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1.1 Introduction

The modern India with its modern consumer is bountifully growing due to rising growth of internet users. Today it has the consumer with tremendous shifting nature thereby consumer engagement is amplifying in the eyes of the marketers. To which lot of trends and changes in strategies are visible in the latest era, like interactive content where customers can read and interact simultaneously, also mobile video is another platform of marketing which is picking up the pace, which has given rises in individuals facebook feeds that is reaching to approx 95% of video content and live streaming. Marketing also takes use of robots which in many a face works same as human behind the screens and leaves bare difference between virtual and augmented reality content. Digital India 2017 report, claims customer engagement is the prime goal of 63 % of Indian marketers . Social Media marketing and Email marketing being the top of marketing activities list and digital marketing budget investment to shoot more than 21%.

The latest trend globally also moves towards nicher way of marketing with the use of technique known as Influencer Marketing. Though here instead of target group brands do try to connect with the individuals, it isn’t a low budget affair. Forbes reports according to the recent survey 84% of marketers plan to implement one influencer campaign in a span of a year. Under this you can see brands hiring a lovable and influential social media personality to speak about their brand, in a way endorsing the brand . Market watch claim in Social Media Week says only a single endorsement campaign can increase the sales volume to 4%. This is very reason why even a small business unit can’t deny the benefits of a celebrity associated to their brands. Celebrity stirs up consumer confidence and thereby results to added brand loyalty. The perceived legitimacy increases from the celebrity endorsements, hence results to a minimum of 0.25 stock rise by just revealing the news of such associations in public, without implementing any changes to the product than before.

The top 10 most watched advertisements, according to Forbes India and Google’s Youtube Ads Leader board which resonated the Indian audience for 4 Lakh hours of watchtime. This included ads of brands like Bajaj V, Amazon Apni Dukan, Make My Trip – Befikar bookkar, Royal challenge Sports Drink, Hitachi Home by Badshash, Mauka Mauka- Star Sports, Pepsi, LG share the load and Samsung Galaxy S7. The majority of these most watched ads had the presence of celebrity in to it, pleasing the target group with their appeals and match up with
their respective associated brands. The use of celebrity savoury reputation is not just a modern concept, it had been visible since 18th century.

India is a country where celebrity is been idolized as God therefore it is more often seen that marketers and very keen in tapping this emotional connect between their audience and celebrity. This has now become an indispensible part for majority of brands marketing communication strategy. To the extent that the Stem Cell Firms are rapidly growing the brand footprint due to the presence of celebrities like Aishwarya Rai Bachchan and A.R. Rehman in it. Even Government campaigns for public services are having Big B Amitabh Bachan for it Swachh Bharat Abhyan, Sachin Tendulkar endorsing National Mission for Clean Ganga and like wise Mr. Perfectionist Amir Khan for Incredible India- Atithi Devo Bhava campaign. Further adding feather to the cap even Security Exchange Board of India( SEBI) allows celebrity endorsements in Mutual Funds from March 2017 onwards, but with new ad codes too. SEBI opens up for endorsements at industry level not at individual brand level i.e. AMC, declaring the need of creating Mutual Fund awareness, through declaration of performance related information about the product through its ads.

Celebrities are also fetching being an angel ambassadors for start-ups under co-ownership model, wherein the celebrity owns a share in the businesses too, and this route will likely rise more due to the Make in India Campaign promoted by the Indian Government. Many Celebrities own the stake in the business in spite of the end in the endorsement deal, for instance Salman Khan owns his stake in the travel portal Yatra.com also Master blaster Sachin Tendulkar has his stake in UAE based travel portal. Chinese Smartphone brand VIVO took an aggressive marketing moto this year to which they associated its newly launched V5 – a selfie focused smart phone with Ranvir Singh, to showcase the story line of two travellers and it 20 MP moonlight feature to the audience. The brand VIVO intends to take Ranvir Singh as it endorser as the brand ethos matches with this celebrity’s personal spirit. The brand spends INR 350 crore in the year 2016, and still plans to raise it higher towards the coming year.

Indian audience today is witnessing Irish actor Pierce Brosnan, promoting Pan Bahar an pan masala brand. Deepika Padukone to Priyanka Chopra, Ranvir Singh, the top three Khans, the leading list of bollywood female and male stardom, to the cricketers and other sports winner have always been a big idol for India. Form an inner wear to cement, Automobiles to tobacco none of the categories seems to be adopting a non-celebrity route of marketing
communication. These celebrities insert the association of celebrity with the brand in to our memory system. The industry uses the scores to calculate the ad recall, wherein the interesting memorable ad may not be the same to that claims to be an effective ad. But in all this every brand values these above mentioned scores and awards as these awards and scores or even the statistics of views of ads, tags them with various titles of being most trusted and loved brands and through this they personifies themselves to be more closer to its customers.

1.1.1 Teenagers

A young person between 13 and 19 years old is termed to be a teenager

There are lot of reports and perceived notion about the teens always busy texting and tweeting all day round, but this is not true there are many more things that they are indulged in to and interested in too. Its been talked very often about their switching behaviour and been blessed with lot many opportunities around them, due to which they seem to stay less focused and loyal. It is believed that they abandon many old medium of entertainment like Television for the new updated modes of entertainment, but surprisingly Neilson’s 2009 report on How Teens Use Media- A report on the myths and realities of teen media trends, proves it to be a myth. The second myth that they talk about is teens over usage of internet than adult, according Neilson report the claim stands false as the teens on an average have an online time of 11hrs and 32 minutes per month in comparison to their counterparts , the adults having online time on internet for 29 hours. The report further states the teens view less videos than an adult, but recall Ads better than the adults, which means they have higher concentration than adults. They do admire more the traditional medium like TV, Newspaper and radio for advertisements than the adults. Out of teens who viewed the ad, there are 44% more likely who say they liked the advertisement they view. The teens like games but they like playing a video game with music , in which racing games being their favourite. Teens are rebelling but to the surprise their choice of TV shows and website do match with their parents, so this proves that they are highly influenced by the people around them, it can be their parents, teachers, friends, peers. Thus Teens need not to be considered as aliens always. The marketers have made a radical assumptions that teens behave very different from their parents and other consumers . But the fact is teens are different but they are not bizarre/ wacky, they are Digital-Natives , super flawless communicator as well as multi-tasker.

- Around 36% of the world’s adolescents and 38% of its youth reside in China and India
According to census India 2011, the total Indian population is 1205.6 million out of which adolescents (10-19 yrs) are 236.5 million which is 19.6% of the total population and youth population (15-24 yrs) is 229 million which is again 19% of the total population. And together adolescent and youth are referred as young people.

Few findings of McAfee's Tweens, Teens and Technology 2014 report reveals that teens tend to keep up the social pressure, they feel popular/important when get lot of likes on their social media page/uploads, where as also feel depressed, their percentage lies 72% and 58% respectively. In this seeking attention intention 92% drag themselves to riskier activities of posting content online and 49% eventually would delete their uploaded post. 71% of these teens interact with those people online whom they don’t know. The teens are very keen in making money and being rich, they also carry a huge spending power. They are individuals with more access to information through multiple platforms, as they are growing up in the internet world. These teens are huge population in India and are young and very lucrative market full of buyers, they build strong relationship with the brand. This brand savvies positively lead to brand purchase. The ads are relatively more noticed by the teens in India and thus have greater impact on their spending, which is visible in the growth of buying health drinks, shoes, fashion, lifestyle and electronic products.

According to the poll conducted by TIMESLife! In five major metros of India, some surprisingly interesting facts were revealed. Among the cities Delhi, Mumbai, Chennai, Kolkata and Bangalore surveyed, Kolkata teens are the only people who save out of their allowance of Rs 2000, wherein girls save up to 13% whereas boys save up to 9% of their allowances. Rest none of the above mentioned major cities teenagers have the tendency of saving. Mumbai Teenage Girls spend maximum on clothes and they lead in the spending habit than the rest others of the country. Delhi teenager and youth spend more on beauty treatments and cosmetics. Most college going teenagers from affluent group from delhi and Mumbai have a debit or credit card, the bank statement goes to their parents. They have lot of peer pressure which is even reflected their choice of a brand and also new purchases depends on how much did their fellow mates purchase. Bangalore Teenagers and youngsters spend more on cafeteria, since there is lesser hangout spots or beaches in Bangalore for them. These youngster carry a belief that swiping a card can buy them anything PSP games, different coloured shoes, ipods, perfumes, and they are all very brand conscious. According to Trading Economics India is ranked 8th globally in the spending habits parameter, Australia leading the race, followed by Brazil, Canada and China.
The Teenagers form a different set of attachment, the first being the primary attachment which they form with their family and friends, and whereas the secondary attachment is formed with famous person including the media celebrity (Erikson, 1968). During their teenage according to (Adams-Price and Greene, 1990) celebrities play a major role in their Self-Development. (Boon and Lomore, 2001; Caughey, 1994) proves celebrities to be teenagers ideal Self-image, and there by they tend to develop personality traits, physical appearance, values and attitudes as that of their idols.

Consumer Socialization research reveals some interesting facts about teenagers and children. Teens from 13 to 16 years start understanding the persuasive intention behind an advertisement, they are too cynical about advertisement, for they being well informed about teen oriented brands as well as adult-oriented brands. They are updated with consumption symbolism of brand and sub brands along with the product category (John, 1999). (Hofstede, 1984) claims US and European to value individualism in the content of the advertisements, where as the Asian countries believe in collectivism thus more often family bonding appeals them the most, but interestingly beyond all this (Choi et al, 2005) says Asians love being in mainstream, and since celebrities equals to the meaning of popularity, and this meaning successfully gets transferred to consumers and encourages them to purchases.

1.1.2 Concept and definition of Consumer Perception

Customer perception refers to the process by which a customer selects, organizes, and interprets information/stimuli inputs to create a meaningful picture of the brand or the product. It is a three stage process that translates raw stimuli into meaningful information.

"The entire process by which an individual becomes aware of the environment and interprets it so that it will fit into his or her frame of reference." (Walters et al., 1989).

Perception occurs when sensory receptors receive stimuli via the brain, code and categorise them and assign certain meanings to them, depending on the person's frame of reference. A person's frame of reference consists of a/l his previous held experiences, beliefs, likes, dislikes, prejudices, feelings and other psychological reactions of unknown origin (Van der Walt, 1991).

"Merely seeing or hearing, however, cannot be referred to as perception. Perception is seeing or hearing it in terms of a person's frame of reference." (Van der Walt, 1991).
The three concepts of consumer perception are exposure, attention and sensation. Exposure happens when consumer is exposed to advertisement or brand either accidentally or deliberately by the company. Attention is when viewer allocates mental capacity and pay attention to the exposed thing. And when some response is been shared by the sensory organs of the viewer (eyes, nose, ear, mouth, touch) is referred as sensation.

The perception happens with the occurrence of the three stage process (a) Perceptual Selection (b) Organization (c) Interpretation. The first step in this process is Selection, what to see and what not to is the choice of the customers, here is where the advertisers try to be out of the box innovative, or try to be loud and visible enough to the customers. So as to reach a stage of being noticed at the initial level. Then comes the Organizing stage in the process, there are thousands of thing that is been visible to the consumers on day to day basis, the viewer in this stage organizes all the things viewed based on their interest immediate need and priorities. They organize and store the content exposed to them in such a way to create a meaning out of it. The third stage is interpretation, wherein the customer interprets the viewed and organized information on the basis of their own set of frame of references. And these set frames come from experiences and varied demographic individual variables, to which the customer belongs to, thus the stored perception about a brand happens when a brand passes to the perceptual process of being selected by the customer, organized well and interpreted in a positive way.

Various researches have proven the positive impact and positive influence of celebrity endorsements in advertising. The factors of celebrity like attractiveness, trustworthiness, expertise gears up in gaining a positive perception for the brand. The customer most often rely on the endorsers with highest trustworthy factor, therefore the marketers go for the celebrity who is highly trusted by its target audience, so that the Meaning transfer occurs between the brand and its Celebrity used therein.

1.1.3 Concept and definitions of Celebrity Endorsement

Endorsements are a form of advertising that uses famous personalities or celebrities who command a high degree of recognition, trust, respect or awareness amongst the people (Economic Times of India)

"Person known to the public for his accomplishment in areas unrelated to the product class endorsed." (Friedman, Termini, and Washington, 1976)
“Any individual who enjoys public recognition and who uses this on behalf of a consumer good by appearing with it in an advertisement.” (McCracken, 1989).

Celebrity endorsement is a particular strategy used by marketers to advertise a product from such a platform through which consumers can associate themselves with the brand value from the perspective of the celebrity personnel (Kotler, 2006).

Using well-known and admired people to promote products is a widespread phenomenon with a long marketing history (McCracken, 1989).

Celebrities are the people who enjoy public recognition by a large share a certain group of people and they have distinctive characteristics, such as attractiveness and trustworthiness (Silvera and Austad, 2004).

Celebrity has an ability to transfer their image to a specific product that is being advertised (wheeler, 2003).

The concept itself of celebrity endorsement is been recognized by marketers because it has an effect that influences the message the company is trying to send from someone that consumer feel a sense of similarity with, here the consumer tend to evaluate information from the communicator, which they have a similar, goal interest or lifestyle with greater than someone they don’t (Erdogan et al, 2001)

A well known person tend to have a greater effect on consumer buying behaviour (Mc Cracken, 1989).

More customers can relate especially if people more easily can identify themselves with this particular person (Erdogan, Baker and Tag, 2001)

Celebrity endorsement has been recognized as ubiquitous feature of modern-marketing (Mc Cracken).

The celebrities are effective endorsers because they are viewed as highly believable, likeable pursuable and trustworthy (Silvera and Austad, 2004).

Celebrity endorsement might vary when it comes to fit between the celebrity and the advertised product as well as the level of effectiveness on purchasing behaviour (Till and Shimp, 1998)
The fit between the celebrity and the brand are integrated (Soderland, 2003)

Consumers’ associate varying degree of credibility with different information sources, it has become imperative that a company must select the right spokesperson to deliver a persuasive message through appropriate media to make the advertising campaign effective (Dean, 1999).

1.1.4 Concept and definitions of Branding and Brand building

“A brand is a name, term, design, symbol, or any other feature that identifies one seller’s good or service as distinct from those of other sellers” (American Marketing Association)

“Branding is endowing products and services with the power of a brand” (Kotler & Keller, 2015)

Brand is a known identity of a company in terms of what products and services they offer but also the essence of what the company stands for in terms of service and other emotional, non tangible consumer concerns. To brand something is when a company or person makes descriptive and evocative communications, subtle and overt statements that describe what the company stands for. For example, is the brand the most economical, does it stands for superior service, is it an environmental responsible provider of x,y,z service or product. Each communication is deliberate in evoking emotion in the receiver to leave him/her with an essence of what the company or person stands for. (Donna Antonucci)

A brand symbol as “anything that leaves a mental picture of the brand’s identity. (Leo Burnett)

Branding can be divided into old and new: Old branding. Advertisers shouting carefully pedicure messages at consumers who don’t want to hear it. New Branding. Advertisers humbly listening to what consumers tell others the brand is and back up with real action (like repeat purchases) and incorporating appropriate innovations so their products continue to earn consumers’ loyalty and word of mouth. (Dr. Augustine Fou – Marketing Science Consulting Group, Inc).

A brand is a name, term, sign, symbol, or design or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of the competitor (Phillip Kotler – Author of Marketing Management).
Brand building is to create awareness establish and promote the company by applying unique strategies. It is to enhance the brands equity using campaigns using and advertisements. It being the visual voice of the company brand is very crucial for the company. In todays modern marketing there are various model available as a tool to build up a brand. As measuring, developing and implementing multiple marketing programs for the same brand is a very tedious task in the era of competition. Therefore it is very crucial for the marketing manager to examine the impact of marketing programs laid by them having effect on the brands value, there by the managers very vigilantly go for Brand Positioning, stating how to guide the entire integrated marketing and to gain the optimum advantage from it. Further develops Brand Resonance to create intense relationship, loyalty and active make its customers involve with the brand. And further to trace its value creation process they make Brand Value Chain, including Equity charter and report as a manual for the employees to follow and implement it too.

Giving brand a face is a proven strategy that leads to increase in its sales and also gain higher market share. A celebrity also leads to higher brands recall, increases its familiarity, credibility and brand recognition. Its commonly believed by the advertising experts that marketing message delivered through a celebrity brings in greater appeal and attention too. The quick transfer of message to its audience is a very important criteria.

Celebrity acts as an implicit factor to enhance and reinforce brands image. A celebrity puts in a nutshell the familiarity of their Experience to use the brand. The presences of celebrity help in creating perception about the class and type of users, in another word it brings in User Profile to picture, for its customers. Famous personality adds up to Brands Efficiency Belief. Their presences also make a brand to be a Distinctive brand, Successful Brand, an Effective product and a brand with relative higher added values.
1.2 Background of the study

India being the young country the major population of India in youth average age of Indian population is 24.3 & it would be age of 30 by 2050. Free Liberalized economy. The attitude of the youth is positive towards purchase as they are born in a free liberalized economy with wider array of products, higher service users and wider exposure to the world around them.

“Impact of celebrity endorsement on overall brand”, is a significant one. The increase of celebrities endorsing brands has been steadily increasing over the past years. Marketers overtly acknowledge the power of celebrities in influencing consumer-purchasing decisions. It is a ubiquitously accepted fact that celebrity endorsement can bestow special attributes upon a product that it may have lacked otherwise. The Television Audience Measurement Media research found a 54 % growth in celebrity advertisement in 2011. Celebrity is used to impart credibility and aspiration values to a brand, but the celebrity needs to match the product. A good brand campaign idea and an intrinsic link between the celebrity and the message are musts for a successful campaign. Celebrities are no doubt good at generating attention, recall and positive attitudes towards advertising provided that they are supporting a good idea and there is an explicit fit between them and the brand. On the other hand, they are rendered useless when it comes to the actual efficiency of the core product, creating positive attitudes to brands, purchase intentions and actual sales. Certain parameters that postulate compatibility between the celebrity and brand image are: Celebrity’s fit with the brand image, Celebrity—Target audience match, Celebrity associated values, controversy risk, Celebrity popularity, physical attractiveness, credibility, Celebrity prior endorsements, Whether celebrity is a brand user and also Celebrity profession.

But this would not be enough as consumer’s perception matters a lot. Perception is not good or bad, right or wrong, it is just the way someone judges an experience based on their value system of what they believe should happen. Since people are unique, each of their perceptions are unique and this uniqueness lead companies to overcome the gaps prevailing.

1.3 Definition of Problem

A great deal of work has been done in the area of effectiveness of celebrity endorsement & its fit, also Industry specific or geographic based studies on the celebrity route has been done. Moreover it has been found in the literature that, studies mostly pertain to U.S., U.K. and other foreign lands. But very less efforts has been made in Indian context, specifically
Gujarat based. Barely studies till date focus on consumer’s perception towards celebrity endorsement. Growth in consumerism and brand proliferation in teenagers, all the more makes it worth for the marketers to target them, but hardly any research has been made on teens as a specific Target Group Audience (TGA). Thereby the major problem of the research was to study teenagers perception towards celebrity endorsement, with regard to multiple variables, wherein again studies with multiple variables has been hardly done. Further the problem of the research was to study the impact of celebrity endorsement on brand building

1.4 Objective and the scope of the studies

Objective:

1. To study Teenagers Perception towards Celebrity Endorsement
2. To study Celebrity endorsements impact on brand building for teenagers.

Sub-objective:

• To study association between demographic variables and perception
• To study association between demographic variables and presence of celebrity leading to brand building
• To study whether celebrity’s impact differs based on demographic variables.

1.5 Scope of the Study

The research focus on consumer perception with respect to teenager’s selection, organizing and interpretation. Keeping the assumption that these three are the process of perception, that too specifically for celebrity endorsement and its impact of brand building with respect to consumer salience, imagery, judgement, Feelings and resonance. Further the respondents selected are based on non-probability based convenience sampling technique from the four select cities Ahmedabad, Rajkot, Surat and Vadodara. These four cities according to census 2011- state Gujarat are stated to be the large metropolitan region of Gujarat. Ahmedabad (municipal corporation, (M.C.)) ranking first in regard to population followed by Surat (M.C.), Vadodara (M.C), and Rajkot(M.C.). The research results in the thesis are purely
based on 332 qualified samples from above mentioned large metropolitan cities of Gujarat only. Though the survey was conducted on 500 teenagers, only 332 qualified respondents were further considered for the analysis purpose.