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10	FINANCIAL LITERACY: STUDY ON IMPACT OF FINANCIAL LITERACY ON WOMEN'S SOCIOECONOMIC EMPOWERMENT K. Banumathy, Dr. Y. Hari Prasad Reddy	53-60
11	ENVIRONMENTAL CHANGEOVER INFLUENCED BY HUMAN R. Saradha, D. Aparna	61-66
12	A STUDY OF FEMALE BUYING BEHAVIOUR TOWARDS ECO-FRIENDLY JEWELRY IN PUNE, MAHARASHTRA Ms. Nimbhorkar Neelima Bhagwanrao, Dr. Shobha B. G.	67-70
13	IMPACT OF E-SERVICE QUALITY ON CUSTOMER SATISFACTION IN ONLINE BANKING Subhashini R., Dr K. Chitra	71-76
14	A STUDY ON PERCEPTION LEVEL OF RURAL YOUTH TOWARDS DIGITAL FINANCE INCLUSION IN TAMILNADU – A SPECIAL REFERENCE TO DINDIGUL DISTRICT Dr.M.Ponniah, Mrs.G.Thamaraiselvi	77-80
15	ENVIRONMENT-GO GREEN Ms.P.Saranya, Ms.D.Santhiya	81-84
16	PERCEPTION OF LOCAL RESIDENTS TOWARDS TOURISM DEVELOPMENT: A STUDY OF COORG DISTRICT IN KARNATAKA Jyothsna Thimmaiah. B	85-90
17	A STUDY ON PERCEPTION ABOUT INVESTMENT THROUGH TRADING APPS AMONG MILLENNIALS Barani Kumari P, Pratibha D, Devaharshini R	91-96
18	A STUDY ON THE PERCEPTION OF IT EMPLOYEES ON HYBRID WORKING PATTERN Dr.Vimala Vasudevan, Dr.S.Priya Reddy	97-102
19	A STUDY ON ETHICAL AND UN-ETHICAL PRACTICES WHILE USING CELEBRITIES IN ENDORSING BRANDS AND INCREASING THEIR INFLUENCE ON IGENS SOCIETY. Harish G, Balakrishna A	103-108
20	A STUDY ON ONLINE MARKETING EFFECT TOWARDS CONSUMER BUYING BEHAVIOR Dr. T. Jayasheela, A.R. Rizwana Begum	109-114

A STUDY ON ETHICAL AND UN-ETHICAL PRACTICES WHILE USING CELEBRITIES IN ENDORSING BRANDS AND INCREASING THEIR INFLUENCE ON iGENS SOCIETY.

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ABSTRACT

In India celebrities are no mortals but resemble as god status. What they say and the way they behave is imprisoned in the hearts of the youth. Celebrities are known to endorse products related to skin, food, beverage and garments. The iGENs believe that these celebrities personally use these products and entrust their vulnerable faith directly on the product and its endorser.

Celebrity endorsement is a popular tool of advertisement from decades. It has created a drift and figured out as a successive formula for product marketing. Today, Organizations remunerate billions of dollars to celebrity endorsee hoping that the stars will bring their magic to brand they advertise and make the people highly influenced. Every celebrity endorsements are not ethical in its nature. The effective way of building a brand is possible only when the celebrity endorsing a brand follows ethics in all his approach, as the iGENs accredit the brand equity mostly with the favorite celebrity endorsing the brand.

Hence the objective of this paper is to find out whether Celebrity Endorsement is ethical or unethical in brand endorsing and their influence in purchase decision among the iGENs society.

Henceforth, the paper makes an attempt to provide valuable suggestions in the ethical and un-ethical issues involved in advertising using celebrities to endorse their product and services.

Keywords: Ethics, Celebrities, Brands, iGENs society.

INTRODUCTION:

Good quality products alone are not sufficient to sustain in the market. Product must be acknowledged to the public through marketing activities. The project of selling goods and services is made much easier through advertising. Organizations have found that advertising is a direct aid to the salesman, simply because consumers must be informed about the products.

Advertising thus makes the final job of selling less difficult. Advertising is beneficial to both manufacturer and customer.

A Celebrity is a renowned person in a society and gets lot of public recognition. Generally a person becomes a Star from entertainment, such as people who act in movies, people, who plays a sport etc.

“Marketing strategy refers to those, whose purpose is to use multiple celebrities to advertise a specific good or service and this process is called as celebrity endorsement. The prior aim, in this case is to reach mass audience”.

Celebrity branding or celebrity endorsement is a tool of advertising or marketing strategy used by organizations which involves celebrities or a reputed person using their social status to promote or enhance a product, service or in certain cases it is also used to create awareness on environmental or social subjects.

Organization use Star endorsers to market their products with the hope that the constructive images of these celebrity of the brand will be passed on to the products or the brand image associated with the celebrities. Star endorsement has a wider scope in the field of fashion or beauty brands, but NGOs relies

on celebrities who reach wider audience to raise the social awareness towards certain cause. For example: Cricketer Yuvraj Singh endorses fighting against cancer, which boosts the morality of cancer patients.

The iGENs are called by different names:

Post-Millennial, Generation Z, the Selfie Generation, and iGEN. This is the generation born on or after 1996, the generation that grew up in the "I" world; the world at their finger tips.

OBJECTIVES:

- To understand the ethical and un-ethical practices of celebrity endorsement.
- To spot out the influence of star endorsement on igens society.
- To evaluate profit profitability of using celebrities in brand endorsement.
- To examine the risk, issues in promotion of brands through celebrity endorsement.

RESEARCH METHODOLOGY:

The study was conducted based on primary data using survey with a questionnaire. We took 100 respondents as a sample study from iGENs generation, the data was analyzed based on the opinion of the respondents and used for interpretation. Secondary sources of data are through books, journals, magazines and websites.

STATEMENT OF THE PROBLEM:

The study highlights the successfulness celebrity endorsement in today's iGENs generations, the marketers fail to establish strong association between brand and celebrity being endorsed which is very much essential to achieve the target market.

REVIEW OF LITERATURE:

Friedman & Friedman 1979 - has stated in his paper that a star endorser is "an individual who is known to the public for his or her achievements in areas other than that of the product class endorsed".

LIMITATIONS OF THE STUDY:

- Endorsed stars opinion was not taken in this research.
- The research is limited to K G F only.
- Time constraint.
- Respondents were only igens.
- Chance of non-response error.

FINDINGS:

- Most of the iGens society is attracted towards the celebrity endorsement for the product and service.
- 50% of the igens society follows athletes as their icon.
- 60% of the igens society is most influenced in purchasing vehicles by the celebrity endorsement.
- 80% of the igens society said that they get influenced by social media advertisement.
- 90% of the igens society said that they follow celebrity.

SUGGESTIONS:

- Based on the survey celebrity should follow some ethics to endorse a product or service.
- Few igens suggested the celebrities to endorse only for the domestic products.