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CELEBRITY ENDORSEMENT AND EMOTIONAL APPEAL: A STUDY ON ADVERTISEMENTS BY POPULAR TAMIL CINEMA ACTORS

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Abstract:

Advertising industries have executed various techniques in persuading customers to increase constructive responses about their products and services. Celebrity endorsement, one such popular advertising technique employed in influencing the customers. The construction of Brand or Product promotion that engages a popular personality using the reputation of the Brand, Product, or service is known as celebrity endorsement. That is, a celebrity endorsement is a promotional approach of a brand or product recommended by the famous person in the society to the customers or buyers. Here, the notable thing is that the celebrity endorses the brand or product powerfully evoking emotional feelings instead of usual appeal to the customers. In the fast movie world, the public likely to pay less attention to any advertisements in printed or visual form but optimistically get noticed when the advertisements are referred or recommended by their favorite celebrity. People in country like India, always grace about their stars from sports, politics, and particularly from the film industry. This article analyzes and evaluates various celebrity endorsements and emotional appeal, particularly the Tamil cinema actors.

1.1 Introduction:

The marketing industry depends on an agency, which creates and carries the advertisements to the customers. Advertising is one of the dominant elements of business in any society, which establish and influence the market world. Advertising aid the customers to understand about different products and brands to gratify their requirements. Advertising targeted towards everyone irrespectively to children, youth, and elders by using different mass media with different procedures and methods. The marketing companies considered advertising to create awareness about the product and services, but revolutions happened in the marketing industry forced the advertisers to depend on a strategy that endorses consistency and enhances the reputation of the product. The endorsement is a type of advertising, employ celebrities or personalities who dominate society with high respect among the public. These highly

respected or famous personalities in the society will recommend or refer a product or brand to the people that will influence the customers towards endorsed products or brands because the Marketing giants believe that their products endorsed by the celebrities will influence and increase the consumers towards their products. Initially, the endorsement concept is utilized by the government or NGOs in the form of Public Service advertisements to influence the public towards the awareness messages. In modern days, the backing or supporting of products and services became an essential and vital characteristic of advertising.

Marketing companies invest huge funds on celebrities to endorse their products through various Mass media like Newspapers, Magazines, Radio, Television, Billboards, the Internet, and mobile phones. The endorsed advertisements by celebrities connect huge people than the normal one because people first notice their icons and then attracted towards their messages. For instance, when Sachin Tendulkar, the legendary Indian cricket player or Shah Rukh Khan, the popular Indian film actor, endorse a product like a motorcycle or biscuits, it will quickly influence the people who consider them as their role model or icon. In this case, the Marketing industry uses advertising to convey their message with a motivational appeal, which can be either rational or emotional. Today most of the advertisers believe that emotional appeals in advertising work better with the customers than rational appeals because emotional appeals communicate the social and psychological needs of the consumers to buy the product or service.

1.2 Objective:

The foremost objective of the article is to study the following purposes, they are;

- Firstly, to identify and emphasize the emotional appeal in celebrity advertising in India and Tamil Nadu.
- Secondly, to analyze the emotional appeal in Tamil cinema actor's celebrity endorsement advertisements.
- Finally, to categories the effectiveness of emotional appeal in celebrity endorsement advertising.

1.3 Significance of the Study:

The trending of celebrity endorsement started growing significance throughout the world. The range of investigation makes it clear that celebrity endorsement advertisement in India with Indian celebrities, especially with Tamil film stars from Kollywood, seen rapid speed in due course of time. In Tamil Nadu, celebrity endorsement became very popular, and the Marketing companies are working out in grabbing leading Tamil cinema stars to endorse their product. Also, the marketing titans identified that celebrity endorsement with the emotional appeal will make a significant impact among the customers. Celebrity endorsement advertisement with leading Tamil film actors in recent trends is the evidence to justify the above statement.

The significance of this article deals with identifying the emerging trends in celebrity advertising in connection to emotional appeal towards the target audience. The article will analyze how celebrity endorsement is widespread among the audience in the Tamil Nadu and will also help to identify how smartly the leading Tamil cinema actors handle the emotional appeal in the celebrity endorsement. Since a considerable amount of money and other recourses involved in advertising, quality, and content plays a vital role in celebrity endorsement advertising with emotional appeal.

1.4 Methodology:

The significant purpose of the research mainly depends on Content Analysis, which is used by the social science scholars by interpreting words and images from various contents. The content analysis helps to study the field of sociology like gender issues, business strategy and policy, human resources, and organizational theory. In this article, the content analysis broadly used to study the emotional appeal in celebrity endorsement advertisements by Tamil cinema actors. The study deals with what context the words and visuals used to signify the content of the advertising.

In advertising, celebrity endorsement plays a vital role, because most of the celebrity endorsements deal with Rational or Emotional appeals. However, in recent times the Emotional appeals play a significant role in Celebrity Endorsement advertisements, especially the celebrity endorsement advertisements by the Tamil cinema stars or actors. Based on the above statement, the content analysis method used mainly to provide the effect of appeal concept and visual style in the celebrity endorsement by the Tamil cinema actors.

1.5 Tamil Cinema Industry:

The advancement of cinema as a mass culture was not an unexpected incident. During its initial stage, it was considered as the most excellent platform to spread and distribute rational thought. Tamil is identified for its culture, which is more than 4,500 years old. Over the centuries, the cinema emerged as an important element in Tamil culture. The Tamil cinema industry is known for its rich and more extended history than any other film industry includes the Kannada, Malayalam, Tamil, and Telugu film industries in India. The Tamil cinema industry is considered as the second-largest film industry in India following Bollywood in terms of revenue and worldwide distribution. Even though industrialized separately, connections between the industry and emerging globalization helped to form as a thriving industry. The first South Indian silent film released in 1918, and the first talkie film released on September 15th, 1931. Tamil Cinema grew immensely since its arrival, and most of the films produced in Madras in Kodambakkam, Tamil Nadu, popularly known as Kollywood.

In the beginning stage of the Tamil cinema, the music and songs excelled as an essential part of the cinema devoted to mythological and legendary concepts. However, later, social themes with a reformist trend breakthrough into the Tamil cinema. The advancement of cinema as a mass culture was not an unexpected incident. During its initial stage, it was considered as the most excellent platform to spread and distribute rational thought. The increasing success of cinema production initiated the attention of establishing many studios in the Tamil cinema industry. The increasing attention twisted towards the production of successful films encouraged many to establish studios in south India.

Tamil cinema has a profound effect on Indian film industries, with Chennai becoming the hub for the Telugu, Malayalam, Kannada, and Hindi cinema industries. Today, Tamil cinemas distributed to various parts of the world such as Sri Lanka, Singapore, Saudi Malaysia, Mauritius, South Africa, UK, Europe, North America, Japan, and other important Tamil Diasporas regions.

1.6 Celebrity Endorsement:

The celebrity endorsement is a great strategy to promote the product by making a famous person or a celebrity to talk about the product or brand, which will get media hype and individual attention from the public. Famous figures can powerfully influence the life of people and brands. By tying celebrities as their ambassadors, brands get an 'identity.' This marketing strategy not only increases the market share but also changes the fortune of the brand. Marketing Companies enjoyed improved credibility by choosing and endorsing the right celebrities for their products. Celebrity endorsements add significant value to a product's promotion that promptly attracts the attention of the public and the media in general. Customers will take the product very seriously if the right celebrity endorses the product. The increasing accessibility of digital and adaption of social media as a marketing tool witnessed considerable evolution in the Indian endorsement concept.

Josiah Wedgwood and Sons, the pottery manufacturer, was the first brand to use celebrity endorsement, which used splendid backing as a marketing tool to promote their products. Athletes trended endorsing the products in the 1930s and slowly started by the cinema stars in the 1940s. Celebrity endorsement is not a new concept, which already exists in India for a very long time. Leela Chitnis was the first Indian cinema star to endorse the Lux soap in 1941, initiated the growth of celebrity endorsement in India. However, the number increased in the late 80s with cinema star Tabassum for 'Prestige Pressure Cooker,' Jalal Agha for 'Pan Parag' and Cricket player Kapil Dev for 'Palmolive Shaving Cream. However, celebrities and entertainers started endorsing the products with the arrival of the Television. It claimed that the Tamil cinema industry is hero oriented, and actresses do not have significant roles. However, in brand endorsement, Tamil actresses took the front seat, and only a few leading stars endorsed the brands.

As per market sources, the number of celebrity endorsements increased for the past decade from 650 advertisements in 2007 to 1660 advertisements in 2017 at an annual growth rate (CAGR) of 10%. Currently, in India, cinema stars dominate the advertising industry, followed by sportspersons in celebrity endorsement. However, the marketer takes care about the reputation and stable image of the celebrity selected to endorse the product. Cristiano Ronaldo, Virat Kohli, and Amitabh Bachchan are few celebrities whose images are stable and are hard to change.

1.7 Emotional Appeal in Advertising:

The appeal in advertising refers to the approach applied to attract the attention and influence the customers towards the product. Advertising appeal is the convincing force that motivates the customer to buy a product by communicating to the individual's needs, interests, or wants. Advertisement agencies use different types of advertising appeals to influence the purchasing decisions of customers and build advertising campaigns around them. The Marketing agencies employ advertising to communicate their message with a powerful appeal that can either be the rational or emotional appeal. The most effective advertisements use both emotional and rational appeals to motivate consumers. They reflect the motto that consumers buy with emotion and justify the purchase with rational information.

The appeal that influences audiences to buy a product or act on something by appealing to their sense of reason or logic is known as a rational appeal. The rational appeal effectively used when the product contains many features that appeal to someone's sense of reason. For example, when the technical features of a vehicle need to advertise the customer, then the rational appeal is used. The emotional appeal is an advertising message that usually based on imagery evoking strong emotional feelings than information like rational appeal. The emotional reaction is a natural one, which responds to everything emotionally where most of the advertisements depend on emotional appeal. Emotional appeals deal with the social and psychological needs of the consumer to buy the product. Marketing agencies believe that emotional appeals work better than rational appeals with the customers.

The emotion can categorize into two concepts, the 'arousal' (provocation) and 'valance' (equivalent) that differentiate one emotion from another. The arousal refers to the power of emotion (calming or exciting), and the valance refers to the positive or negative quality of the emotion. Advertising with joy, love, or pride are positive valence, and advertising with anger or violence is negative valence. Similarly, advertising with more exciting or inspiring is high arousal, and advertising with gentle or cheering are low arousal. Recent research recommends six universal emotions that everyone feels; happiness, anger, disgust, sadness, fears, and surprise, respectively.

Recent studies in the advertising industry conform that customers depend on emotions than information to make brand assessments and that emotional response to advertising is more influential on the customer's intended to buy the product than the content of the advertisement. As discussed above, the universally accepted emotions are happiness, anger, sadness, disgust, fears, and surprise.

- **Happiness:** Happiness makes to feel good and includes all positive concepts like romance, adventure, playfulness, and family bonding. Happiness is the primary emotion that is most noticeable and repeated in the majority of advertisements. Brands or products associated with smiling, laughing, happy customers, and positivity are all included in the advertisements with happiness emotional appeals.
- **Anger:** People mostly think of avoiding anger because it delivers negative emotions that create a negative impact. At the same time, anger can provoke and stimulate people in some cases. People emotionally get angry when they see people get hurt or injustice. Angry emotions can found in advertisements related to cheating, environmental issues, and government policies.
- **Sadness:** The use of negative emotions like sadness can suggest a sense of kindness or sympathy. Many brand advertisements effectively used the sadness appeal successfully to portrayal the awareness of social issues, gender equality, illiteracy, poverty, and others. When creating advertisements with sad emotional appeal, it is necessary to maintain balance so that customers do not get upset due to negative feelings. Instead, the sad emotional appeal should motivate the customers to act and improve the situation.
- **Disgust:** Disgust or frustration creates to reconsider the perspective of people and ask essential questions. Disgusting is another emotion that can see in the advertisements that make people feels about themselves on drugs, diet, or miracle remedies.
- **Fear:** Normally, emotions with fear appeal used to alert the people about products help to reduce the risk in life like financial, health, security, and so on. With compelling visuals, advertisements can represent even the hidden fears to

the public like smoking or liquor using. While most of the advertisements portray personal fears, few advertisements illustrate the sense of loss.

- **Surprise:** Emotions with surprise appeal can materialize in combination with other emotions, either positive or negative. Advertisements with happiness and surprise come in combination like a new car and so on.

1.8 Interpretation and Analysis:

Identifying various techniques to connect with customers is the strength of any branding strategy. No doubt that celebrity plays a leading role in being the voice to connect. India is the nation where people worship celebrities from Cinema stars, sportspersons, politicians, and others, especially the people of Tamil Nadu who always dream about their celebrities. Even though great personalities from society and sports share celebrity endorsement, celebrities from movies carry the deals in large numbers. The people of Tamil Nadu always idolize their celebrities and treat them as a god, and when they see their stars promoting a product in the advertisements, it always attracted their attention. By tracking this scenario in Tamil Nadu, the marketing agencies started using these opportunities to influence and targeted the customers.

As per Tamil cinema actors' concern, almost all stars endorsed the products or brands, starting from superstar to recently successful actor of Tamil cinema endorsed the product advertisements. Though many advertisements endorsed by the Tamil film stars only selected advertisements taken for the study that known for its emotional appeals and influenced the customers.

1. Kamal Hassan:

Kamal Haasan, popularly called Ulaganayagan (Universal hero), is one of the leading iconic artists and contributors to the Indian cinema industry for nearly 60 years by acting nearly 200 films in almost all regional Indian languages cinemas like Tamil, Telugu, Kannada, Malayalam, and Hindi. Kamal Haasan debuted in 1960 as child artist appeared in various challenging roles, which no Indian actors even think about it. Kamal has a keen interest in various aspects of film making and worked as actor, producer, choreographer, director, writer, lyricist, playback singer, by winning four national film awards, 19 Filmfare awards and conferred with Padma Bhushan in 1996. Apart from that, Kamal Haasan also voiced his opinions on social issues with his rational and humanist thoughts and revamped his fan clubs into charity and volunteer works.



Kamal Haasan, one of the top assert of Indian cinema, made his grand entry into the advertising world by endorsing textile giant Pothys Silks in 2010. However, initially, he appeared in various Public Service Announcements like HIV awareness and Income Tax campaigns. Interestingly he endorsed VKS chocolates and Biscuits when he was child artists. In one particular advertisement of Pothys Textile series, Kamal says that “even though his age increases every year when Diwali festival comes, he will turn into a ten-year-old boy by seeing newly released movies, lightning crackers, can wear new dresses and take a selfie with friends and can eat sweets. Whatever dresses taken in the whole year, we cannot forget the dresses taken for Diwali, so where will we take those dresses? Only at the trustworthy showroom right-Pothys, peoples showroom. In the series of Pothys Textile advertisements, Kamal calls Pothys as ‘abhimanam’ (pride) of Tamil Nadu, portraying Pothys as a trustworthy brand that Tamil Nadu can take pride in it.

2. Vijay:

Joseph Vijay, better known popularly as Illaya Thalapathy (Junior Commander), is recognized as the most popular and highly paid actor of Tamil cinema of his generation. Vijay is also the son of famous director S. A. Chandrasekhar through whom he entered into the Tamil cinema with the film 'Naalaya Theerpu' in 1992 at the age of 18. As on date, he acted in 65 movies as a lead role by winning three State Film Awards. Apart from acting, Vijay is also known as great dance and singer by singing nearly 65 to his number. The charming South Indian star Vijay known for his box office hits often referred in par with the Superstar Rajinikanth, the Indian icon. Vijay is one of the Tamil actors who have a huge fan base among the youth in South India. Vijay is connected with various brands since 2002, like Coco-Cola, Sunfeast, Tata Docomo, and Jos Alukkas, and also signed as an ambassador for Chennai Super Kings.



Out of all Vijay's advertisements, his appearance in the series of Jos Alukkas Jewelry penned with highly emotional appeal contents like Son-mother sentiments, Brother-sister relationship, Student-teacher memories, Joint Family happiness, Friendship and sacrifice, Boss-employee surprise, Human differences, and Wedding anniversary. Notably, in the Boss-employee advertisement, Vijay's car driver tries to inform Vijay that his daughter became an IAS officer. But the car driver not able to do so because of Vijay's busy schedule; however, Vijay surprise his car driver by visiting his home and wishing his daughter with Jos Alukkas jewelry. This particular advertisement had an excellent response from both customers and marketing agencies.

3. Ajith:

Ajith Kumar, known as 'Thala' (Leader), is one of the biggest superstars of Kollywood, mainly worked in Tamil cinema only. Started his career in 1990 as a supporting actor, Ajith fascinated the Tamil film lovers for nearly three decades with his blockbuster movies. He won various awards for his multi-performance roles ranging from romantic, comedy, and action in Tamil cinemas. Apart from his successful career in the Tamil film industry, he is also known as a great car racer and participated as Formula Two racer in the British Formula 3 season ranked with the third-best driver in India.

Ajith is one of the leading Tamil film actor, who refused to endorse any products. However, it is interesting to see him appearing in an advertisement in his earlier days. It is funny to see the young Ajith appeared for Miami Cushion's slippers, with new facial expressions. Anyhow, after becoming a successful Tamil cinema actor, he appeared and endorsed one and the only advertisement as on date, the Nescafe Sunrise. In this advertisement, Ajith goes to drop his elder brother's daughter to the dance class on the bike, where his elder brother's daughter asks Ajith at least today will he propose to his dance teacher. Then Ajith goes to Nescafe Sunrise tea shop and thinks so many possible ways to impress the dance teacher. After thinking so many ways, Ajith gets tired, and the tea shop comes with coffee and says 'awake and drink sunrise.' After drinking the coffee, Ajith directly goes to the dance teacher and with some funny dance movements differently asks the dance teacher how a female will express her love. Simran, the dance teacher, get impressed by Ajith's funny dance movements, and different approach accepts his proposal through her style of dance. This advertisement was viral and had a significant impact on the customers because they never saw actor Ajith in such a fun-loving mood, and the people got excited with emotional appeal.



4. Suriya:

Saravanan, better known as Suriya in the Tamil cinema industry, was the son of veteran actor Sivakumar. Suriya is known for his flexible acting with several commercial and critically blockbuster movies. In 2008, Suriya initiated the Agaram Foundation, an NGO to help the school dropout children due to financial issues with standard education and accommodation. Through this foundation, Suriya created a platform for students to participate in workshops and develop communication skills, teamwork, goal setting, and leadership. In association with the Ministry of Education, the Tamil Nadu government, Suriya, produced a video campaign titled 'Herova? Zerova?' (Hero or Zero) highlighting child poverty, child labor, and lack of education, starring leading Tamil cinema actors like Vijay and Madhavan, and also produced awareness video on plastic usage. Suriya is also an active contributor in other charitable

campaigns like “Save the Tigers” for the preservation of Tigers in India, “REACH” for TB cures, TANKER for Kidney Foundation, Road Safety, and Voting Rights.

Suriya is one of the most wanted Tamil cinema actor by the marketing agencies in terms of celebrity endorsement. Till date, Suriya endorses a dozen products through advertisements ranging from male fairness cream to telecom network like Close Up, Nescafé Sunrise, Intex Technologies, Aircel, Emami Biotech Ltd., Zandu Balm, Navratna Oil, Bharathi Cement, Pepsi Cola, Quikr Cars, Saravana stores, Complian and Ujala to name few. Notably, the Aircel advertisement enriched with emotional appeal. In that advertisement, a village boy shares the award that he received for his extraordinary performance in the studies, being actor Suriya's fan, he asks his father to take him to actor Suriya. Unfortunately, the boy's father scolds him and rejects the boy's wishes because it is an impossible task for a village people even to think about it. A Postman, who is a friend of the boy's father, immediately calls to his friend owning a tea stall and says about the boy and his wishes. The tea stall owner calls his friend who owns a photo studio about the village boy, and then the photo studio owner calls his friend Gayathri Raghuram, who is the Cinema Choreographer and shares about the village boy's wish. Finally, Gayathri calls actor Suriya and explain about the village boy's wish. Everything sudden, as no one expected actor Suriya visit the boy's village and his home and makes the boy surprised. This particular advertisement had an outstanding response from the customers due to its emotional appeal.



5. Dhanush:

Venkatesh Prabhu, better known as Dhanush, is the son of famous Tamil cinema director Kasthuri Raja, younger brother of young aspiring Tamil cinema director Selvaraghavan, and son-in-law of superstar Rajinikanth. Dhanush, one of the artistic and talented Tamil cinema actors who notably acted in both Tamil and Hindi cinemas, won three National awards and seven Filmfare awards. Apart from being a promising actor, he also shined as a producer, lyricist, playback singer, and established global attention for his movie song "Why this Kolaveri di..." in 2011, which is also most viewed Tamil song in YouTube. Dhanush is also one of the most wanted personalities after his 'Kolaveri di...' took him to the nation by storm and turn into a sellable face even outside Tamil Nadu.



Following actor Suriya, Dhanush is slowly dominating the advertising world in Tamil Nadu, and today he endorses the products like OLX, 7Up Cola, Parachute hair oil, Kalyan silks, Tata Sky, Center Fresh, Emami Navratna hair oil and brand ambassador for Indian Super League and PETA. Even though Dhanush endorsed more than half a dozen advertisements, the Kalyan silks advertisement is known for much emotional appeal. In that particular advertisement, in a drive, Dhanush receives a mail from one of his diehard fans by name Lakshmi, stating that she is getting married, and as a fan, she is expecting only wishes and blessings from him since he cannot attend every fan's marriage. But as a surprise Dhanush stands in front of Lakshmi as no one expected. Shocked by Dhanush's presence, Lakshmi welcomes Dhanush into her home and introduce to their family members. Dhanush gift Lakshmi with Kalyan silks and says that 'this is his wishes and blessings,' which attracted his fans and public very emotionally.

1.9 Conclusion:

Despite limited samples, the article reveals that celebrity endorsement is a significant asset in the field of advertising adopted by most of the marketing agencies. The article also reveals that the advertisements without celebrity endorsement will not influence or create a significant impact among the youth. So, the correctly selected celebrity with positive endorsements can create an excellent and outstanding practical marketing approach to boost sales.

The reason for marketing agencies to implement celebrity endorsement is because celebrity endorsement can harvest enormous rewards for the product that depends on it. The celebrities get excellent attention when they appear in the advertisements because naturally, they create mass attention from the public and decide the influence level of customer's purchases, build awareness, and attract new customers. In some cases, celebrity endorsements can even assist in revamping the failed product or brand in the market into a successful one.

However, the critical function of emotional appeal is to influence and attracting customers psychologically. That too, when the celebrity endorses a product, it makes it unique among the customers because their favorite cinema actor insists on buying the product in the name of endorsement. After thoroughly analyzing the advertisements endorsed by the Tamil cinema celebrities, the article exposes that emotional appeal plays a vital role in product advertisements endorsed by the Tamil cinema's celebrities.

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