



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

A STUDY ON CUSTOMERS PERCEPTION WITH ADVERTISING SERVICES OF PRIVATE NBFCs

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Abstract: Advertising has become more insidious, more persuasive part of everyday life because it is visible and unavoidable. Unlike products Services are very difficult because of its characteristics. The advertisement is using as one of the major marketing tools of service industry. Because of this NBFCs are challenging to make advertisement and therefore marketers have to utilize the most suitable strategy as well as advertising appeal to communicate and market their services. Through this research researcher make an attempt to study and examine the effectiveness of celebrity advertising in NBFCs. As well as the consumer response in service advertising. Qualitative methods like in depth interviews and quantitative method like survey have been used to collect the data. For data analysis purposes used simple average, pie-diagram, charts and five-point rating scale. The results showed that there is a positive impact on celebrity advertising. Moreover, advertising with celebrity strategy was more effective for building trustworthiness among its customers and ads with celebrity helped to remember the particular brand of NBFCs.

I. INTRODUCTION

Advertising which makes use of celebrities like popular person or a group of people to advertise and sell their products and services is known as Celebrity Advertising. This kind of advertising concentrated on the usage of celebrities i.e., the reason behind which they are popular to sell their products. According to Kotler Et. Al (1994) services are defined as “activities, benefits or satisfactions that are offered for sale”. Services are contrast from goods mainly there are four factors which are intangibility, heterogeneity, perishability, and the inseparability of production and consumption. but organisation all over the world are ready to spend huge money on popular personalities especially in film industries and sports whose name, face, and/or voice can draw considerable attention of consumers. Through this study researcher is going to investigate the effectiveness of celebrity advertising in NBFCs.

As part of the investigation researcher selected the customers of different private NBFCs, such as Muthoot finance, Muthoot fincorp and Manappuram finance, they are the leading NBFCs in Kerala. NBFCs play a major role in the development of an economy by supporting financial assistance to needy persons especially in rural areas and financially weaker section, employment generation, wealth creation and many more other benefits,

To deals with any kinds of financial transactions customers need a kind of belief, but in the case of private NBFCs they lack this element. The major problems faced by private NBFCs are lack of trust, this is because companies are investing more resources for marketing its products. So, to build up trust among its audience and customers private NBFCs are using celebrity advertisement as one of the tools. The biggest marketing strategy is celebrity advertisement. Here the researcher going to study the effectiveness of celebrity advertisement and its influence on purchasing decisions of its customers. We can see the celebrity advertisement of private non-banking financial companies in different ways and forms. Muthoot fincorp endorse their product through actress Vidya Balan, Muthoot finance endorse their product through Amitabh Bachchan and manappuram finance with Mohanlal. Also endorsing with other charismatic personalities from sports and film industry to cover up and build up trust among its audience and customers.



II. REVIEW OF LITERATURE

Ravindra R (2006) Effectiveness of advertisement a study of soft drinks in Bangalore city. This study aims were to find answer for some of the questions relating to effectiveness of ads, celebrity endorsements and ad effectiveness, visual attention to ads at the point of purchase and purchase behavior. And found that Soft Drinks industry depend heavily on Celebrities to endorse their products with an assumption that the Celebrity endorser would create magic and help the brand move to a leadership position.

Gutierrez (2004) This thesis was investigated the popularity of impulse buying habit of Phillipian consumers. He has been studied that what are the factors which influence the planned and impulse buying behavior of consumers, and made study on six personal care products and researcher found that some factors which influence buying behavior of consumers such as product category, frequency of buying, brand difference, and age differences were found to be important factors influencing planned and impulse

purchases. It was also found that majority of customers were preferred products and brought without planning and their impulse buying habit influenced by advertisement.

Panda (2013) This study showed that advertisements dependent on positive attitudes which causes good sentiments and positive associations for the customers connected to the familiarized brand. Study cleared that those ads could enhance the buyers buying emotions through advertising and make a positive attitude towards those products. Even though the study found that impact of many emotional feelings on buyers' decision was not equal. Researcher stated that emotional advertising was one of the relevant factors that utilized for the product classifications, where it is burden to rationally substitute the benefits of the product or services. various buying decision connected on the hankering to feel great emotions or to make others feel positive impact.

III. SCOPE OF THE STUDY

Celebrity Endorsement involve huge amount of investment, time, and effort put together for promoting product and services. The personalities who present and deliver advertisements as specialists, doctors, nutritionists are real personalities or, whether an actor or a sportsman who appears in an advertisement endorsing a product. This is the most vulnerable part of an advertisement where the consumer is to make them believe and think that it is the product that made the celebrity advertiser to get fame and name. So, this study discussed and investigated the effectiveness of celebrity advertising in private NBFCs

IV. OBJECTIVES OF THE STUDY

- To investigate the customers perception towards Muthoot pin Corp celebrity advertisement.
- To study the relevance of advertisement that influence customers to buy the product or services of Muthoot pin Corp

V. RESEARCH METHODOLOGY

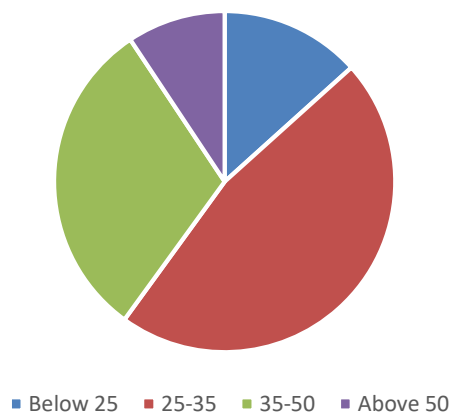
For this study researcher used both primary and secondary data. Survey method for collecting primary data, a well-structured questionnaire was used as data collection tool. Questionnaire is used to assess the customers Perception towards celebrity advertisement. For the data collection researcher selected customers of different private NBFCs and visited different branches of private NBFC including Muthoot finance, Muthoot fincorp, and manappuram finance. Purposive sampling techniques were used for data collection and total 225 sample were taken for this study. Out of which 75 customers of each NBFCs are taken as respondent. Researcher used simple average, charts, diagram and rating scale for data analysis purposes.

VI. DATA ANALYSIS

Table 1-Age wise classification customers of private NBFCs.

Response	No of respondents	Percentage of respondents
Below 25	30	13.3
25-35	105	46.7
35-50	69	30.7
Above 50	21	9.3
Total	225	100

Mthoot pin corp's customers age wise classification



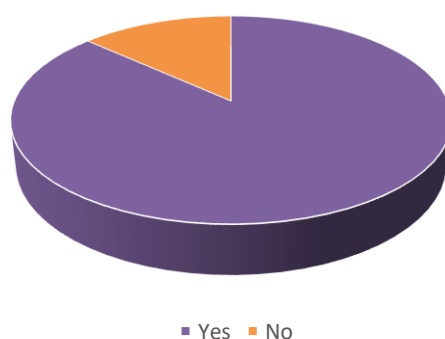
Interpretation

Majority of survey respondents are in the age of 25-35 and between 35-50 years. The customers of private NBFCs are Age below 25 and above 50 are less compared to other age category.

Table 2-Ads are good source of information

Response	No. of respondents	Percentage of respondent
Yes	195	86.7
No	30	13.3

No. of respondents

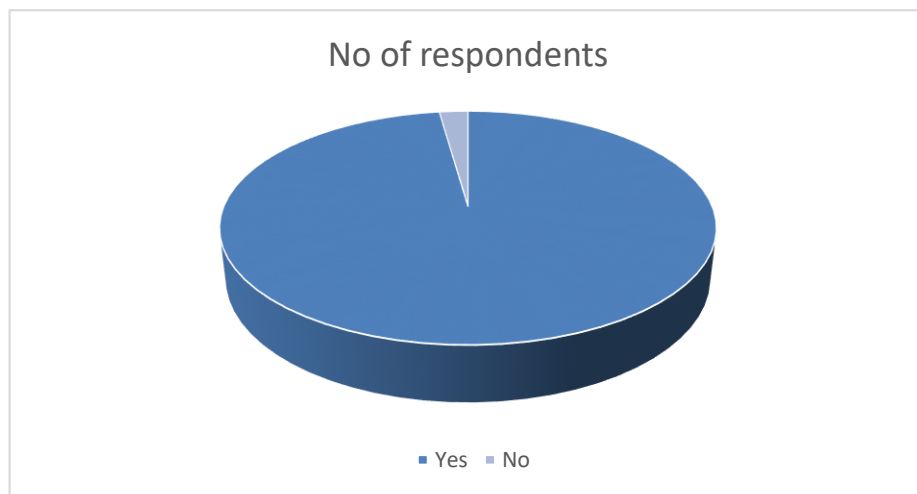


Interpretation

According to the data maximum number of people are believing that advertisement are good source of information. Here 89.7% of respondents are believes that ads are good source of information especially in the case of service providers.

Table3-Celebrity advertisement are more helpful to remember.

Response	No. of respondents	Percentage of respondent
Yes	220	97.7
No	5	2.3

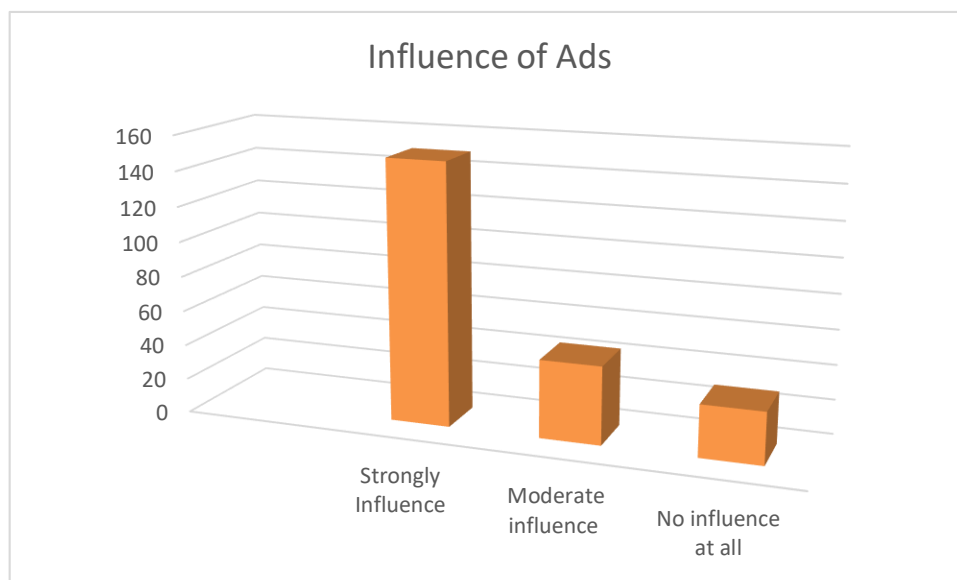


Interpretation

As per the collected data it is noticed that almost all the respondents are supporting that advertisement with celebrities are more useful to remember the ads while needs are come.

Table4-Influence of ads while purchasing product and services of private NBFCs.

Particulars	Number of Respondents	Percentage (%)
Strongly Influence	150	66.7
Moderate influence	45	20
No influence at all	30	13.3

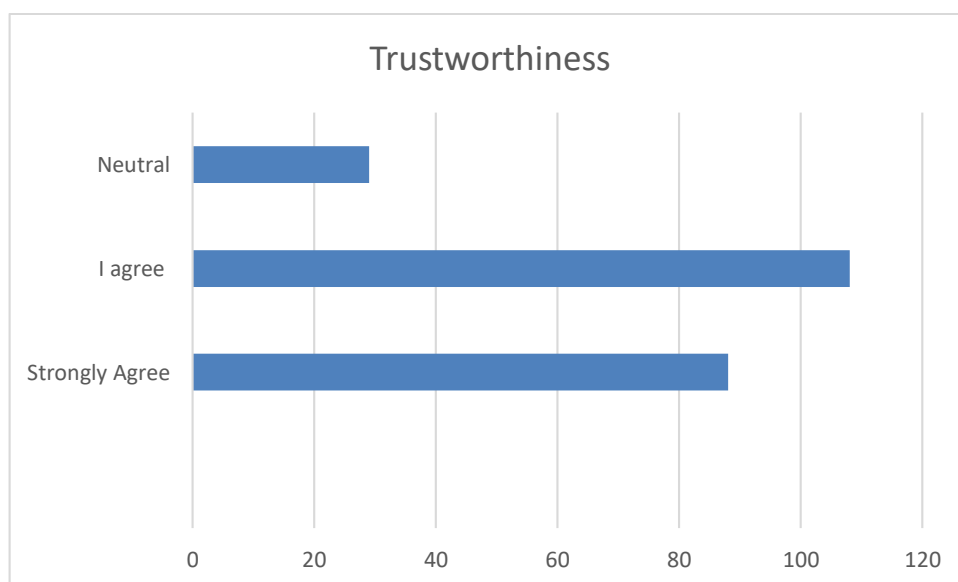


Interpretation

“Strongly influence” dominate the rating for influence of ads while availing services of privateNBFCs.

Table5-Ads with celebrities enhance the trustworthiness of NBFCs.

Particulars	Number of Respondents	Percentage (%)
Strongly Agree	88	39
I agree	108	48
Neutral	29	13



Interpretation

“Strongly agree “dominate the rating for advertisement increases the trustworthiness among its customers.

Table6-Showing the usefulness of celebrity advertising.

Particulars	rating 1	rating 2	rating 3	rating 4	rating 5	Rating total	Rating point
Helpful to decide a brand	70	32	52	56	15	225	2.61
Worth remembering	27	8	7	0	183	225	4.35
Believable	0	5	10	11	199	225	4.79
Energizing	111	23	11	39	41	225	2.44
Entertaining	220	1	4	0	0	225	1.04
Attractive	66	91	61	7	0	225	2.04
Informative	23	6	16	59	121	225	4.10

This analysis shows that the usefulness of celebrity advertising. Rating scale (1-5). >1 give least prominent usefulness of celebrity advertising, >2 gives less prominent use, >3 give prominent use and >4 gives most prominent use. Here 4.79 rating is given for believes, which mean that celebrity advertising is more useful for developing believes among customers. Then the next usefulness of celebrity advertising is worth remembering.

VII. FINDINGS

- ❖ Majority of customers of private NBFCs come under the age group between 25 to 35. And age group of customers above 50 is less compared to other age group.
- ❖ Study found that 89.7% of respondents are believes that advertisement of private NBFCs with celebrity endorsement are good source of information to its customers and audience.
- ❖ As per the collected data it is found that almost all the respondents are said that advertisement with celebrities is more useful to remember while financial needs are come.
- ❖ Another important finding that advertisement with celebrities have command attention and grab powerful attention to enhance the beliefs and trustworthiness among its customers to deal with financial transactions.
- ❖ The study noticed that celebrity endorsement influences the buying decisions of services of private NBFCs. One of the problems faced by private NBFCs are lack of trust, but this study understood that, with the help of celebrity endorsement on private non-banking financial companies can increase their business volume by increasing the trust among customers.
- ❖ The study found that the two most important usefulness of celebrity advertising are trustworthiness and worth remembering. AS per the respondent response it is cleared that celebrity endorsement enhance trust among customers to deal with non-banking financial companies, as well as ads helps to remember the face of celebrity with particular brand of NBFCs.

VIII. COCCLUSION

The function of advertising is to make consumers and audience, more informed about the particular brand and more favorable to it. Advertisement should make influence on buying and thinking differently. The use of celebrities in different profession is to making customers more and to remember the message of the advertisement through the charismatic power of celebrity endorser, which automatically increases brand images and attract new customers. Service providers like NBFCs are spending huge amount of money for endorsing their services, NBFCs are ready to invest fund as part of reducing the effort of sales and marketing

This study revealed many advantages to using celebrities in endorsing services of NBFCs, Celebrities can naturally create lots of attention and can greatly influence their purchasing decision. Effective advertising is engaging and memorable. This study also reached with a conclusion that advertisement with celebrity is worth remembering, it induces the customers and audience to take a step toward for taking decision to buy the product or service being advertised.

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