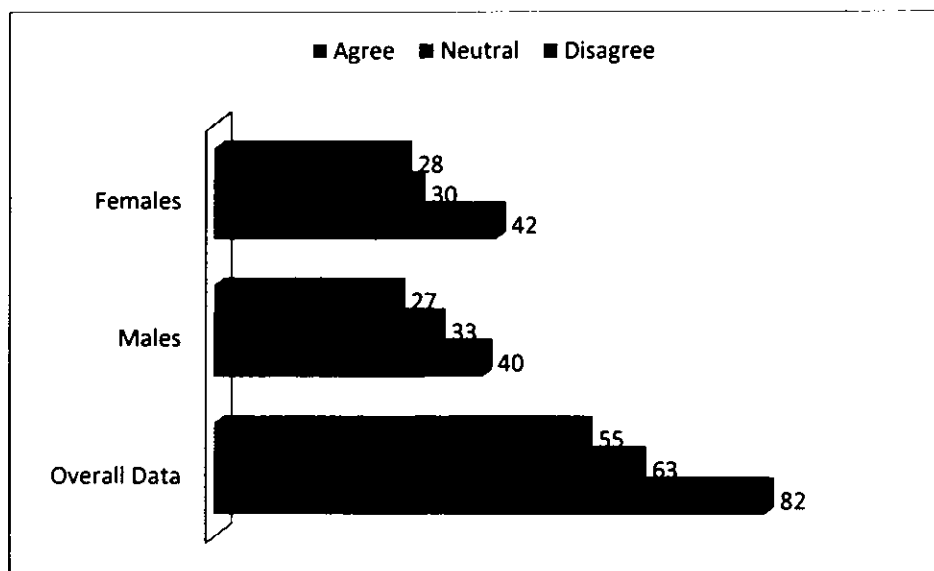
In the question above, the researcher asked the respondents that does celebrity advertisement gives an edge to advertiser over its competitor or not, the results were

- Out of 200 total respondents, 9.5% disagree to the statement, 27.5% replied with neutral, while 63% were agreed with the statement, i.e. it gives an edge to the advertiser over its competitors.
- Out of 100 male respondents, 12% disagreed to the statement, 23% replied in neutral, while 65% agree that celebrity ads give an edge to the advertiser.
- Out of 100 females, 7% disagree to the statement 32% were indecisive, while 61% agreed to the statement.

Question 21

Among an older brand you are using since years, and a new one endorsed by your favorite celebrity, you will prefer to buy the celebrity endorsed product.

Classes	Overall data		Males		Females	
	Frequency	Cumulative Frequency	Frequency	Cumulative frequency	Frequency	Cumulative frequency
Disagree	82	41.0	40	40.0	42	42.0
Neutral	63	72.5	33	73.0	30	72.0
Agree	55	100.0	27	100.0	28	100.0
Total	200		100		100	



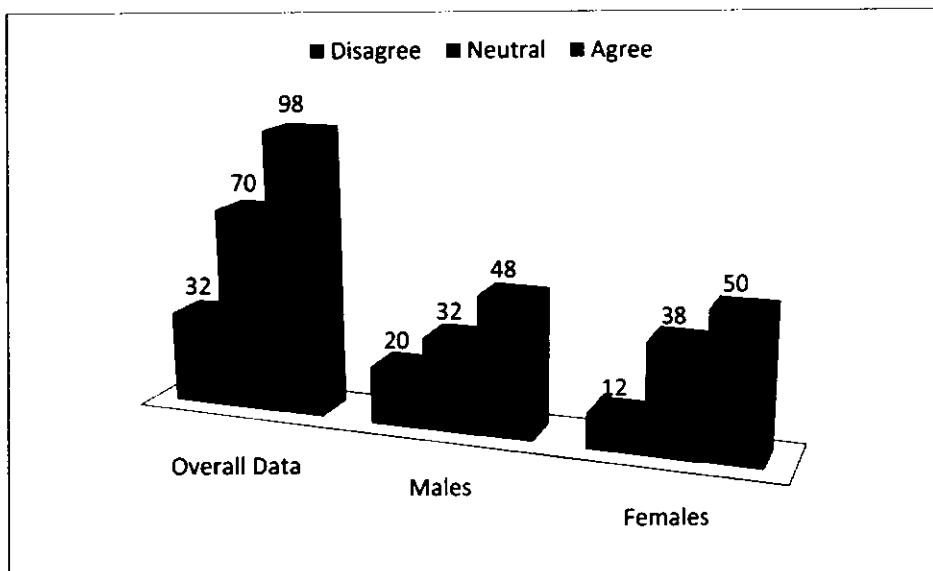
In the above question the respondents were asked about their brand switching habit, that if they use a brand for years will they switch to another one leaving that one regularly used because of celebrity ads, the answers told that

- Out of 200 total respondents, 41% disagree to the statement, 31% replied in neutral, while 28% said that they agree to the statement, they buy the product endorsed by their favorite celebrity leaving the one they use regularly
- Out of 100 males, 40% said that they disagree to the statement, i.e. they are brand loyal and doesn't change it because of celebrity ads, and 33% were indecisive, while 27% men agree to the statement.
- Out of 100 females, 42% disagree to the statement, 30% replied in neutral while the remaining 28% said that they agree to the statement, they do switch the brand.

Question 22

Celebrity advertisements are so powerful that they can turn viewers into costumers of product advertised.

Classes	Overall data		Males		Females	
	Frequency	Cumulative Frequency	Frequency	Cumulative frequency	Frequency	Cumulative frequency
Disagree	32	16.0	20	20.0	12	12.0
Neutral	70	51.0	32	52.0	38	50.0
Agree	98	100.0	48	100.0	50	100.0
Total	200		100		100	



In the question above, the researcher asked that are these ads so powerful that they can turn the viewers into costumers, then mere viewers. The results indicates that

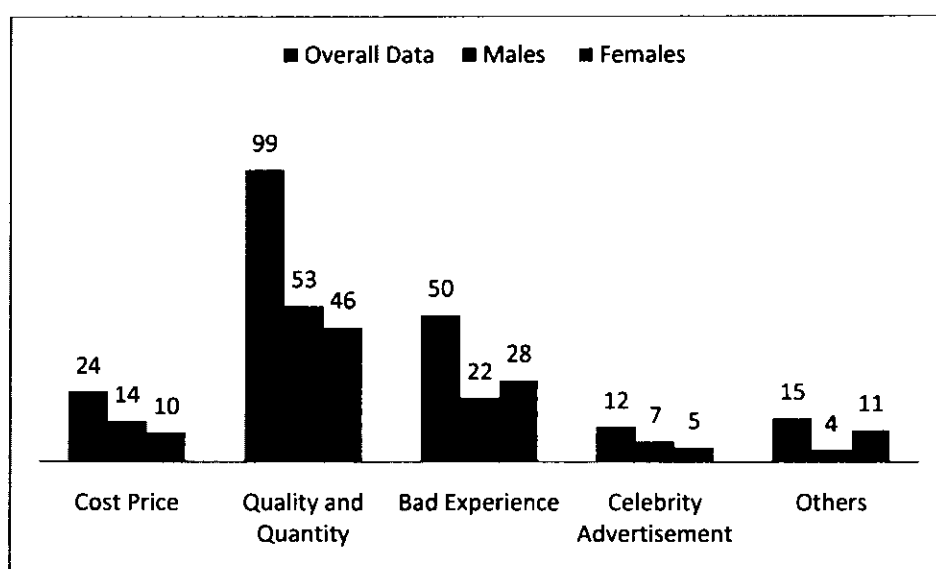
- Out of 200 total respondents, 16% disagree to the statement, they say that these ads are not so powerful, 35% replied in neutral, while 49% of them believe that celebrity ads are powerful enough to turn them into costumers.
- Out of 100 males, 20% disagree to the statement, 32% were indecisive, while 48% agree to the statement
- Out of 100 females, 12% disagreed, 38% replied in neutral, and 50% said that they agree to the statement.

Question 23

During shopping which things aspire you to buy a particular brand

	Overall data	Males	Females

Classes	Frequency	Cumulative Frequency	Frequency	Cumulative frequency	Frequency	Cumulative frequency
Cost Price	40	20.0	26	26.0	14	14.0
Quality and Quantity	73	56.5	29	55.0	44	58.0
Good Experience	74	93.5	38	93.0	36	94.0
Celebrity Advertisement	11	99.0	5	98.0	6	100.0
Others	2	100.0	2	100.0		
Total	200		100		100	



In the question above, the researcher asked that which things aspires you to buy a particular product, and gave 56 options, they were, cost/price, quality & quantity, good experience, celebrity advertisements, and others. The results are as under

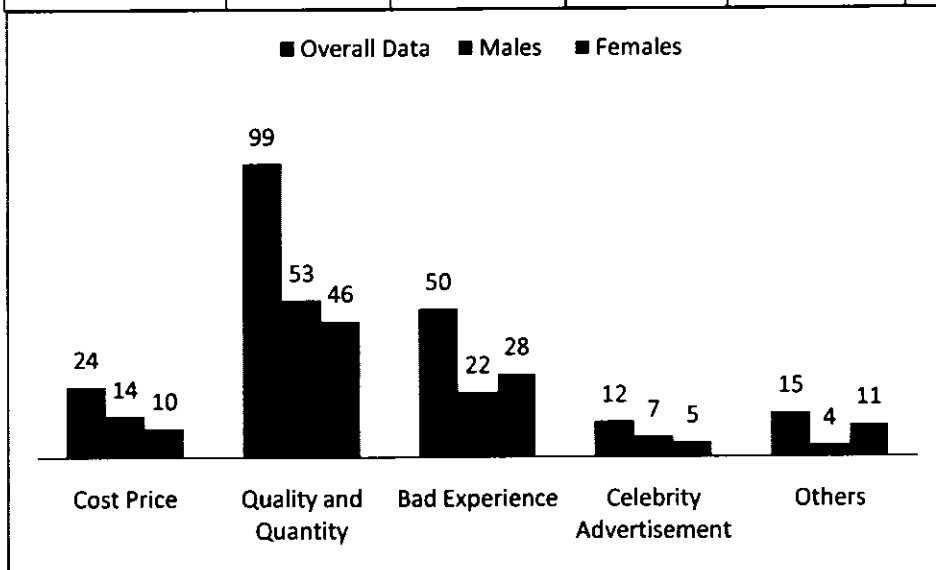
- Out of 200 total respondents, 20% said they buy it for its cost, 36.5% said they buy it for the quality and quantity, 37% associates good experience as a reason of buying the product, 5.5% says it because of celebrity advertisement, while 1% have other indefinable reasons for buying the product.
- Out of 100 males, 26 said they buy it for its price, 29 buy it because of its quality and quantity, 38 of them buy it after having a good experience, 5% says it's because of celebrity advertisement, and 2% have others reasons for buying it.
- Out of 100 females, 14 said that they buy it for its price, 44 buy it because of quality and quantity, 36 had a good experience so they buy it, 6 of them say its because of celebrity advertisements.

Question 24

If you are using a certain brand, what is the reason of switching that brand to another?

Classes	Overall data		Males		Females	
	Frequency	Cumulative Frequency	Frequency	Cumulative frequency	Frequency	Cumulative frequency

Cost Price	24	12.0	14	14.0	10	10.0
Quality and Quantity	99	61.5	53	67.0	46	56.0
Bad Experience	50	86.5	22	89.0	28	84.0
Celebrity Advertisement	12	92.5	7	96.0	5	89.0
Others	15	100.0	4	100.0	11	100.0
Total	200		100		100	



In the question above, the researcher tries to check that if the consumer switches from one brand to another, when they are using a certain brand since years, what could be the reason. 5 options were given, they were, cost/price of the product, its quality or

quantity, the bad experience which the user had so he/she stop buying it, celebrity advertisements, or other reasons. They results are as follows

- Out of 200 total respondents, 12% said that they switch because of price, 49.5% said that they stop using it because of the quality or quantity,(this could be either that the brand left was not delivering good quality, or the one switched too has very good quality). 25% respondents said they had a bad experience so they switched, 6% said it's because of celebrity advertisements, 7.5% said they have other reasons to switch to the other one.
- Out of 100 males, 14 said they switch the brand because of price of the product, 53 said they switch because of quality or quantity, 22 said they had a bad experience, 7 said they switched because of celebrity advertisements, while 4 had other reasons for that.
- Out of 100 females, 10 said that they switched the brand because of cost, 46 switched because of quality or quantity, 28 switched because of having bad experience, 5 said it's because of celebrity advertisements, 11 had other reasons for switching the brand.

Chapter 5

Conclusion and Discussion

The research was done on total 200 respondents, that were equally half men and half women, i.e. there were 100 males and 100 females in our sample. The results of some questions were very different. In some of the questions asked by the respondents only the perception of respondents was asked while in some others their behavior was in question. In the question related to perception that celebrity endorsement has effects on effectiveness of advertisements, the researcher got positive answers, while when it came to behavior, the answers changed. This clears the researcher's question in mind about the effectiveness of celebrity endorsement, that people do watch the ads, and praise their favorite celebrities, but it come to buying the product they relied more on price and quality factors. Firstly the researcher asked about the age, gender and status of respondents, and according to the results it's clear that almost all the age groups and people from any field of life do watch TVCs with celebrity endorsement.

After demographics the first question asked was that how many hours you watch TV, to have an idea that how much people watch the TV, as the one who watches it for more hours would watch the ads for more time and so has more chances to be persuaded by them. According to the results, 50% of the total 200 respondents, 49% of the females among them and 51% of the males watch TV for 2-3 hours. In the next questions the researcher asked about the habits of respondents related to advertisements and particularly celebrity advertisements. When the researcher asked that how often people watches the ads, most of the people answered that they often

watches them, the next question was that do they switch the TV channel during break, the highest answer was often, and behind that was always, this clear the fact that mostly people do not watch the advertisements and switch to another channel during the break.

In the next question the researcher asked that do people watches ads with concentration, the results told that 40.5% of them seldom watches it carefully, 29% often pay attention to it, and 19% says that they never pay attention towards the ads, only 11.5% people always pay attention towards the ads. The next question was about celebrity advertisements, that if during random zapping of channels, people see their favorite celebrity do they switch back to that channel and watches that ad, 32.5% often do so, 31% seldom stop while 24.5% always stops and watch their favorite celebrity. In the next question the researcher asked that do the respondents only watches those ads in which their favorite celebrities are present, 67.5% said that they watches only those ads having their favorite celebrities endorsed in them.

In the next questions, the researcher asked about the perception of respondents, the researcher passed a statement that the celebrity ads are more effective than the other ads, 67.5% of the people agree to the statement, they believe that these ads are more effective. The researcher then said that celebrity ads capture more attention, 80% agree with this statement, accepting the power of celebrity. The next question was that these ads gets more popularity, 80% respondents agree that these ads are more popular.

The next statement researcher gave was that the message is better conveyed by the celebrity, 43% says it is better conveyed, while almost 31% said that they don't have any opinion regarding this, 24% disagree that the message is not better conveyed. The researcher said that words of celebrity are authentic, or taken as authentic, 44% said that they are authentic, 30% disagree while 26% have no opinion.

5.1: Hypothesis Testing

There were three hypotheses in the study, which were to be tested according to the results received by the respondents. The first hypothesis was

H1 Celebrity endorsement in TVCs appeals the viewer to buy that particular product.

To test this hypothesis few questions were asked, the main three questions related to this hypothesis are

The researcher said that people consider and remember these celebrity ads at the time of purchase, 60.5% of the respondents said that they remember these ads at the time of purchase.

In the next question the researcher said that product sales are higher because of these ads, majority 58% agreed here too, they believe that product sales increases because of celebrity ads.

The researcher said that these ads give the advertiser an edge over the competitor, 63% agrees to this.

The researcher said that celebrity ads are so powerful that it can turn viewers into real costumers, 49% people said that they are so powerful, 35% replied in neutral, they have no opinion about it, while 16% disagree to it.

Through the results of these above questions we can say that our hypothesis is correct that celebrity ads persuades people to buy the products and all these results are indicating that these ads are quiet powerful and effective. But in another question when the researcher asked that which factors aspire you to buy a particular product, only 5.5% said that the reason is celebrity ads, others opted for price, good experience or quality and quantity. This shows that virtually these ads are very effective, and even persuades people and grab their attention, they get popularity, people even think of buying those products, but when in reality they have to make the purchase, their focus diverts from the ads in general and celebrity advertisements in particular, and they focus on the economical and logical options. So in researcher's opinion these ads can be very popular, attractive, attention grabbing, but are not that effective to turn the viewers into real costumers. The hypothesis that TVCs with celebrity endorsement appeals the viewer to buy the product is proved as false.

H2 Celebrity endorsement in TVCs persuades a loyal costumer of another brand to switch to the advertised brand.

Now to get an answer for the hypothesis2, the researcher asked some questions, they are

The first statement researcher gave was "Among an older brand you are using since years, and a new one endorsed by your favorite celebrity, you will prefer to buy the

celebrity endorsed product.” For this statement only 28% said that they agree to it, 41% disagree to it, while 32% have no opinion.

The next question asked was “If you are using a certain brand, what is the reason of switching that brand to another? To answer this question some options were given among which celebrity advertisement was also one, only 6% said its because of celebrity ads, rest opted for reasons like price, quality or quantity or they had a bad experience with the product.

So according to the results of these two questions specifically asked about brand switching, the researcher found out that a loyal costumer of a brand can be a good viewer of a celebrity advertisement, but can't be a costumer. So this hypothesis that celebrity ads compel people to switch the brand to the celebrity endorsed one is also proven wrong.

H3 Females are attracted more than men towards celebrity endorsement.

Now the last hypothesis is that females are attracted towards celebrity ads, more than men are. to check this hypothesis we will see the results of females respondents in the questions about perception and behavior both.

Starting with the question that

You only watch ads having your favorite celebrities endorsed in them; the 34% females agree that they watch those ads in which the celebrities are endorsed, while 37% men believe so.

Celebrity ads are more popular than non celebrity ones, 71% women are agree to it, while 64% males are agreed.

Celebrity ads capture consumers' attention: 83% women agrees, while 77% males do.

These ads get more popularity: 85% women agree while 75% men do.

Real message of advertiser is conveyed: 42% women agree to it 44% men agree,.

Viewers consider the celebrity's words as authentic: 48% females agree, while 41% males do.

The celebrity uses the product themselves, before appearing in the commercial: 12% women agree, while 19% men do.

Advertiser uses the attributes of celebrities and associates it with the product: 62% women agree while 48% men do.

An ordinary product gets popularity when endorsed by a celebrity; 69% males agree, and 69% females also agree to this.

People remember and consider the ads at the time of purchase: 66% women agree, and 55% men do.

Product sales are higher due to celebrity ads: 61% women agree. While 55% men do.

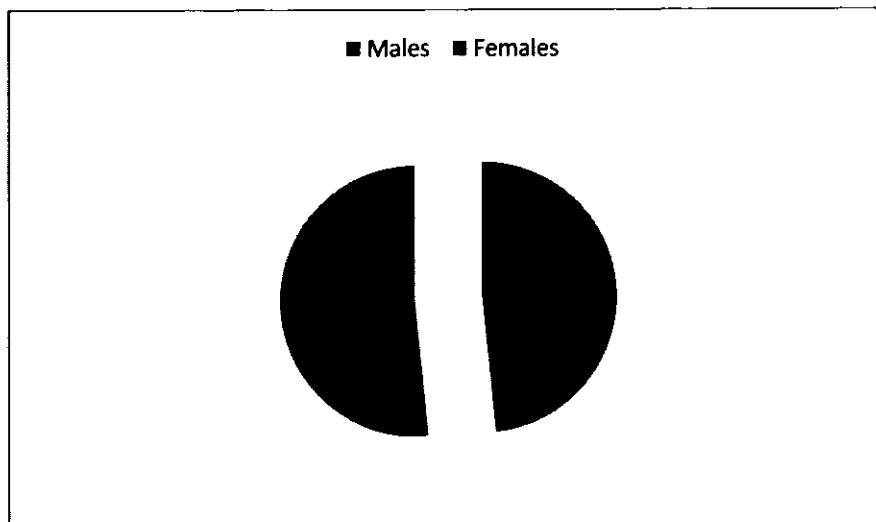
Celebrity advertisement gives an edge to the advertiser over its competitor: 61% females agree, while 63% men do.

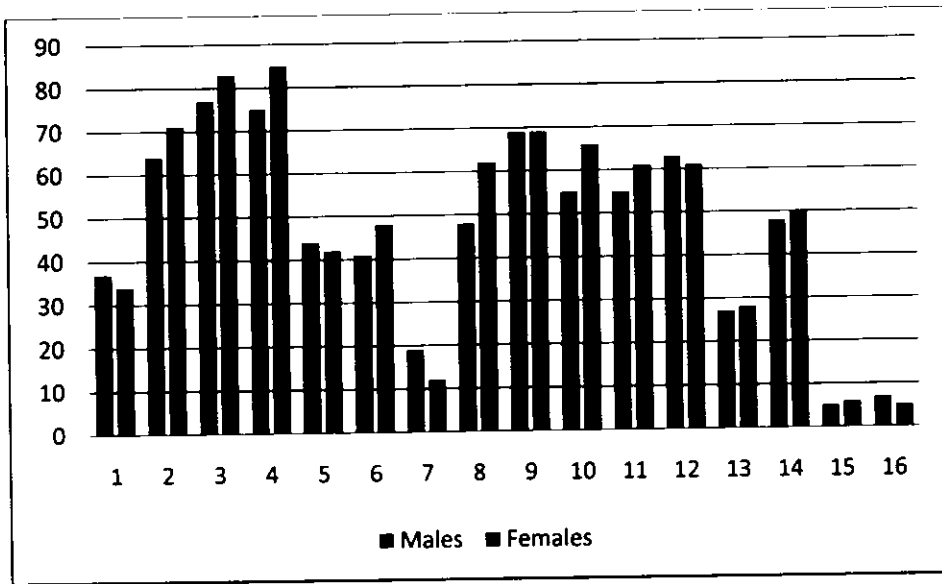
You will prefer to buy celebrity endorsed product: 28% women agree, while 27% men do.

These ads are powerful enough to turns viewers into costumers: 50% females agree, while 48% men do.

You buy the product because of celebrity advertisement, 6% females said yes, 5% men do.

You switch to another brand because of celebrity ads: 5% females said they do, while 7% men said.





These results and charts helped in comparing the effects on males and females. According to these results, females are more persuaded towards celebrity endorsement than men are, although difference is very minimal, yet we can say that females are more attracted than men are, and the hypothesis is proven.

Annexure

Questioner

I am a student of MSC Media and Communication. I am conducting a research on “The Effects of Celebrity Endorsement in TV Advertisements on Buying Behaviors and Brand Switching Behaviors”. Please cooperate me in this survey by giving your sincere responses, your views will be used only for purpose of academic research.

1.Age

- i) 16-20 ii) 21-25 iii) 26-30
- iv) 31-35 v) 36-40 vi) 41-45
- vii) 46-50

2. Gender

- i) Male ii) Female

3. Are you

- i) Student ii) On job iii) Housewife

4. How many hours a day you watch television?

- i) less than 1 ii) 2-3 iii) 4-5
- iv) 6-7 v) 7-8 vi) 9 or more

5. During the commercial break how often you watch advertisements

i) Always

ii) Often

iii) Seldom

i) Never

6. During the commercial break you switch your TV to another channel

i) Always

ii) Often

iii) Seldom

i) Never

i) You watch advertisement carefully with full concentration

i) Always

ii) Often

iii) Seldom

iv) Never

ii) During zapping of the channels if come across your favorite celebrity how often you switch back?

i) Always

ii) Often

iii) Seldom

i) Never

Sr. no	Statements	Strongly Agree	Agree	Neutral	Disagree	Strong Disagr
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9.	You watch only those advertisements in which your favorite celebrities are present					
10	Celebrity advertisements are more effective in contrast with the non celebrity ones					
11	Celebrity endorsement in advertisements captures the consumers attention					
12	Advertisements having famous personalities get more popularity					
13	Real message of advertiser is better conveyed by a celebrity					
14	Viewers consider the words of celebrity endorsed as authentic.					
15	Celebrities in advertisements use that product themselves.					
16	Advertisers use the attributes of celebrity and associate them with their product					
17	An ordinary product gets popularity by getting some celebrity attached to it.					
18	People remember and consider celebrity advertisements while purchasing the products					
19	Products sales are higher because of celebrity advertisements					

20	Celebrity endorsement in an advertisement gives an edge to the advertiser over its competitor brand.					
21	Among an older brand you are using since years, and a new one endorsed by your favorite celebrity, you will prefer to buy the celebrity endorsed product					
22	Celebrity advertisements are so powerful that they can turn viewers into costumers of product advertised.					

23. During shopping which things aspire you to buy a particular brand

- a) cost/price b) Quality or Quantity c) Good Experience
d) Celebrity advertisement e) others

24. If you are using a certain brand, what is the reason of switching that brand to another?

- a) Cost/Price b) Quality or Quantity c) Bad Experience
d) Celebrity Advertisement e) Others

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