

# Effectiveness of Advertisements: A Study on Comparative Analysis of Celebrity-endorsed Advertisements versus Animated-character-endorsed Advertisements for Children

Solanki Sandip P.

Symbiosis International University, Pune

Sheth Bhagyashree H.

Gujarat Technological University, Ahmedabad

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## Abstract:

**Purpose:** This study is mainly done in order to find out the relative effectiveness of celebrity-endorsed advertisements versus animated-character-endorsed advertisements on the purchase intention of children. Further, the study is done for the same product and for the low involvement food product. The study finds that for low-involvement food product category, the impact of animated spokes characters and cartoon characters is more than that of celebrity. Regarding the purchase intention of children, it was found that the impact of animated and cartoon characters in advertisements is more than that of celebrities in advertisements especially for low-involvement food product category.

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

## 1. Introduction:

The use of celebrities to promote a product is not a new method. It is logical to try and boost popularity of one's product by linking it to someone who is already popular and who will undoubtedly receive a lot of attention. Celebrity endorsing has reportedly been around since the 1920's, first using radio and later in the 1950's using television as media tool. Hollywood movie stars were often used for commercials promoting products ranging from pies to cigarettes. Besides movie stars, sport stars were also used in commercials.

A celebrity endorser is "an individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement" (McCracken, 1989, page 310). Friedman and Friedman state that "a celebrity endorser is an individual who is known to the public for his or her achievement in areas others than of the product class endorsed" (Friedman & Friedman, 1979, page 63). A typical family has at least two television sets and a consumer is exposed to around 1000 ads per day. Moreover, people forget 80% of the information in just 24 hours. All these things lead to high amount of clutter. To defeat the clutter of all the brands one of the most prominent solutions is 'Celebrity Endorsement' for the brand (Dr. Vipul Vyas, 2012, page 212). The situation is even worse for the low involvement product categories in which differentiation is very little. This is because in low involvement categories consumers neither have the time nor the desire to comprehensively investigate and assess all the offerings available to them. As a result in such categories consumers often make purchase

decisions on the basis of in store factors and extrinsic cues like endorsement of product by well known person, innovative packaging etc.

Today every child is trying to emulate the characters from which they get inspired and pushing themselves to be like them in every manner. If one follows a routine of a child, one can clearly observe that a child wakes up in the morning wearing Disney character clothes, roll out of bed sheet having some licensed character on it, his toothbrush and everything covered in his favourite cartoon characters and even in his breakfast he eats up cereals packed in some cute cartoon box. Moreover, in today's world kids have more independence in making their decisions as compared to the earlier generations and they can influence their parents to buy what they like. "Pester power" defined as the ability of the children to influence their parents to buy something which they may not buy in some other conditions. (Asim Tanvir & Muhammad Rehan Arif, 2012, page 653). So to take advantage of this increased pester power of children marketers use well known cartoon characters for endorsing their products especially targeted or related to kids or children because they know how cartoon characters play a very important role in affecting the day-to-day life of children.

Moreover, nowadays marketers tend to use animated characters to promote the products that are targeted to children. So, nowadays both celebrity endorsed advertisements and animated character endorsed advertisements are widely used for promoting and boosting the popularity of the products. Also, the study includes both television as well as print advertisements for both celebrity endorsement & animated character endorsement. The reasons for using both television & print advertisements are as under. A typical super-market in India displays more than 12000 brands, an Indian family has at least two television sets and a consumer is exposed to around 1000 ads per day. Likewise, there are more than 530 television channels in India broadcasting over 3.5 million television commercials each year in India. The media-explosion can thus be easily demonstrated (Dr. Vipul Vyas, 2012, page 212). Since, Television and Print are being considered as those popular media through which one can reach large number of people at the same time, marketers usually tend to choose these media for their advertisements so as to aware more number of people about their products.

## **2. Objectives of the Study:**

- 1) To determine how the different types of advertisements such as celebrity endorsed and animated character endorsed advertisements influence the buying behaviour of children especially for food products.
- 2) To examine the influence of celebrity-endorsed & animated-character endorsed advertisements on the purchase intention of consumers for television medium.
- 3) To examine the influence of celebrity endorsed & animated character-endorsed advertisements on the purchase intention of consumers for print medium.

## **3. Literature Review:**

Advertisements targeted to children are wide spread phenomenon. Various researches have been undertaken from time to time to analyze the success of various strategies that companies had already employed for selling their products to children and for finding still new strategies that could be developed and employed so as to attract still more number of children. Some of the researches that served as starting points for the current study are given below:

**McCracken (1989):** McCracken, through his research gives the definition of celebrity endorser. According to him, a celebrity endorser is an individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement. His research has shown that in general celebrity endorsement influences the feelings of the consumers, the consumer's attitude towards advertisement and consumer's attitude towards the brand. This in turn can increase the consumer's purchase intention and would boost the sales of the company.

**Callcott and Alvey (1991):** Researchers, through their research determine three major elements that explain why animated spokes-characters are popular: relevance to products, expertise, and nostalgia. From the research, it is found that the animated spokes-characters are more effective because of the nostalgia they arouse in the mind of consumers.

**Story and French (2004):** In this research the researchers examine the food advertising and marketing channels used to target children and adolescents in the US, the impact of food advertising on eating behaviour, and existing regulation and policies in U.S.A. Researchers found that out of the various channels like kid's clubs, product placements in school marketing and television advertising, the most popular was television advertising. The children exposed to advertising will choose advertised food products at significantly higher rates than children who were not exposed to advertising. Besides this, researcher also found that when the character of Joe Camel was introduced in cartoons then due to that character the sales of Camel Cigarettes increased from 0.5 to 32 % among the adolescent smokers.

**Dotson and Hyatt (2005):** The researchers in their research investigated the role of three factors, i.e. parents, peers and media – primarily television, in eliciting a response for advertised products among children. The researchers through their research amply describe the influence of primary reference groups consisting of parents and secondary reference groups, which includes peers, as intervening variables in evoking a response from the children. Peers also refer to children in the older age groups, whom the children in the lower age group tend to emulate, thus highlighting the role of aspiration group. The results of the study also indicated that impact of various factors vary according to the Child's Gender, age, amount of money available to children for spending, the amount of time spent in viewing television and the way time is spent by child after his/ her school.

**Bhatia and Puri (2007):** The researchers through their research found that there were several advantages of using fictional celebrities as endorsers such as effective communication of the brand ethos, expansion of the product portfolio, increased of brand awareness, quick entry to new markets and build-up of brand equity while retaining brand loyalty. Besides above, other advantages include more scope of creativity, flexibility, and cost effectiveness.

**Pankaj Priya, Rajat Kanti Baisya and Seema Sharma (2010):** Researchers conducted the study, in NCR region of India, to evaluate the impact of television advertisements on the buying behavior of children. Through their research, it was found that children's buying behaviour is significantly influenced by their attitude towards the advertisement per se, but there are other potent factors like parental guidance and peer pressure, which are also responsible for framing their attitude towards advertisements as well as their buying behaviour.. The various elements of advertisements have to be meticulously chosen in order to have the appropriate combination of credibility and entertainment. The credibility aspect of the advertisements has to be really focused upon to make the advertisements look believable and realistic. For the younger age group, the advertiser should consider the fact that, the parents, who are also viewing the

commercials, may be giving their realistic viewpoint on the aired commercials, and given the child's greater dependence on his parents for understanding the world, the advertisements have to be more credible. Whereas, for the older age groups, the marketer should communicate those story boards or visuals which are in tandem with similar information the child is getting from other sources especially peers, rather than basing them on sheer fantasy.

**Varsha Jain, Subhadip Roy, Aarzo Daswani & Mari Sudha (2011):** Researcher conducted the study to examine the influence of a human celebrity and a fictional celebrity endorser on the product attitude of teenage consumers. Further, the study also seeks to assess whether the effectiveness varies depending on the nature of the product being endorsed. The study was done for 378 teenagers. In the research fictitious advertisements were used as stimuli. From the study, it was found that for food and non-food low-involvement product categories, the impact of a human celebrity is more than that of a fictional celebrity. Regarding the purchase intentions of teenagers, it was found that a human celebrity is more effective than a fictional celebrity in food and non-food low-involvement products. In the case of the high-involvement product, the human celebrity was not found to create favourable consumer attitudes.

**Wen-Shin Huang, Tsuifang Hsieh and Han-Shen Chen (2011):** This study focuses on animated spokes-characters and the involvement concept to examine the correlations between animated spokes-characters, advertisement communication effects, and purchase intentions. According to the empirical results, advertisements endorsed by animated spokes-characters enhance brand impression, improving advertisement communication effects; however purchase intention is not guaranteed. The results of this paper highlight that manufacturers can employ animated characters to attract attention, but product and brand appeals must also be involved to enhance consumers' product, brand attitudes and purchase intentions.

**Asim Tanvir & Muhammad Rehan Arif (2012):** The purpose of this research study was to find out whether cartoon forces children to buy more impulsively. It means that when a child sees a cartoon endorsed product s/he keeps on insisting on buying those products until s/he get the product. Quantitative research approach was used to carry out this research study. The data was collected using survey questionnaires. For this purpose different school, shopping malls and neighbourhoods were visited. Secondary data was also used to support the research study. From the research study it was concluded there is a relationship between cartoon endorsement and children impulse buying. It means when a children sees a cartoon endorsed products he/she insists his/her parents to buy the product.

**Tim Smits and Heidi Vandebosch (2012):** This paper tests the comparative effectiveness of spokes-characters, both 'celebrity' and 'non-celebrity', in promoting healthy versus non-healthy foods. An experimental study among 6 to 7 year-old children in Belgium demonstrates that adding a spokes-character (i.e., a gnome) to a food product increases the appetite, the wished-for frequency of consumption and the expected number of purchase requests for that product. This finding holds true for healthy foods (apples and grapes) as well as for unhealthy foods (cookies and chocolate). The effect of the celebrity spokes-character exceeds that of a similar (but unknown) gnome. Nevertheless, the latter is also capable of promoting the healthy and unhealthy products. These findings suggest that using 'celebrity' spokes-characters to promote healthy foods to children might indeed be an effective strategy to change children's diets. Even the use of similar, non-celebrity (and thus cheaper) spokes-characters could be quite fruitful.

**Sangeeta trott (2013):** The main purpose of the article is to find out the impact of animated spokesperson on customer orientation. The main objective of study was as follows: a) to find out the impact of animated spokesperson on products and services, b) Impact of animated

spokesperson on expertise c) consideration to be kept in mind while choosing animated spokesperson. Data is collected from 200 respondents which were divided into three categories i.e. children in the age group 8-10 years of age, 11-25 years of age and 25 and above. Data was collected through written questionnaire method and personal interview method. Multivariate and univariate tools are used for analysis.

**Ajay Jose and K. P. Saraswathamma (2014):** Kids mean business to marketers. Around 40 crore kids below the age of 15 are India's most conspicuous consumers, lapping up not just toys, eatables, gadgets, phones and clothes but also counseling their parents on big-ticket purchases. Intense competition to tap this young aspiring segment has seen big players relying on high spends advertisements, cross-selling, licensed merchandising, program length commercials, product placement and promotions involving free gifts. The researcher has tried to analyse the association of cartoon characters with brands in inducing Brand Preference among kids.

**Kraak & Story (2015):** Researchers conducted several experiments to analyze the influence of food companies' mascots and entertainment companies' media characters on diet & health of children under 12 years. Findings revealed that cartoon media character branding can positively increase children's fruit or vegetable intake compared with no character branding. However, familiar media character branding has more powerful influence on children's food preferences, choices and intake, especially for energy dense and nutrient-poor foods (e.g. cookies, candy or chocolate) compared with fruits or vegetables.

#### **4. Distinguishing features of the study:**

The previous studies undertaken have shown the relative effectiveness of different types of advertisements on buying behaviour of consumers or specifically children or teenagers for different product categories (i.e. High involvement food products, high involvement non-food products, low involvement food products and low involvement non-food products). While the present study shows the comparative analysis of impact of different types of advertisements on the purchase intention of Children and that too for low involvement food product category only. Moreover, this Study will be first of its kind that evaluated the purchase intention of Children for both Television and Print Advertisements simultaneously.

Furthermore, the previous studies conducted usually used the fictitious advertisements to analyse the impact of different types of advertisements, while the present study uses the real advertisements that are already being available in the market and that too for the same product to analyse the impact of different types of advertisements on children's purchase intention.

#### **5. Research Methodology:**

- **Target population:** Children of Rajkot.
- **Place of Study:** The study was undertaken in the city of Rajkot, Gujarat, India.
- **Type of Research:** Descriptive research. Since the aim of the study is to examine and analyze the perceptions, preferences and buying behaviour of children of Rajkot especially with respect to low involvement food product category.

➤ **Research Hypothesis:**

- ❖ H<sub>1</sub>:- Animated Character Endorsed Television Advertisement has more favourable impact as compared to Celebrity Endorsed Television Advertisement on purchase intention of consumers in the case of low-involvement food product.
- ❖ H<sub>2</sub>:- Animated Character Endorsed Print Advertisement has more favourable impact as compared to Celebrity Endorsed Television Advertisement on purchase intention of consumers in the case of low-involvement food product.

➤ **Sampling Plan**

**i. Samples and their size:-**

**a) Children:-** 200 ( 7-12 years old ) school going children of Rajkot were considered for the study.

**b) Products selected for Study:-** Low-involvement food product specifically Kelloggs chocos was selected. Advertisement with animated character and advertisement with celebrity in it for kelloggs chocos were selected in order to know the purchase intention of children.

**ii. Sampling Method:-** Probability/Random sampling method was used for study.

➤ **Sources of Data:-** The research study employed both secondary and primary sources of data. The details are as under:-

**a) Primary sources of Data:-** Personal Interview and Mall Intercept.

**b) Secondary sources of Data:-** Rajkot related websites, Leading Magazines and Newspapers, Company Reports, Research papers, books.

## 6. Experiment/Study Procedure:

For conducting the study mainly Cereal Based Product (i.e. low-involvement food product) that children usually like to eat in breakfast in early morning was selected. The main reason for selecting such product was that for such products, the advertisements with animated character endorsement and with celebrity endorsement that too for the same product were directly available in the market. Furthermore, for conducting the study both Television and Print advertisements were considered since these two media are considered as most effective medias to reach large number of people at the same time. Cereal based Product selected for study was of very superior quality and was manufactured by one of the leading FMCG company. Before the experiment took place, parents consent was taken. Once parents consent was obtained then the children were interviewed individually. First, the interviewer asked them what they did last weekend to make them feel more at ease. During the introduction, the interviewer emphasized that there were no right or wrong answers and that their own opinion was valued the most. A smiley board, depicting five faces that displayed increasing amounts of positive affect (1, deep frown: hate it; 5, big smile: love it), was used to help children respond to the questions. The child was asked two practice questions orally, which were designed to create diverse responses (i.e. how much he or she liked going to school or cleaning his or her room). Once it was apparent that the child understood the scale, and then the experiment was conducted formally for both the advertisements for the same product as follows. For both type of advertisements for the same

cereal based product, product liking and preferences were analyzed (for both television and print medium).

## 7. Findings of the study:

The study was undertaken in two phases. In 1<sup>st</sup> phase, relative effectiveness of celebrity endorsed and animated character endorsed advertisements for the same product on children's purchase intention in case of Television media was analysed. In 2<sup>nd</sup> phase, relative effectiveness of celebrity endorsed and animated character endorsed advertisements for the same product on children's purchase intention in case of Print media was analysed. All the 2 phases have been discussed as under.

**Phase: 1** Comparative analysis of how advertisement with celebrity and advertisement with animated characters for cereal based product influence the product preferences/purchase intention of children especially in case of Television media.

- For carrying out the above analysis, a sample of 100 children was taken. The product considered for study was Cereal based product that children usually like to eat in breakfast in early morning.
- Before starting the experiment, the age, gender and class of study of each child was noted down. It was found from the noting that out of 100 children, 62 were boys and 38 were girls. About 14 % of children were of 7 years age, 26 % of children were 8 years old, 20 % of children were 9 years old, 10 % of children were 10 years old, 15% of children were 11 years old and 15% of children were 12 years old. Nearly 56 % of children were studying in class 2, 16 % were studying in class 3, 15 % were studying in class 4 and 13% were studying in class 5. This information revealed that most of the children were old enough who can understand the simple questions and could respond to it easily.
- After noting the age, gender and class of study, the first formal question that was asked to children was that whether they watch television and movies or not. To this 100 % of the children replied that they watch television and movies. Then it was asked whether they watch cartoons and cartoon based movies on TV channels or not. Again 100 % of the children replied that they watch cartoons and cartoon based movies on Television.
- In next step, it was asked to children that which cartoon channels they usually watch. 63 % of children replied that they watch Cartoon Network, Pogo, Hungama. 23% replied that they also watch Disney and Nick while 14 % revealed that they watch all above channels as well as Discovery Kids. This shows that most popular channels among the kids were Cartoon Network, Pogo & Hungama.
- The next question asked to children was about the food product they would like to eat in breakfast in early morning. To this 85% of the children replied that they would like to eat chocos in breakfast in early morning while 10% revealed that they would like to eat corn flakes in breakfast in early morning and 5% revealed that they would like to eat quaker oats in breakfast in early morning.
- Next thing that was analyzed in Phase 1 was influence of animated character as well as influence of celebrity which appear on the television advertisement as endorser on Children's purchase intention.

For fulfilling the purpose, Kelloggs chocos was selected. The Animated characters whose impact was analyzed were Chhota Bheem and chocos special animated character together. The reason for

such selection of characters and product was that the television advertisement with these animated characters together as well as the television advertisement with celebrity endorsement for the same product Kelloggs chocos are readily available in the market. So direct comparison could be done easily. Now out of 100 children, 50 children were exposed to T.V. ad that contains animated characters first and then they were exposed to T.V. Ad that contains celebrity, while other 50 children were exposed to T.V. ad that contains celebrity first and then they were exposed to T.V. Ads that contains animated characters. It was asked to each child “How much did you like the particular ad for the same product Kelloggs chocos?” The responses were down using 5 point smiley based likert scale. The children rated the product just on the basis of visual imaginary of Television advertisements. Real Television advertisements used for the purpose are given below in Figure 1 along with source to open it.

**Kelloggs Chocos Khuljaye Bachpan TVC (Hindi)**



**Television advertisement with celebrity endorsement**

**Kelloggs Chocos, Chhota Bheem, Hindi**



**Television advertisement with animated/ cartoon character endorsement**

*Figure 1 : Television Advertisements of cereals with celebrity and animated/cartoon character endorsement for the same product*

Related to Children's purchase intention for Kelloggs chocos, following hypothesis were developed and tested:

- **H<sub>1</sub>**: Young Children (7-12 yrs) would rate the Kelloggs chocos equally for the Television Advertisement with animated character endorsement as well as for the Television Advertisement with Celebrity Endorsement.
- **H<sub>1a</sub>**: Young Children (7-12 yrs) would rate the Kelloggs chocos more favourably if the Television Advertisement is endorsed by the animated characters as compared to the Television Advertisements with Celebrity Endorsement.

The responses of children were served as data for testing the above hypothesis. The resultant data were analyzed using the t-test of dependent samples(i.e. Paired t-test using SPSS software). The value of alpha was assumed to be 0.05. The table that shows the output for the above hypothesis are given below.

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Ad with Animated-character Endorsement	4.0400	100	1.00423	.10042
	Ad with Celebrity-endorsement	1.7800	100	.85965	.08596

		N	Correlation	Sig.
Pair 1	Ad with Animated-character Endorsement & Ad with Celebrity-endorsement	100	.198	.049

		Paired Differences				T	df	Sig. (2-tailed)	
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower				Upper
Pair 1	Ad with Animated-character Endorsement Ad with Celebrity Endorsement	2.26000	1.18594	.11859	2.02468	2.49532	19.057	99	.000

From the above table, it is observed that the two-tail significance value is .000. Since the value is less than 0.05 the null hypothesis is rejected. Also, the mean of first condition (Ad with animated character endorsement) 4.04 is much greater than the mean of second condition (Ad with celebrity endorsement) 1.78. Thus, the analysis showed that young children of Rajkot preferred Kelloggs chocos more favourably when they watch the television advertisement endorsed by cartoon character Chhota Bheem and Animated special character as compared to the Television Advertisements with celebrity endorsement. Thus this showed that cartoon characters and animated characters had significant influence on children’s product preferences especially for cereal based product like Kelloggs chocos.

Finally it was asked to children how they would buy this product. To this nearly 68 % of children replied that they would go to the store with their parents and would buy this product. 23% of children replied they alone would go to store for buying Kelloggs Chocos. Only 9 % of children replied that they would request to their parents to bring in the desired product.

**Phase: 2:** Comparative analysis of how advertisement with celebrity and advertisement with animated characters for cereal based product influence the product preferences/purchase intention of children especially in case of Print media.

- For carrying out the above analysis, a sample of 100 children was taken. The product considered for study was Cereal based product that children usually like to eat in breakfast in early morning.
- Before starting the experiment, the age, gender and class of study of each child was noted down. It was found from the noting that out of 100 children, 62 were boys and 38 were girls. About 14 % of children were of 7 years age, 26 % of children were 8 years old, 20 % of children were 9 years old, 10 % of children were 10 years old, 15% of children were 11 years old and 15% of children were 12 years old. Nearly 56 % of children were studying in class 2, 16 % were studying in class 3, 15 % were studying in class 4 and 13% were studying in class 5. This information revealed that most of the children were old enough who can understand the simple questions and could respond to it easily.
- After noting the age, gender and class of study, the first formal question that was asked to children was that whether they read newspapers, comic books and magazines or not. To this 100 % of the children replied that they read newspapers especially that are designed for children (like Zangmag, Bal-bhaskar,etc) and comic books especially of chhota bheem, and doaremon.
- In the next step it was asked to children which cartoon characters they usually like most to see in newspapers, magazines and comic books. 63% of children replied that they would like to see Chhota bheem in newspapers, magazines and comic books, while 14% revealed that they would like to see Doaremon in newspapers, magazines and comic books and 23% revealed that they would like to see both Chhota bheem and Doaremon in newspapers, magazines and comic books.
- The next question asked to children was about the food product they would like to eat in breakfast in early morning. To this 85% of the children replied that they would like to eat chocos in breakfast in early morning while 10% revealed that they would like to eat corn flakes in breakfast in early morning and 5% revealed that they would like to eat quaker oats in breakfast in early morning.
- Next thing that was analyzed in Phase 2 was influence of animated character as well as influence of celebrity which appear on the Print advertisement as endorser on Children's Purchase intention.

For fulfilling the purpose, Kelloggs chocos was selected. The Animated/cartoon character whose impact was analyzed was Chhota Bheem. The reason for such selection of character and product was that most of children like this cartoon character and most of them prefer to eat kelloggs chocos in breakfast in early morning. The celebrity selected for endorsing kelloggs chocos was Juhi Chawla as she is currently endorsing kelloggs chocos in television advertisement. Now out of 100 children, 50 children were exposed to print ad that contains animated character first and then they were exposed to print ad that contains celebrity, while other 50 children were exposed to print ad that contains celebrity first and then they were exposed to print ad that contains animated character. It was asked to each child "How much did you like the particular ad for the same product Kelloggs chocos?". The responses were down using 5 point smiley based likert scale. The children rated the product just on the basis of visual imaginary of Print advertisements. Fictitious Print advertisements was used for the purpose which are given below in figure 1.



**Print Advertisement with celebrity endorsement**

**Print Advertisement with animated/Cartoon character endorsement**

*Figure 2:- Print Advertisements of cereals with celebrity and with animated/cartoon character endorsement for the same product*

Related to Children's purchase intention for Kelloggs chocos, following hypothesis were developed and tested:

- **H<sub>2</sub>**: Young Children (7-12 yrs) would rate the Kelloggs chocos equally for the Print Advertisement with cartoon characters in it as well as for the Print Advertisements with Celebrity Endorsement.
- **H<sub>2a</sub>**: Young Children (7-12 yrs) would rate the Kelloggs chocos more favourably if the Print Advertisement contains the cartoon characters as compared to the Print Advertisements with Celebrity Endorsement.

The responses of children were served as data for testing the above hypothesis. The resultant data was analyzed using the t-test of dependent samples (i.e. Paired t-test using SPSS software). The value of alpha was assumed to be 0.05. The table that shows the output for above hypothesis are given below.

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Print ad with cartoon characters	4.1600	100	1.07045	.10704
	Print ad with celebrity	1.9000	100	1.19342	.11934

		N	Correlation	Sig.
Pair 1	Print ad with cartoon characters & Print ad with	100	-.209	.037

	celebrity			
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Table 6 :- Paired Samples Test									
		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair	Print ad with cartoon characters – Print ad with celebrity	2.26000	1.76166	.17617	1.91045	2.60955	12.829	9	.000

From the above table, it is observed that the two-tail significance value is .000. Since the value is less than 0.05, the null hypothesis is rejected. Also, the mean of first condition (Ad with animated character endorsement) 4.16 is much greater than the mean of second condition (Ad with celebrity endorsement) 1.9. Thus, the analysis showed that young children of Rajkot preferred Kelloggs chocos more favourably when cartoon characters Chhota Bheem and Doaremon appears on Print advertisement as compared to the Print Advertisements with celebrity endorsement. Thus this showed that cartoon characters had significant influence on children's product preferences especially for cereal based product like Kelloggs chocos.

Finally it was asked to children that how they would buy this product. To this nearly 68 % of children replied that they would go to the store with their parents and would buy this product. 23% of children replied they alone would go to store for buying Kelloggs Chocos. Only 9 % of children replied that they would request to their parents to bring in the desired product.

### 8. Limitations of the study & scope of future research:

(a) The study evaluated the impact of licensed spokes characters for one product only namely Kelloggs chocos. But the same impact could also be evaluated for other products like corn flakes, biscuits, wafers etc whose advertisements also incorporate other spokes characters. (b)The select group of products, spokes characters and ages sampled limit the degree to which these findings can be generalized. (c) The product-characters combinations considered in the study were readily available in the market hence any previous food or character association bias might have influenced the results obtained. (d) The characters considered in the study especially for real television advertisements were popular characters but it may happen that they may not be the favourite characters of children and hence this inconsistency may have affected the responses for products taste assessment and product liking. (e) The study evaluated the impact of only advertisements with use of spokes characters and celebrities but however the impact of other type of advertisement as well as the impact of other factors such as nature of product, packaging of product, and in-store extrinsic cues etc often used for selling products targeted to children could also be evaluated and assessed. Regardless of the above mentioned limitations the study is likely to be the first one in Indian and especially in Gujarat context to document the findings on impact of using spokes characters for selling the low-involvement food product kelloggs chocos mainly targeted to children.

## 9. Policy Recommendation:

- The study revealed that most popular cartoon channels among children were Cartoon Network, Pogo & Hungama. This information suggests that if the advertisements for the products targeted to children are broadcasted in these channels then the target market coverage would be very high.
- The findings of the study revealed that children get significantly influenced by use of cartoon character Chhota Bheem in advertisement as compared to human celebrity. So one can make use of this character in the advertisement for endorsing their products. The influence could be very high in case of food items.
- The majority of children revealed that they would like to buy the product along with their parents so this information suggests that companies should appropriately depict the product related information as that might be read by parents before buying the food products for their children.
- The findings revealed that animated characters are more influential than human celebrity. This information suggests that one can make use of pictures of animated/cartoon characters on packages of products targeted to children to increase the pester power of children.

## 10. Conclusion:

From the findings, it can be concluded that for low-involvement food products, the influence of fictional celebrity is much greater than human celebrity on purchase intention of children. The findings of the study are relevant to both television and print media.

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Prof. (Dr.) Solanki Sandip P. is Associate Professor, Symbiosis Institute of International Business, Symbiosis International University, Pune.

Sheth Bhagyashree H. (UGC-NET JRF), is a Research Scholar (Rajkot) , Gujarat Technological University, Ahmedabad.

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