CHAPTER THREE

REVIEW OF LITERATURE
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A good research is one that has given adequate importance and time to dig into the earlier literature available in that discipline. Research studies are said to be empty without proper literature search.

The literature for this research study has been collected extensively over a extended period and all the literature were reviewed and organized under different headings, for the convenience of the readers and future researchers in this field. The different headings under which the literature has been reviewed are as follows:

- Celebrity Endorsement
- TV advertisement
- Brand Management and
- Consumer Behaviour

3.1.1 Review on Celebrity Endorsement

Till and Busler (1998) observed that messages conveyed by celebrity image and the product message should be congruent for effective communication. Special attention should also be paid to employ celebrities who have a direct connection with their endorsed product and who are perceived to be experts by the target audiences. If there is no congruency, then the audience remember the celebrity and not the product.  

Belch and Belch (1995) pointed out that attractiveness encompasses similarity, familiarity and likeability. Similarity is the supposed resemblance between the source and the receiver; familiarity arises through knowledge of the source via repeated exposure. Likeability occurs from affection for the source due to their physical appearance, behaviour or other personal characteristics. Source attractiveness leads to persuasion through a process of identification and the receiver is motivated to seek a relationship with the source and adopts a similar position in terms of beliefs, attitudes, preferences or behaviour.  

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3.1.2 Characteristics of the Celebrity

Joseph (1982) stated that physically attractive celebrities have a positive effect on evaluations and opinions of a product. An attractive celebrity is likely to be an especially potent source of brand image because of the dual benefit of their celebrity status and attractiveness. Physically attractive celebrities have a positive effect on the products and brands with which they are associated. Celebrity attractiveness is related positively to brand image; on the basis that brand image is related positively to brand equity, celebrity attractiveness has an indirect and positive effect on brand equity.³

Brian and Busler (1998) examined that use of an attractive spokesperson has a positive effect on brand attitude and purchase intentions. At the same time expertise dimension is more important than physical attractiveness for matching a brand with an appropriate celebrity endorser.⁴

McCracken (1989) developed a model based on meaning transfer that is of particular significance. In McCracken model the process of celebrity endorsement takes place in a series of stages. In the first stage the celebrity draws meaning from their public persona. In the second stage this meaning is transferred from the endorser to the product and the process of creating a product personality takes place, based on the symbolic properties conveyed by the endorser. In the third stage these meanings are transferred to the consumer who identifies with those symbolic properties and the process of transfer of meanings from endorser to product/brand to consumer is complete.⁵

Ramesh Kumar (2003) points out that there are a number of conceptual aspects which marketers need to consider before finalizing on celebrity advertisements. The clutter of advertisements in a category, the characteristics of the celebrity, the target segment and the objectives of using a celebrity are some of the important considerations while applying group concepts of celebrity advertisements.⁶

David and Austad (2004) found that endorsement advertising effectiveness can be strongly influenced by consumers' inferences concerning whether the endorser truly likes the product.
Advertisers, on the other hand, often appear to be satisfied with merely creating an association between a popular endorser and their product with the hope that the endorser's positive image will somehow on the product. Advertisers should put more effort not only into choosing endorsers who are well matched with products, but also into making strong arguments and believable explanations for why endorsers truly do like the products they endorse.\(^7\)

Chung and McDonald (2002) suggested that multi-celebrity endorsement advertising may appeal to multiple audiences. Given that an advertiser can afford to employ a number of celebrities, multi-celebrity endorsement advertising may help the advertiser build a sense of consensus, avoid audience boredom, and appeal to multiple audiences.

Once the marketer decides to use multiple celebrities rather than a single celebrity, the issue of which celebrities to be chosen naturally follows. Marketers will have to manage carefully the fit between the endorsed product and each of the endorsers in order to effectively appeal to the intended segments without confusing audiences about the product or brand image.\(^8\)

### 3.1.3 Celebrity Effect

Friedman and Friedman (1979) hypothesized and found that the use of a celebrity endorser would lead to higher believability, more favorable evaluation of the product and advertisements and a significantly higher intention to purchase the product than advertisements using a non-celebrity endorser.\(^9\)

Atkins and block (1983) proposed that a celebrity endorse for a brand of alcohol, produced consistently more favorable ratings for the advertisement and product than non-celebrities endorsers.\(^10\)

McCracken (1989) pointed out that the celebrities contain powerful and multi-dimensional meaning that they deliver along with their persona, which depends on the status, class, gender, age, personality and lifestyle types. Some celebrities have represented not only a single meaning, but also an interconnected set of meanings.\(^11\)
Alyque Padamsee (2007) stated that this is a celebrity-driven world. And by association with a celebrity brand can get into the consumer’s mind; connect with them emotionally.\textsuperscript{12}

Kaikati (1987) pointed out that given the extensive use of celebrities for such objectives as getting attention, improve a brand image, and positioning a brand, it is important that celebrity/product pairings are widely considered.\textsuperscript{13}

Arun and Meenakshi (2006) observed that people look up and watch the advertisement of even an obscure brand when the familiar face of the celebrity pops on the television screen. The advertisement and even the brand sometimes, is talked about. There is certainly an initial euphoria when a celebrity signs up for a brand and this is good for any brand, very well known or absolutely fresh. But celebrities do not come cheap and even at exorbitant prices, they agree after lot of persuasion. And celebrities have immense potential to shape the brand identity because of people’s affiliation towards them and their inclination to believe them.\textsuperscript{14}

Kanika Gahlavt (2004) stated that the demand for 'instant recall' has made celebrity endorsement the latest buzzword. Indian advertising cinema or brands want celebrities that are real. The associative value of a celebrity with a brand, even when it has nothing to do with the celebrities expertise, is accepted because stars treated as the gods, in India.\textsuperscript{15}

Adrian Terron (2004) pointed out that celebrities are the conduits that convey brand’s advertising message. Far too much depends on the ability to mesh the celebrities’ traits with the products’ positioning and the consumers’ ability to accept it as a reflection of their self-image and aspirations. Perhaps consumers are merely looking to be entertained during the commercial break as a compensation for interrupting their favorites programme. Celebrity endorsement is a technique.\textsuperscript{16}

Hamish Pringles (2004) stated that celebrity endorsement acts as a signpost to quality and can significantly enhance the reputations of a brand. In using products which have a celebrity association, consumers get a little bit extra in terms of imagery, aspiration and entertainment and this is often just enough to tip the balance in favour of one brand instead of its competitors on the supermarket shelf or in an internet search engine return.\textsuperscript{17}
3.1.4 Indian Studies on Celebrity Endorsement

Tamizh Jyothi et al. (2006) conducted a study to know the consumers' attitude towards foreign celebrities in Indian advertisements. The data were collected from 238 respondents in which 107 are male and 131 are female. The result shows that there is some relationship between the consumers' purchase intention of the product and their attitude toward foreign celebrity endorser.

The foreign celebrities may be used to attract the attention of audience immediately but remembrance of the advertisement may be difficult because, the presence of foreign celebrity in the minds of the consumers may be for shorter period.

Jayashree and Rajni (2003) conducted a study in February and March 2003, among 60 college-going students in the age group 18-25 years at Ahmadabad, Vadodara and Nadiad in Gujarat.

A convenient sampling method was used and the data were collected with the help of structured questionnaire. The popularity of film stars and cricketers was calculated on the basis of the proportion of recall of advertisements endorsed by them. Among cricketers, India's all-time favourite master Sachin Tendulkar scored the highest. Study concluded that Celebrities certainly aid brand recall, but overall film stars are more durable than cricketers.

Subhadip Roy (2006) conducted a study to find out the factors which govern the perception of students about celebrity advertising. Primary data were collected with the help of a survey conducted in Hyderabad. The target population was restricted to 100 number of MBA students. Study findings indicated that celebrity advertisements are good to watch and usage of celebrities in advertisements strengthens the image of the brand. But few of the respondents were think that celebrity advertisements are a marketing gimmick only.

Devashish Gupta (2003) pointed out that a celebrity may be successful in drawing the attention, creating interest and desire into the target market and also may be able to really penetrate the target customer's perceptual mapping.
But action will take place only when the need arises. That is, a celebrity endorsing a brand not necessarily considered necessary at a particular point in time by a consumer does not force a 'buying decision'.

Jagdeep Kapoor (2007) suggested that it is a good idea that a cricketer (or, for that matter, any celebrity) goes in for fewer brand endorsements-not in a 'forced' manner, but as a matter of strategic 'choice'. What is important is that both the brand and the celebrity succeed, in the minds and hearts of consumer. That is where brands are built.

Secondly, credibility is more important than the celebrity. Whether it is a product brand service brand or a person brand, the credibility of the brand is what makes it us the minds and hearts of consumers. It makes better sense for a celebrity to focus on his performance and enhance his own-and the brand's earnings and image. For this, he needs to be selective, prudent and focus on fewer endorsements.

Srinivas Cheedi (2004) explained that celebrity endorsement is a frequently used approach in marketing for the purpose for brand building. There are many risks associated with such endorsements. The brand could take a slide just as quickly as it moved up the consumer's mind. There are many cases of brands falling in the marketplace despite well-known celebrity endorsing them. The downslide could be caused by a number of factors like image conflict, image dilution, image overshadow and image failure. But handled properly, such endorsements have several advantages like brand awareness, credibility and emotional bonding with customers.

3.1.5 Cricket Vs Bollywood Celebrities

Pranesh Misra (2007) dwelled on how Bollywood celebrities are edge over cricket celebrities. Cricket, being a competitive sport, is emotionally unidirectional, it is about winning or losing and the trappings that go with it. Bollywood deals with a wider range of emotions, thus offering a richer array of themes like comedy, love, righteousness, rebellion, fantasy, escape, social mobility, and so on. As a result, Bollywood is so much more flexible for use in commercial communications.
Purvita Chatterjee (2007) suggested that advertising and branding in films is more effective because of its time frame, repeat value and various other media of re-runs compared to cricket, which have a limited shelf life. Cricket is a high-risk, low return mode of marketing with the high level of interruption due to commercial breaks, power cuts, cable operator limitations and channel surfing, whereas films allow brand to market themselves to their audiences with minimal obstruction and optimum level of attention.

Meena Kaushik (2007) stated that brand Sharuk Khan represents accessibility, interactiveness, youthfulness, romance, hope and optimism of the lover. He awakens people’s need to experience the world through the eyes of romantic and to see the world as a beautiful wonderful place.

Harisa research (R K Swamy’s research wing) conducted a ‘celebrity Track’, and ranks celebrities on factors such as recognition and likeability. The research agency has polled over 2,000 respondents in 50 cities. The study has tried to assess popularity on three factors: celebrity recognition, affability and image. Bollywood icons score higher on the popularity meter compared to their counterparts from the world of cricket.

While the findings rank Amitabh Bachchan, Sachin Tendulkar and Shah Rukh khan as the top three all-India personalities, the top three actors and actresses categories were dominated by the Amitabh Bachchan, Shah Rukh khan and Aamir Khar, and Kajol, Aishwarya Rai and Hema Malini, respectively. Among cricketers, Sachin Tenduldar, Kapil Dev, sunil Gavaskar and Saurav Ganguly are in the Top 10 list.

Samidha Sharma etal (2007) stated that Criketers’ are losing their advantage in brand endorsement. In 1999, 90% of endorsement money went into cricket, by 2003 it became 50-60%, now it’s fewer than 30% and it will drop to 10% sooner than expected.

Bollywood which totals up almost 70% of the endorsement, including the South Indian stars, is already very large. The endorsement rate, per brand, for Actor Chiranjeevi (over Rs 1 crore) is higher than an average Bollywood film star. In fact, brands may look at regional stars as an alternative to cricket celebrities. Regional film actresses and actors charge anything from Rs 25-45 lakh per brand.
3.2. Review on TV Advertisement

3.2.1 Role of Advertising

Tarun Rai (2007) stated that as long as product differentiation needs to be established, advertising will continue to have a pre-eminent role to play. The role of advertising has become sharper, media has fragmented - too many channels, too much competition. Dying concept of brand loyalty makes the task for brand building that much tougher.

The role of advertising is no longer merely to inform or create awareness. "It should amuse, move, charm, surprise or persuade people to buy a brand. It has to surprise, entertain, tell stories, connect emotionally, envelope the product in cultural contexts and, finally, it has to build the business."44

Piyush Pandey (2007) indicated that the most important role that advertising has to play is to take the brands to consumers hearts and make them (brands) endearing. And, this can be done by establishing a relationship between the consumer and the brand. When the brand comes with new propositions or value additions, the consumer cheers for it.45

John and Slater (2003) suggested that the advertisement must do more than simply communicating information. The advertising must reinforce what consumers already know and feel about the brand and strengthen their resolve that they consistently make the right choice by buying it. The advertisement strengthens their attachment to the brand by depicting pride, satisfaction, positive experiences, strong user imagery, and strong brand personality.46

Jean Marc Lebu (2006) states that advertising is potentially a powerful and wonderful method of communication. It acts as an amplifier, attracting the attention of consumers and in the best cases of to win their interest, stimulate their desire and ultimately prompt them into action.47

Rajita Chavdhuri (2008) suggested that great advertising may not add new features to the product, but it makes it desirable by changing people’s perception about it. It's the invisible hand that steadily builds the product.
Continuous advertising sustains market leadership. A great product is necessary to make a mark but the one who advertises the most, the one who creates the maximum noise, wins in the long run. There is simply no alternative to an effective advertising campaign. Kotler (1994) stated that advertising is an activity that is aimed at creating awareness and thereby arousing interest in a product, a service or an idea to elicit the desired sales response from the target audience. It gives a competitive edge to the product by presenting it to the target audience in the most attractive way possible.

Harish Bijoor (2007) pointed out that advertising has evolved a great deal over the years. Advertising has moved on and today it is all about entertaining. Advertising needs to entertain but it has to sell as well. Advertising must be crafted carefully based on consumer insight and behavior. “Consumer demand is the source of revenue for advertising.”

3.2.2 Advertisement Liking

Kim and David (2008) investigated that what contributes to advertising likeability and advertising dislike ability in India by surveying the respondents in Mumbai. The study revealed that the Indian respondents have a positive attitude towards advertising in general. The study identified seven likeable attributes namely ‘entertaining’ ‘warmth’, ‘strong/distinctive/sexy’, ‘soft sell’, ‘relevant to me’, ‘trendy/modernity/stylish’, and ‘status appeal’. For dislike ability the adjectives in this attribute are mostly behavioral related. The liking and disliking of the television commercials is attributed to general Indian values, family values and religious adherence.

Walker and Dubitsky (1994) determined the relationship of liking and persuasion to be more a function of prior brand attitude than an effect of the advertisement. However, he assumed that ads that are better liked are more likely to be noticed and remembered.

James Mundell et al. (2006) stated that advertising has a significant effect on brand choice, regardless of whether it is processed with high or low levels of attention.