CHAPTER-2

REVIEW OF LITERATURE

This chapter consists of explanation of different terminologies related to celebrity endorsements, buying behaviour and decision making process, celebrity endorsements pros and cons, personal care products, impacts of positive, negative and multiple celebrity endorsements, celebrity endorsements models and finally followed by conclusion.

2.0 Introduction:

This part aims at to comprehensively review the existing research works done on celebrity endorsements in order to understand the research subject, its practice and procedures. It includes the concepts and meaning of celebrity endorsement, other conceptual frameworks, celebrity endorsement models, consumer buying behaviour, and its relevance in Indian perspectives. The reviews of literature on different relevant aspects of celebrity endorsement have been discussed as follows:

2.1 Celebrity:

According to Oxford dictionary, celebrity means "a famous person". A celebrity, referred to as a celeb in popular culture, is a person who has a prominent profile and commands a great degree of public fascination and influence in day-to-day media. The term is synonymous with wealth (commonly denoted as a person with fame and fortune), implied with great popular appeal, prominence in a particular field, and is easily recognized by the general public (Shukla and Devi 2010).

The term celebrity refers to an individual who is known to the public, such as actors, sport figures, entertainers and others for their achievements in their respective areas other than the product endorsed by them (Friedman and Friedman, 1963). According to McCracken (1989), celebrity endorser can take the role as an expert, as a spokesperson associated with a product, or as an inspirational figure with no particular knowledge or relationship with the product. Celebrities
are people who enjoy public recognition and who often have distinctive attributes such as attractiveness and trustworthiness (McCracken, 1989; Silvera and Austral 2004). Boorstin (1961) specified the most important quality of being a celebrity i.e. not being forgotten and known by people for their well-knownness. Whereas, in this modern age of marketing, celebrities may also be an animated character like Fred Flintstone, or an animal (Miciak and Shanklin, 1994). Very often, various advertising styles are used by advertisers to influence consumer brand choice behaviour and among these different available choices one very popular choice is celebrity endorsements (Alsmadi 2006). According to McCracken (1989) it can include people from movies, television, sports, politics, business, artists and persons from the military.

McCracken (1989) has defined celebrity endorser as any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement (p.310). While Stafford et al., (2003) provided a clear definition of celebrity endorser as, a famous person who uses public recognition to recommend or co-present with a product in an advertisement. Kaikati (1987) said that celebrities are often hired by advertisers to lend their personality to a product or brand. Kamins (1989) also defined celebrity endorser as an individual who is known to the public for his or her achievements in areas other than that of the product endorsed.

The celebrities have been widely used as it could provoke attitudinal and emotional reactions (Kanungo and Pang, 1973) than a non-celebrity endorser (Atkin & Block, 1983; Petty and Cacioppo, 1983). In order to be effective a celebrity endorser should have the credibility to attract attention (Miciak and Shanklin 1994) increase awareness of the endorsed product (Wilson, 1997) and influence the purchase decision of the targeted audience (Ohanian, 1991). on the other hand, Friedman & Friedman (1979) explains that a celebrity is a person such as an actor, sportsman, entertainer, etc., who is different from the general public and is recognized by them, because of his or her achievements. Therefore celebrities who are placed as models and are seen as in support of the product and or its claim are known as endorsers (Tellis, 1998).
2.2 Celebrity Endorsement:

In the eighteenth century, when Queen Charlotte began to use products of a famous potter Josiah Wedgwood, he capitalized on his new status by referring himself as the Potter to Her Majesty (Dukcevich, 2004). Another early example involves Queen Victoria associating with Cadbury Cocoa (Sherman, 1985). Celebrities are people who enjoy general acceptance in the form of awareness for their achievements in respective fields. Celebrity endorsements are a means of communication from the brands in which the endorsing celebrity is the brand's representative and they thus verify the labels or the brand's promise and stand by associating it with their individuality, based on their position in the society. On the other hand, Roll (2006) provided a definition of endorsement by stating that "endorsement is a channel of brand communication in which a celebrity acts as the brand's spokesperson and certifies the brand's claim and position by extending his/her personality, popularity, stature in the society or expertise in the field to the brand".

In the global environment the brands face local, regional and international competition and celebrity endorsement is considered as a very effective means of differentiation and communication. In this communication process, celebrities play their role in different ways. There can be four types of endorsements; explicit (I endorse this product.), implicit (I use this product.), imperative (You should use this product.), or co-presentational mode (merely appearing with the product).

2.3 The Buying Behaviour and Decision Making Process:

The buying behaviour is the study of characteristics of individual and groups. It deals with macro aspects of demography, psychology, socio-economic condition of the society and the micro factors of probable influence of different groups like family, friends, referrals etc. on the individual. Every consumer influenced by both the macro and micro aspects while undergoes through a certain mental process to take his/her buying decision. This decision making process follows a sequence of different stages. Researchers suggest that customers go through a five-stage decision-making process in any purchase (John Dewey, 1910) that has been shown in
the following diagram. However, the evaluations of the buying stages are subject to the involvement level of the customer in their buying decision.

**Figure -2.1: Five-stages buying decision-making process**

| Need recognition & problems awareness | Information search | Evaluation of alternatives | Purchase | Post-purchase Evaluation |

2.4 **Personal Care Products**:

Personal care products are those consumer products used for beautification, personal grooming up, look and style, and personal hygiene. Personal care and toiletries is the industry which manufactures consumer products used in personal hygiene and for beautification. Personal care products include (A) oral care (B) Personal hygiene and (C) cosmetics products. There is small distinction between personal hygiene items and cosmetics. Cosmetics are considered to be luxury goods solely used for beautification, but in practice all these items are mixed and available in retail stores.

The National Sanitation Foundation (NSF.Org) section-3 defines Personal care product as "A non-medicinal consumable product that is intended to be used in the topical care and grooming of the body and hair and that is rubbed, poured, sprinkled, or sprayed on, introduced into, or otherwise applied to a body, human or animal, for cleansing, beautifying, promoting attractiveness, or altering the appearance without affecting the body's structure or functions. Personal care products are specifically for use in such activities as cleansing, toning, moisturizing, hydrating, exfoliating, conditioning, anointing, massaging, coloring/decorating, soothing, deodorizing, perfuming, and styling." (P-1)

but cosmetic are articles intended to rubbed, sprinkled, or sprayed on, introduced into, or otherwise applied to the human body or any part thereof for cleansing, beautifying, promoting attractiveness, or altering the appearance, and (2) an article, other than soap, intended for use as a component of any such articles. Personal hygiene involves those practices performed by an individual to care for one's bodily health and well-being; through cleanliness.

Cosmetics (colloquially known as makeup or make-up) are care substances used to enhance the appearance or odor of the human body. They are generally mixtures of chemical
compounds, some being derived from natural sources, many being synthetic.

In the U.S, the Food and Drug Administration (FDA), which regulates cosmetics, defines cosmetics as "intended to be applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance without affecting the body's structure or functions." This broad definition also includes any material intended for use as a component of a cosmetic product.

2.5 Celebrity versus Non-Celebrity Endorsements:

Celebrities ensure attention of the target group by breaking the clutter of advertisements and making the ad and the brand more noticeable. There are contrasting views as to the effect of advertisement using celebrity endorsements compared to those using non-celebrity endorsement (Mehta, 1994). He discovered in his findings that there was no considerable difference between a celebrity and non-celebrity endorsement advertisements, the customer's approach towards the advert or brand or his/her purchase intention of the endorsed brand. In fact, when a brand is endorsed by a non-celebrity, consumers focus more in the features and quality of the brand, unlike an advertisement featuring a celebrity where consumers focus more on the celebrity than the advertisement.

However, another study shows that celebrity endorsement tends to produce higher positive advertising ratings and product evaluations (Cooper, 1984; Dean and Biswas, 2001) and advertisements featuring celebrities prove to have a more consistent and favorable impact on consumers than impact of the non-celebrity advertisements (Atkins and Block, 1983). The variation among celebrity and non-celebrity endorses is the ability to persuade consumers may be due to the characteristics linked with them; celebrities are perceived to be more trustworthy, credible, familiar and friendlier than non-celebrities. (Kamins, 1989; Friedman et al, 1977; Atkins & Block, 1983; Freidman, 1984). Moreover, striking and unusual message communicators are better remembered than ordinary ones (McArthur, 1981; Taylor & Fiske, 1978).

A celebrity draws attention to a brand by virtue of his/her popularity (Schiffman & Lazar Kanuk, 1994; Kamen et al., 1975) which increases the message reach and likelihood of attitudinal
and behavioural change of consumer (Kaikati, 1987). Companies have a great controlling power over created spokespersons since they develop these characters. They can build characters which are congruent with their brands and target audiences, and ensure that these characters are endorsing only one particular product (Tom, et al. 1992).

On the other hand, in the case of celebrity endorsers, companies have limited control over the celebrity's persona as they have created their public persona over the years. Indeed, Tom et al.'s (1992) results proved that created endorsers were more effective in creating a link to the product than celebrity endorsers.

They attributed these results for single utilization of created endorsers with the brand over a long time period and their specific persona representing the brand characteristics. Many companies also consider that an advert featuring a famous personality will be highly effective, with greater chances of concentration and recall and sales of the brand compared to those without celebrities (Cooper, 1984; Dean and Biswas, 2001). Many businesses believe that an advertisement delivered by a celebrity provides a higher degree of appeal, attention, recall and possibly purchase compared to those without celebrities.

Celebrity endorsement surely draws more attention to the endorsed products. Whatever may be the environment, reality is that the mass people try to follow the look and style of the celebrities. According to this paradigm, in marketing communication context consumers learn the association between an unconditional stimulus (endorser) and a conditional stimulus (product) through repeated exposure. Mehta (1994) also found that there were no statistically significant differences in attitudes towards advertising, brand and intentions to purchase endorsed brand between celebrity and non-celebrity endorsement situations, but differences were found in cognitive responses generated by receivers.

In the non-celebrity conditions, receivers focused more on the brand and its features. While in the celebrity condition receivers concentrated on the celebrity in advertising. On the contrary, Atkin and Block (1983) and Petty, et al. (1983) found that celebrity endorsers produced more positive attitudes towards advertising and greater purchase intentions than a non-celebrity endorser.
The association is much stronger with original material (created spokesperson) than with popular material because the popular material (celebrity endorser) is not just linked to a promoted product but with many other things as well. In other words, the bond between the created celebrity and the product is strong because it is unique and exclusively endorsing only one product, whereas, the bond between the celebrity endorser and product is weak due to its multiple endorsement associations (Erdogan 1999). The following figure explains the conditioning paradigm in the marketing communication.

**Figure-2.2: Classical Conditioning Paradigm in Marketing Communications Context**

![Diagram](image)

*Source: B. Zafer Erdogan. (P-294)*

Agrawal and Kamakura (1995) and Mathur, Mathur and Rangan (1997) conducted two different studies to assess the economic worth of celebrity endorsement contracts on the expected profitability of a firm. The authors used Event Study Methodology, which is used to identify the valuation effects of marketing decisions (Mathur, et al. 1997). Surprisingly, outcomes from both of the studies emphasized on the effectiveness of use of celebrity endorsers (Erdogan, 1999).
Celebrity endorsement as a Marketing Communication Technique:

Celebrity endorsement is a new marketing communication technique which engages celebrity for high attention and influence on the prospective consumers. Communication, including marketing communication that employs celebrity endorsers, can be characterized as a process in which the sender conveys stimuli to influence the behaviour of others (Hovland et al., 1953). Lasswell's (1948) classical framework of persuasive communication differentiates the elements of the communication process according to his well-known formula: "who says what in which channel to whom."

The first element, "who" refers to the message source or sender (Ajzen, 1992, Hovland et al. 1953). Message sources can be impersonal (e.g., advertisements), interpersonal (e.g., friends, colleagues) or experiential, (Keaveney & Parthasarathy, 2001). In an endorsement context, the celebrity is an impersonal message source, so his or her characteristics, including perceived personal attributes like attractiveness or credibility, may determine endorsement success in terms of the favourable brand image outcome.

The second says "what" element pertains to the message content itself, as conveyed in the communication process. Message characteristics relate to the execution and arrangement of the celebrity endorsement's communication.

The third element, "in which channel", refers to the means the sender and receiver use to communicate. The channel bridges any distance between senders and recipients of the message (Ajzen, 1992); celebrity endorsement advertising usually employs mass media. The advertising channel characteristics, or properties of the media vehicles in which celebrity-endorsed advertising appears, could strengthen or weaken its effectiveness.

Finally, the 'to whom' element pertains to the audience or recipient of a message (Hovland et al., 1953). In an endorsement context, recipients differ in their degree of susceptibility to celebrity-endorsed advertising. Therefore, recipient characteristics (e.g., individual personality traits, gender, and age) should influence the campaign with regard to the target audience that has the highest probability of providing a favourable brand image result.

In reality, the sponsoring business house is the primary source of any advertising message
but the celebrity in the endorsement become prominent and most visible communicator of such
advertising message. Research project undertaken by social psychologists over period of 30
years suggests when a message source is thought to have high reliability is more convincing than

A marketing survey conducted by Erdogan and Baker in February 1996, shows that
majority of companies use celebrities as part of their marketing communication strategy to support
the company's brand image. As per the research, the popularity of celebrities not only succeeds in
creating and maintaining attention of consumers, it also helps in achieving higher recollection
rate (Ohanian, 1991; O'Mahony and Meenaghan, 1997) and the use of famous personalities in
marketing communication does have a crucial impact in the reliability, message recollection, the
likeability of the advertisement and thus effecting the purchase intentions (Menon, 2001;
Pornpitakpan, 2003; Pringle and Binet, 2005; Roy, 2006).

Many companies also consider that an advert featuring a famous personality will be highly
effective, with greater chances of concentration and recall and sales of the brand compared to
those without celebrities (Cooper, 1984; Dean and Biswas, 2001).

Besides to the attention they bring to the adverts (Buttle, Raymond, and Danziger, 2000),
they are the credible sources as well, example can be expertise in a particular area, such as an
athlete endorsing shoes, (Ratneshwar and Chiaken, 1991) or a beautiful model endorsing make-up
(Baker and Churchill, 1983). As these famous personalities being endorsers are generally attractive,
this helps to persuade customers when they are worried about socially fitting in and others’
attitudes (DeBono and Harnish, 1988) and celebrities also provide crucial information about the
product especially when the product is attractiveness-related, (Kahle and Homer, 1985 &

The use of a famous endorser leads to higher output of the brand, a more approving
assessment of both the product and its advert, and a considerably more positive sale of products
high in psychological and/or social risk (Friedman and Friedman, 1979), especially when a product
is introduced in the market or when a brand will realign itself. The majority of celebrities used are
athletes, movie actors and singers. However, pre-testing and planning is the key and the life-cycle
stage of the celebrity should also be taken into account (De Pelsmacker, 2004).

There are a number of reasons why celebrity endorsers may be significant. In a cluttered stream of messages, they help in attracting the attention of the consumer. They are seemingly more entertaining. They have a responsible image. Lastly, it is widely believed that celebrities do not endorse brands in return for a fee, but their motivation is a genuine fondness towards the merchandise (Kamen et al, 1975).

2.7 Pros and Cons of Celebrity Endorsement Strategy:

Although the potential benefits of utilizing celebrity endorsers are significant so are the costs and risks also. Table 2.2 depicts the potential advantages and hazards of celebrity endorsement strategy as well as providing some preventive tactics (Erdogan, 1999).

<table>
<thead>
<tr>
<th>Potential advantages</th>
<th>Potential hazards</th>
<th>Preventive measures</th>
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<tbody>
<tr>
<td>Increased the attention</td>
<td>Over shadow the products</td>
<td>Pre-testing and careful planning</td>
</tr>
<tr>
<td>Image polishing</td>
<td>Public controversy</td>
<td>Buying insurance and putting provision clauses in contracts.</td>
</tr>
<tr>
<td>Brand introduction</td>
<td>Image change and over exposure</td>
<td>Explaining what is their role and putting clause to restrict endorsements for other brands.</td>
</tr>
<tr>
<td>Brand repositioning</td>
<td>Image change and loss of public recognition</td>
<td>Examining what Life-cycle stage the celebrity is in and how long his stage is likely to continue.</td>
</tr>
<tr>
<td>Underpin global campaigns</td>
<td>Expensive</td>
<td>Selecting celebrities who are appropriate for global target audience, not because they are ‘hot’ in all market audiences</td>
</tr>
</tbody>
</table>

Source: Erdogan (1999) Pros and cons of celebrity endorsement strategy
While a celebrity can effectively draw attention to an advertisement his or her impact on other variables-brand awareness, recall of copy points and message arguments, brand attitudes, and purchase intentions—must also be considered (Belch and Belch, 1995).

A common concern is that consumers will focus their attention on the celebrity and fail to notice the brand being promoted (Rossiter and Percy, 1987). As Cooper (1984) puts it "the product not the celebrity, must be the star".

From the above discussion, it is clear that selecting a right celebrity for right product is not easy and simple task. In this reference many scholars have attempted to construct models to guide and assist in selecting the right celebrity endorser. Carl I. Hovland and his associates have developed one of the earliest models called source credibility in 1953. After that another three models also developed and these are the source attractiveness model (McGuire 1985), the product match-up hypothesis (Forkan 1980; Kamins 1989, 1990), and the meaning transfer model (McCracken 1989; Erdogan, 2010).

2.8 Positive Aspects of the Celebrity Endorsement:

Celebrities in the advertisement help ensure attention of the target customers by breaking of advertisement clutter to make the advertisement and the brand more prominent and visible. The preference of the celebrity to a brand conveys a persuasive message for the customers and by doing this act both the celebrity and customers benefited. There is a demographic based psychological relation between celebrity and their fans. Demographic connection establishes that different stars appeal differently to various demographic segments i.e. age, gender, class, geography etc., while psychographic connection establishes that stars are loved and adored by their fans. There are some celebrities who have universal appealing personality to generate genuine interest among larger section or groups. Another invaluable benefit from celebrity endorsements is the public relation opportunities. Celebrity endorsement strategy is helpful to differentiate the endorsed product from the similar products available in the market. It is because consumers were better able to identify the products by associating with the endorsers (Burroughs and Feinberg, 1987).
Every day the competition amongst the brands are growing which one way forced the business to engage celebrities for attracting more consumers for their products by endorsements. It is also perceived that the featuring of a renowned celebrity helps in solving the problem of over communication that is becoming more and more prevalent these days (Kulkarni & Gaulakar, 2005). Due to their well knowness, celebrities help advertisements to stand out from the surrounding clutter by appearing in them, increasing the communicative ability by cutting through excess noise in a communication process (Sherman, 1985). The famous celebrity as their brand endorser may also help improving the image of a tarnished company. Celebrity endorsement may also help in restoring or polishing a company's image (Erdogan, 1999). Advertisements featuring a celebrity make a strong impact on the learning style and memory of a consumer which is an important aspect of marketing communication success. Celebrities through endorsements very often make the advertisement and products more memorable even the customers may not immediately required the advertised product. This memorable advertisement and the product may be reference for future purchase. Marketers use this advantage of information storage in the minds of the consumers which can be readily retrieved at the time of shopping or when the need arises (Schultz & Barnes, 1995). For most of the multi-national companies while expanding to different countries may face some issues like cultural 'roadblocks' such as time, space, language, relationships, power, risk masculinity, femininity and many others (Mooij, 1994; Hofstede, 1984). Celebrity endorsements can be a powerful device to enter foreign markets. Hiring a world famous celebrity or a celebrity from the expanding country may help companies to overcome many such issues. For instance, Pepsi Co. international increased its market share in India by endorsing through famous celebrities and cricketers such as Shahrukh Khan, MS Dhoni, and Kareena Kapoor etc. It is been experienced that the products endorsed by celebrities help them to standout and take more notice while shopping due to their improved level of product recall (Bowman, 2002).

Celebrity endorsement could increase the brand awareness, reach the target market effectively and efficiently, create a positive feeling towards the brand, deliver marketing message, generate immediate attention within short period of time and thereby gain a profit. That is why celebrity endorsement is one of the most effective ways of establishing a long-running brand
building campaign (Pringle, 2004).

### 2.9 Negative Aspects of the Celebrity Endorsement:

The marketers do employ the celebrity with the hope of positive effect but due to the consumers’ skepticism, consumers might not believe that the endorsers really consume the product that they endorse (Hsu and McDonald, 2002).

Consumers give less credibility to celebrities who endorse many products (Tripp et al., 1994). On the one hand, single endorser for one product might be seen as boredom. On the other hand, consumers might get confused by using multiple celebrity endorsement (Hsu and McDonald, 2002). Louie and Obermiller (2002) state that "celebrities who are blamed for negative events (e.g. accidents), can have detrimental effects on the products they endorse”. (For example, like Salman Khan for killing street men by car accidents and illegal hunting in Rajasthan and Sanjay Dutta involved in illegal arms possession case).

Another risk can arise if celebrity loses his/her fame, his/her image changes resulting to contradicting image of endorsed brand.

Vampire effect' or 'celebrity vamping can be perceived, when endorsing celebrity is too attractive, drawing attention away from the product' (Rossiter and Percy, 1997). Endorser's effectiveness is reduced when there is a bad fit between the endorsing person and the product (Till and Shimp, 1998).

There is not all well about celebrity endorsement rather it has many negative impacts as well. Negative information and publicity concerning the celebrity is one of the major risks associated with the celebrity endorsement. There can be other factors as well which may lead to serious consequences. For instance, suddenly changed image, drop in popularity, moral issues, losing credibility by over endorsing, or overshadow endorsed products or vampire effect (Cooper, 1984; Kaikati, 1987). Negative information about a celebrity endorser not only impacts consumers' perception about the celebrity, but also the endorsed product (Klebba and Unger 1982; Till and Shimp, 1995) and may also ruin the brand reputation (Till 1996).

Many a time, companies may suffer a huge loss and embarrassing situation because of the
celebrity's misdeeds. For instance Pepsi Co. suffered with three stained celebrities - Mike Tyson, Madonna, and Michael Jackson (Katyal, 2007). Companies have faced serious embarrassment when their spokesperson or celebrity endorsers were deeply involved in a controversy (Erdogan, 1999). Sometimes in an advertisement, consumers fail to focus on the product being endorsed due to the glamour and popularity of the celebrity, hence fails to promote the brand, Rossiter and Percy (1987).

As Cooper (1984) said "the product not the celebrity must be the star." Overshadowing or commonly termed as the 'vampire effect' occurs 'when the celebrity endorser occurs in the presence of multiple other stimuli which all competes to form a link with the celebrity endorser, (Till 1996). It leads to lack of clarity for the consumer (Evans, 1998). The major issue arises out of this problem is that consumers fail to notice the brand being endorsed because they are more focused over the celebrity (Erdogan, 1999).

Over exposure is a common issue among highly demanded and well recognized celebrity endorsers because every major company wants to hire them to endorse their brands which ultimately leads to making the consumer more confused and unable to recall correctly as to which brand the celebrity stands for (Tripp et.al. 1994). Another important issue concerning the celebrity endorsement is that sometimes most famous celebrities often indulge in endorsing much different type of products and services just for the sake of their greed for money. For example Shahrukh Khan endorses more than 20 different brands from hair oil to DTH to automobiles (Solomon et al. 2002) referred this as the hired gun problem, where the spokesperson is perceived as endorsing the product only for the sake of money.

If a celebrity lends his image to various brands by appearing in advertisements it also has less impact on the consumers mind and the message being delivered since the relationship between the celebrity and the endorsed brand is not distinctive (Mowen and Brown, 1981). This may not also disappoint the celebrity fans (Graham, 1989) but also make the consumers aware of the real fact of endorsements that celebrities are endorsing the products just for the huge amount of money they get and has nothing to do with the product attributes or product being endorsed (Cooper 1984; Tripp, et al. 1994). Superstar Amitabh Bachchan endorses multiple brands like
Pepsi, Mirinda, ICICI, Parker pens, Navratna oil, Nerolac, Dabur, Reid & Taylor, Maruti Versa, Hajmola, Tide, Cadbury and a few social messages. Many researchers have also proposed that negative information about a celebrity not only influences consumers' perception for the celebrity, but also the product endorsed by him (Klebba and Unger, 1982; Till and Shimp, 1995).

There are some other new limitations being faced these days called Celebrity Trap, Celebrity Credibility and Celebrity Clutter. Celebrity trap is the position when the marketers find it difficult to separate his role from the ad message and brand and it becomes an addiction of celebrity engagement for the marketers and finally it becomes more difficult to find the exact substitute. Celebrity endorsements may suffer and may not derive the desire result because when consumers do not believe the endorser and feel he or she is endorsing the brand only for the greed of money.

Celebrity clutter is a situation when consumers are more confused because a celebrity endorses multiple products of different brands under similar category. It creates a position where a customer to go through a comparison and decide which celebrity is powerful and which product to choose as Pepsi is endorsed by Shahrukh Khan and Coca Cola by Amir Khan. Celebrity endorsers have now become a liability to the brand they endorse (Till and Shimp, 1998) as there are decreasing returns associated with celebrities (Agrawal and Kamakura, 1995). Some researchers also referred celebrities as a puppet in the hands of marketers implying that they perceive the celebrities to be faked and lying, while endorsing certain brands (Temperley & Tangen, 2006). The most important and interesting fact about the negative impact of the celebrity is the negative image of the endorser by virtue of his/her character role (the audience feel as his/her real face) like the villains of the films. The celebrity having such negative image may transfer to the brands and this is why they have never been engaged to avoid such negative impression on the brands.

2.10 Multiple Celebrity Endorsements:

The experts are divided into two groups on the impacts of multiple celebrity endorsements. When one group opined about positive impact and the other group think of negative impact. Multiple celebrity endorsement is, according to Hsu and McDonald (2002) the use of two or
more celebrities in an advertising campaign. According to him, multiple celebrity endorsement can further be classified under two different parts based on how celebrities are featured in ads. First scenario is where two or more celebrities appear together in an advertisement to endorse a product. Secondly, different celebrities appear in a series of advertisement separately to endorse the same product.

Multiple celebrities can have a positive impact on attitude toward advertisements, attitude towards brand and purchase intentions (Saleem, 2007). When we have more than one celebrity in an advertisement it means that all celebrities view the product the same way and consensus is developed. This consensus according to attribution theory (Kelly, 1967) pulls the customer by developing positive evaluation of the ad, brand and product (Hus and McDonald, 2002).

Multiple celebrity endorsements are not effective for high involvement products compared to single celebrity endorsements as for high involvement products the argument in the advertisement is more important for the customer. Similarly multiple celebrities' endorsements are very effective for low involvement products advertisements compare to single celebrity endorsements (Saleem, 2007). Multiple celebrity endorsement is not a new phenomenon for marketers in the advertising industry. Under low involvement conditions, brand attitudes become more negative as a celebrity endorses multiple brands and more favorable with multiple endorsers. In high involvement conditions, strong source congruence overrides the negative effect of multiple brands, and the positive effect of multiple endorsers is found only with strong congruence. We interpret these results as suggestive of a frequency knowledge cue that dominates under low involvement but is non-diagnostic in high involvement scenarios (Ricea, Kelting & Lutz, 2012).

In India, For instance, Pepsi has been endorsed by Sachin Tendulkar, Aamir Khan, Amitabh Bachchan, Rahul Dravid, Shahid Kapoor, Kareena Kapoor, Ranbir Kapoor, and Deepika Padukone etc. (Khatri, 2006). According to Hsu and McDonald (2002) "Multiple celebrity endorsement advertising may help the advertiser to build a sense of consensus, avoid audience boredom and appeal to multiple audiences". (Erdogan and Baker, 1999) in their research argued that it is useful for the marketers to use multiple celebrities for endorsing a particular brand because it can reach out and appeal to its entire target audience. However, the use of multiple celebrities might
create confusion about the brand's identity in the consumers mind and therefore it should be assured that each and every celebrity possesses compatible meanings that are sought for brands (Erdogan and Baker, 1999).

The greatest fear for marketers while using multiple celebrities is that today consumers are more aware, educated and knowledgeable about the use of celebrity endorsements. It may lead them to think that celebrities are endorsing the brands just for the sake of money and doesn't really care about the product, which might negatively affect the consumers buying behaviour (Belch and Belch, 2001). In a research by Redenbach (2005) argued that endorsing four different brands/products influences the celebrity's trustworthiness, expertise and likeability. Because the celebrity instead of focusing on one brand, endorses multiple brands and which eventually lacks distinctiveness (Redenbach, 2005). There is also a possibility that using so many different celebrities might overshadow the brand and lead to Vampire effect. People might just remember the celebrities but not the brand/product being endorsed/advertised (Hsu and McDonald, 2002).

2.3.0 Celebrity Endorsement Effectiveness:

Researchers of marketing, communications and social psychology have under gone research works to recognize factors relating to the endorser that would help and lead to understanding and improving their effectiveness. Certain models are repeatedly used to analyze celebrity endorsement and each model is individually important in expressing characteristics of celebrities that must be considered before choosing them for endorsement of a product. To study and examine the relationship between celebrity endorsements and brands, and the impact of celebrity endorsement on consumer's buying behaviour; the following models have been discussed and applied.

2.3.1 Source Credibility Model:

Source credibility model was first developed by Hovland and his colleagues. The source credibility theory states that people are more likely to be persuaded when the source presents itself as credible. The basic sense of credibility is a tendency to believe or trust someone. When
a message or information source like endorser is perceived to be as credible, can influence and change attitude of receiver through a psychological process called internalization. Internalization occurs when the receiver accepts the endorser's position an issue of his or her own.

Source credibility in a broad sense, refers to a communicator's positive characteristics that affect the receiver's acceptance of a message (Ohanian, 1990) and based on the research in social psychology, Hovland et al. (1953). The model suggests that the effectiveness of a message depends on the perceived level of expertise and trustworthiness of an endorser (Hovland, et al. 1953; Ohanian, 1991; Dholakia and Stemthai, 1977). According to Kelman (1961), exchange of information through a credible source (e.g. celebrity) has the potential to influence beliefs, opinions, attitudes and/or behaviour through a process called internalizations. Internalizations occurs when source influence the receiver and is accepted by in terms of their personal attitude and value structures (Erdogan, 1999). Hovland's source credibility model (1951) was the first technique employed in an attempt to understand the effectiveness of celebrity advertising campaign. The following table explains pros and cons of source credibility model.

<table>
<thead>
<tr>
<th>Attractiveness</th>
<th>Trustworthiness</th>
<th>Expertise</th>
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</thead>
<tbody>
<tr>
<td>Attractive</td>
<td>Dependable</td>
<td>Expert</td>
</tr>
<tr>
<td>Un-attractive</td>
<td>Undependable</td>
<td>Non expert</td>
</tr>
<tr>
<td>Beautiful</td>
<td>Honest</td>
<td>Experienced</td>
</tr>
<tr>
<td>Ugly</td>
<td>Dishonest</td>
<td>Inexperienced</td>
</tr>
<tr>
<td>Classy</td>
<td>Reliable</td>
<td>Knowledgeable</td>
</tr>
<tr>
<td>Not classy</td>
<td>Unreliable</td>
<td>Unknowledgeable</td>
</tr>
<tr>
<td>Elegant</td>
<td>Sincere</td>
<td>Qualified</td>
</tr>
<tr>
<td>Plain</td>
<td>Insincere</td>
<td>Unqualified</td>
</tr>
<tr>
<td>Sexy</td>
<td>Trustworthy</td>
<td>Skilled</td>
</tr>
<tr>
<td>Not sexy</td>
<td>Untrustworthy</td>
<td>Unskilled</td>
</tr>
</tbody>
</table>

Source: Erdogan (1999)

The celebrity endorsement technique states that association of celebrity for a brand is profitable provided the reliability of the message source. As celebrity endorser acts as an external influence that enables him or her to gain the attention of consumers in a cluttered stream of messages, the trustworthiness of the endorser greatly influences the approval of the message they convey. According to the source credibility model (Hovland et al, 1953), a couple of fac-
tors, one being trustworthiness and second being expertise underline the concept of source credibility. Here trustworthiness can be defined as the degree of belief in the communicator's ability to convey the claims he or she considers valid. The second factor expertise is defined as the level to which he or she is perceived as a source of valid assertions (Hovland, et al. 1953). Thus information when received from a reliable source influences beliefs, opinions, attitude and behaviour (McCracken, 1989) by a process of internalization which results if an individual adopts the attitude or behaviour of another person since it is being viewed as honest and sincere and is congruent with their value system (Kelman, 1961).

A very convincing source is exceptionally significant when the message recipient has a negative perception about the brand or the company. This is so because the believable source will subdue and suppress the negative feelings in the mind of the customer, which will result in better message acceptance (Belch & Belch, 2001).

2.3.2 Source Attractiveness Model:

Source attractiveness model was developed by McGuire in 1985 based upon the concept of the source credibility model (Hovland, 1968). Attractiveness does not mean simply physical attractiveness, although it can be a very important attribute. Moreover it includes any number of virtuous characteristics that receivers may perceive in an endorser, his/her age, intellectual skills, personality properties, lifestyle characteristics etc. It states that appealing endorsers will have a profound impact on the customer perception about the endorsed brand. However, attractiveness is not just bound to physical attractiveness, it is also includes similarity, familiarity and liking of the endorser (Erdogan, 1999; Kahle & Homer, 1985; McGuire, 1968).

Prior research proves that attractiveness of celebrity endorser leads to an effective influential communication by a process called identification. Since consumer perception is thought to be modifiable by perceived evaluations of others (Cohen & Golden, 1972). Identification occurs when information conveyed by the endorser is readily accepted by the audience in a wish to identify with the endorser, (Kelman, 1961). However, the consumer may sustain his/her perception or behaviour only as long as it is supported by the source (celebrity) or the source remains
Physically attractive endorsers are more successful in positively impacting consumer's perception and driving sales in contrast to the unattractive endorsers (Friedman, Termin & Washington, 1976; Petty, Cacioppo & Schumann 1983; Petroshius & Crocker, 1989).

The source attractiveness model basically concentrates on four key areas; namely the familiarity (knowledge of source), likeability (affection for source based on his/her physical appearance or behaviour), similarity (resemblance between the source and the respondent), and attractiveness (McCracken, 1989). It suggests that the effectiveness of a message depends on source's familiarity, likability, similarity, and attractiveness to the receiver of the message (Ohanian, 1990). Marketers choose celebrity endorsers on the basis of their physical attractiveness to capitalize on their both attributes i.e. celebrity status and physical appeal (Singer, 1983).

Print advertisements portray the importance of physical attractiveness. Many researchers have found that attractive people are more effective than that of unattractive people at persuasion, changing beliefs (Baker and Churchill, 1977; Chaiken, 1979; Debevec and Keman, 1984) and triggering purchase intentions (Friedman et al. 1976; Petty and Cacioppo, 1980).

Source attractiveness model works on familiarity, likability and similarity. Familiarity as knowness of about the source through experience, and likability as the level of fondness, care and affection for the source in the respondent due to the source's physical attributes and behaviour. Similarity can be defined as the perceived resemblance between the source and the respondent. Attractiveness of the source doesn't only arise due to the physical attributes, it may also include the various other characteristics like intellectual skill, and lifestyle etc. (Erdogan, 1999; Cohen and Golden, 1972) applied. This model in advertising suggested that the physical attractiveness of source decides the effectiveness of persuasive communication through a process called identification. The following table shows the different dimensions of the source attractiveness that proves the efficacy in the way to influence target audience.
Table 2.3 Source Attractiveness Dimensions

<table>
<thead>
<tr>
<th>Familiarity of Source</th>
<th>Likability of Source</th>
<th>Similarity with Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>What extent celebrity is known to the target group of customers</td>
<td>The fame level of the celebrity source</td>
<td>Sense and perceived similarity between source and audience</td>
</tr>
<tr>
<td>More positive information about celebrity means closer relationship perceived</td>
<td>The level of popularity of the source</td>
<td>Closeness linkage perception of target audience</td>
</tr>
<tr>
<td>Affiliation of target audience to the field of celebrity endorser</td>
<td>Relationship between popularity and individual and group perception</td>
<td>Perceived affinity with the celebrity source</td>
</tr>
<tr>
<td>The reputation of the source in the public domain</td>
<td>Appealing, style, body structure, sexy, pleasing look and personality</td>
<td>Conditioned affiliation of viewers with the celebrity</td>
</tr>
</tbody>
</table>

Source: Self-Design

It happens when the receiver accepts the information from an attractive source as a wish to be identified with endorser (Erdogan, 1999). In further research about gender interaction between source and respondent, it was found out that the source has a greater impact of persuasion and intention to buy on the respondent of opposite sex. Debevec and Kernan (1984) found that attractive female models trigger more positive attitude and purchase intention than their male counterparts across both sexes especially among males. Whereas, Caballero et al. (1989) opposed the statement by arguing that source and respondent of the same sex lead to greater intentions to purchase, males show greater purchase intention from male endorsers and vice versa. On the other hand Petroshius and Crocker, (1989) found that source’s gender had no impact on respondent’s attitudes towards advertisements or on purchase intentions either. The academic findings regarding gender or cross gender interactions between source and respondent are supercilious and doesn't provide any guidelines to marketers (Erdogan, 1999).

2.3.3 Product Match-Up Hypothesis:

The product-match hypothesis emphasized the importance of match between celebrity endorser and product endorsed. As suggested by Kamins (1990) the "match-up hypothesis" states that celebrity endorsers are more successful when the "fit" between endorser and the...
endorsed brand is present. There must be a resemblance between the celebrity and the product in form of characteristics such as image, expertise (Till and Busler, 1998, 2000) or attractiveness (Baker and Churchill, 1977; Kahle and Homer, 1985). In most researches, the pattern was studied focusing between a match on celebrity and a product basis on physical attractiveness (Kahle and Homer, 1985; Kamins 1990).

Therefore, the match-up hypothesis implies that attractive celebrities will be more effective when endorsing products (brands) to improve physical attractiveness (Kamins, 1990) and the effect will not be considerable in case of products (brands) not related to good looks. As per Kahle and Homer (1985), when attractive celebrities endorse attractiveness related products, it results in increased message recall, positive brand perception and heightened purchase intention. Advertising through a celebrity with relatively high product compatibleness leads to effective advertising as compared to an advertisement featuring less compatible celebrity (Kamins and Gupta, 1994; Erdogan, 1999). If the qualities of a celebrity match up with the brand endorsed by him, it may also increase the celebrity believability and attractiveness among the targeted audience (Kamins and Gupta, 1994; Ohanian, 1991) supported the argument by stating that it is critical to employ celebrities who directly resemble to the brand and are experts in their field. The effectiveness of using a celebrity to endorse a firm's product can generally be improved by matching the image of the celebrity with the personality of the product. Moreover, celebrities endorsing products that fit with their image appear to be more appealing and attractive than when endorsing products that are not matching with their image. This result was only found with celebrity endorsers, not with non-celebrity endorsers, Kamins & Gupta (1994).

2.3.4 Meaning Transfer Model:

The research suggests that celebrities are effective endorsers to the level that they are able to bring clear and unambiguous meanings to the products they endorse.

As per the meaning transfer model of McCracken (1989), there are three stages involved in the celebrity endorsement through which the celebrity portrays a message regarding a brand to the customer. McCracken (1989) recommended that the role of a celebrity in an endorsement is
just not only to be good-looking or trustworthy, but the celebrity also has to create certain meanings about the brand (or product) that the customers will find appealing and useful.

**Figure-2.3: Meaning Movement and the Endorsement Process**

![Diagram of Meaning Movement and the Endorsement Process](image)

Key: □ - Path of meaning moving

- - Stage of meaning movement


In the first stage of meaning transfer model, the customer forms an image of the celebrity generated from campaigns, athletic achievements and performances, distant movie performances, etc. In the second stage, they are transferred to the product by adverts and the endorsement process. The company selects a celebrity that represents and fits the image of the product in order to transfer the meaning or image of the celebrity to the product. In the third stage, they are then transferred from the product to the buyer when he/she consumes the products and the properties of the product become the properties of the consumer. The meaning transfer model suggests that the effectiveness of a celebrity endorser depends on his/her quality to bring the meanings to the endorsement process (McCraken, 1989).

A celebrity possesses a larger number of distinctive meanings. Distinctions of status, class, gender, and age, as well as personality and lifestyle types, are represented in the pool of available celebrities, putting an extraordinarily various and subtle pallet of meanings at the disposal of the marketing system (McCraken, 1989). Celebrity endorsements are a unique example of, a more general process of meaning transfer, McCracken (1989). According to McCraken (1989), there is a systematic path for the transfer of cultural meaning in consumer societies. According to McCraken (1988), meaning begins as something resident in the culturally constituted world, in the physical and social world constituted by the categories and principles of the prevailing culture.
### 2.4 Celebrity Endorsement Explaining Models:

The celebrity endorsement models are the framework to understand as to how the marketers use the celebrity for influencing the consumers. The framework has been adapted from the integrated model for understanding celebrity endorsements and consumers perception to study cross cultural consumer behaviour (Biswas et al. 2009).

#### Table-2.4: Celebrity Endorsement Explaining Models

<table>
<thead>
<tr>
<th>Models explaining celebrity endorsements</th>
<th>Basic Tenet</th>
<th>Source of influence on consumers</th>
<th>Consumer perceptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Source Credibility Model (Hovland and Weiss 1951)</td>
<td>Expertise, attractiveness, Trustworthiness of celebrity</td>
<td>Identification process (Kelman)</td>
<td>Positive perception of ad, celebrity and brand when expertise and trustworthiness is high</td>
</tr>
<tr>
<td>2. Source Attractiveness Model (McGuire 1985)</td>
<td>Familiarity, Likeability and Similarity of celebrity</td>
<td>Internalization process (Kelman) valance theory (Heider)</td>
<td>Positive perception of ad, celebrity and brand when celebrity is familiar and likeable</td>
</tr>
<tr>
<td>3. Match-up hypothesis (Kamins and Gupta 1994)</td>
<td>Celebrity image matches Product image</td>
<td>Social adaptation theory, attribution theory, correspondence theory</td>
<td>Positive perception of ad, celebrity, and brand</td>
</tr>
<tr>
<td>4. Meaning transfer model (McCraeckin 1986)</td>
<td>Process of transfer of meaning from celebrity to product and to consumer</td>
<td>Transfer process of meaning from celebrity to product to consumer</td>
<td>The higher the perceived match between symbolic properties of the product and celebrities meanings drawn from his/her assumed roles, the higher the likelihood of consumer’s consumption and appropriation of product’s meaning.</td>
</tr>
</tbody>
</table>

Source: Adapted from Kumar, A. Biswas et al. (2009)
Celebrity endorsement is a technique to pursue the customers but to understand the buying behaviour of customer is the toughest task for a marketer. It is possible to identify the factors, which influence purchase decisions, but it is very difficult to know which factor influence when as different factors may influence different individuals at different way.

Marketers pay millions on advertising and especially on celebrities, expecting they would bring magic to the product and services they endorse to influence the customers. The celebrity endorser help to induce customers recall and easy recognition of the products but actually it depends on the judicious use of the celebrity and the endorsement gate way.

2.5 Conclusion:

Celebrity endorsement is the new way of marketers' communication process to the consumers. Since the start of the practice of celebrity endorsements, the brand endorsements has gradually increased and the power of the celebrity to influence the consumers is also highly acknowledged. The celebrity can bring well exposure to the products and influence the customers buying decision The reason is the attributes of the celebrities and their unleashing power to put quality on the products. The research and analysis explained the various aspects of celebrity endorsements to make it even more practical and result oriented. As the celebrity can amplify the benefits of the product, so also they can tarnish the image or overshadow the products. The success of the endorsements varies and subject to the appropriate mixture of the selection of the endorser and brand. The literature consulted on celebrity endorsements explains both the positive and negative effect but right celebrity with right perspective may be effective and successful to influence the customer decision.

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