5.1 Finding and Interpretation

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5.2 CONCLUSION
5.1 Finding and Interpretation

5.1.1 Key Findings and Interpretations from Frequency Analysis

- Demographical analysis and its interpretation

The 500 teenagers survey were from select cities of Gujarat state, out of which 332 respondents qualified further, therefore the sample size of 332 were further analysed for which the sample size calculation and its justification is been mentioned in the chapter 3, section 3.6.2. These teenagers were further classified in to many demographical variables and the details of the classification and the derived interpretations are as below

- The teenagers based on the courses they attain were divided in to three groups $8^{th}$-$10^{th}$ std school goers, $11^{th}$-$12^{th}$ school goers and college goers. Out of the total 332 teenagers 125 teenagers were from $8^{th}$-$10^{th}$ std, 102 teenagers were in their $11^{th}$-$12^{th}$ std and the remaining 105 were in their college life. This classification was made to fulfil the objective of does the demographic variable, here the course they attain make any differences in their perceptual level and thereby have any differential impact on brand building due to the presence of celebrity for endorsements

- Based on the age group these teenagers from select cities of Gujarat state were classified in to two 13-16 years and 17-19 years. In which from the total of 332 respondents 176 were in their age group of 13-16 years and 156 of them were in their age range of 17-19 years. This classification was made to fulfil the objective of does the demographic variable, here the age does it make any differences in their perceptual level and thereby have any differential impact on brand building due to the presence of celebrity for endorsements was analysed.

- Further these teenagers were classified in to two groups based on Gender. Out of 332 teenagers, 195 of them were male and the remaining 137 teenagers were female. This includes all teens from across select cities of Gujarat, as well as those of school goers and college goers too. This classification was made to fulfil the objective of does the demographic variable, here does gender make any differences in their perceptual level and thereby have any differential impact on brand building due to the presence of celebrity for endorsements was analysed.
The **Location** based classification was done to cover the apt population total of the Gujarat state. Thus based on Census report, 2011 these teenagers were chosen from the four major cities Gujarat state, which according to the census report were quoted to be the metropolitan city of the state. From Vadodara city 79 teens inclusive of male and female were chosen for the survey purpose, from Ahmedabad city 81 teens were chosen, like wise form Rajkot city 99 teens and from Surat city 73 teens were chosen. This classification was made to fulfil the objective of does the demographic variable, here does location make any differences in their perceptual level and thereby have any differential impact on brand building due to the presence of celebrity for endorsements was analysed.

These teenagers were also classified in to the group of three based on **number of income earners** in their family. The first group had only father a single earner in the family, 231 out of 332 respondents were falling in to this group. The second group had both father and mother as earning members in their family and 54 out of 332 respondents were in to this group. And the rest of 47 teenagers had more than two members as earning members in their family, which means both their parents and may be one or more siblings were as earning members in their family. This classification was made to fulfil the objective of does the demographic variable, here does changes in the numbers of members as earning members make any differences in their perceptual level and thereby have any differential impact on brand building due to the presence of celebrity for endorsements was analysed.

- **Frequency Analysis and its interpretation**

For majority of the teenagers they did enjoy viewing advertisement, the data was analysed city wise from Vadodara city out of the total 79 respondents 71 of the teenagers agreed to the fact that they enjoying viewing advertisement and only remaining 8 said they don’t enjoy viewing an advertisement. In Ahmedabad city out of the total 99 respondents 70 teenagers agreed that they enjoy viewing advertisement and the remaining 11 teens disagree to their liking for viewing an advertisement. Out of 99 teenage respondents from Rajkot city, 85 respondents said they enjoy viewing advertisement and the remaining 14 said they don’t enjoy viewing an advertisement. In Surat city out of the total 73 respondents 70 of them enjoy and only 3 teenagers from the city don’t enjoy viewing an advertisement. Thus out 332 teenagers from Gujarat state 296 teenagers inclusive of male
and female respondents also including the school goers and college goers said they enjoy viewing an advertisement and only 36 teenagers said they don’t enjoy viewing an advertisement.

From the total of 332 teenagers from select cities of Gujarat majority did agree that advertisement does create an urge. The following are the cross-tabulation details each city wise, out of total 79 teenagers from Vadodara city 54 respondents agreed that advertisements creates an urge and the 25 of them denied to the same. In Ahmedabad city out of 81 teenagers 55 of them said that advertisements create an urge and 26 said the advertisements doesn’t create an urge. From the city of Rajkot out of 99 teens 62 agreed and 37 denied to the fact of advertisements creating an urge. From 73 teenagers from Surat 59 said an advertisements create urge and the remaining of 14 disagrees the same. Therefore from the total of 332 teenagers 230 says advertisements creates an urge and 102 says an doesn’t create any urge in them.

Television ad content and the teenagers preference for each add content was ranked. And the following were the results 131 teens ranked model/celebrity first. 88 ranked the character content in an ad, 98 ranked overall theme the fourth, punch line was ranked fifth by 78 teenagers. From the average score the celebrity/model was ranked the highest among the rest contents of advertisements.

The majority of the teens of Gujarat agreed their preference of having a celebrity in the advertisements 215 teenagers out of the total 332 agreed and 32 strongly agreed. Only the remaining either were neutral or showed their disagreement. They perceived the firm is big, it is competing and it is of high quality due to the presence of celebrity in their marketing communication.

Mean score for the statements reveals that the ads comes out to be funny when the ad has fun in to (3.795) and also when it has an attractive jingle (3.84) the ad with social messages makes out to be teenagers favourite (3.734) mostly the ad that updates the teens are most likely to be favourite with a mean score of (3.957). And this generation don’t go with the ad with an emotional appeal as scored the least mean score.
Overall teenager’s perception towards celebrity endorsement is towards agreeableness with the frequency count of 166 out of 332 teenagers agree and 6 strongly agree. To study the perceptual impact the stages were predefined and the results revealed that out of the three stages of perception namely Selection, Organization and Interpretation, the results reveal that presence of celebrity in an ad does make an impact on selection process of perceptual stage. Same happens even with organization stage, a celebrity does ad a better organizing of information in the minds of the teenagers but at interpretation stage accept for giving a positive impression to the brand and increasing the value of the brand, presence of celebrity doesn’t add much to this last third stage of perceptual process.

The following are the ranking assigned by the surveyed teens based on the mean score highest is Deepika Padukone (109.8) being first in the list of female celebrities. This means score is been calculated taking the David Aaker’s personality traits. Aaishwariya Rai Bachchan (83.2) second, third is Priyanka Chopra (81.7), followed by Madhuri Dixit (79.8) in fourth position, Katrina Kaif (78.5) stands fifth, Karina Kapoor (74.7) is sixth in the list, followed by the last Sonakshi Sinha (63). Based on the scores above and individual personality based score as mentioned previously in detail in the chapter no 4, a celebrity female can be chosen making the best product fit and also suiting the theme and appeal through which a brand tries to communicate its audiences.

In the male celebrity Amitabh Bachchan (162.5) score the highest ranking which was been ranked by the teens of Gujarat state based on David Aaker’s personality traits. Akshay Kumar (151.1) stands Second, third is Salman Khan (148.4), fourth is Shahrukh Khan (134.8), Hritik Rohshan (122.7) stands fifth in the list followed by Amir Khan (114.8) and Ranbir Kapoor (115.7). Based on the scores above and individual personality based score as mentioned previously in detail in the chapter no 4, a celebrity male can be chosen making the best product fit and also suiting the theme and appeal through which a brand tries to communicate its audiences.

Out of the four options of celebrity mode in advertisements explicit, implicit, imperative and co-present for food and beverages the most preferred by the teenagers of Gujarat is the imperative ("you should use this product") with a mean score of 0.5, and followed by implicit("I use this product") with the mean score of 0.415. For beauty products by the
teenagers in Gujarat is imperative ("you should use this product") with a mean score of 0.409.

✓ For the teenagers of Gujarat state the most preferred celebrity to endorse the food and beverages products is **bollywood star that too male** with an average mean score of (0.54) and for beauty products is **bollywood star female** with an average mean score of (0.84).

✓ To the study made for understanding whether or not does the presence of celebrity lead to brand building the results were found positive and when surveyed out 332 teenagers from Gujarat state, 181 agree and 16 strongly agree to the fact that presence of a celebrity does lead to brand building. 10 teenagers disagree to having any impact on brand building and only 1 teen strongly disagree to the same and the remaining 124 teens were neutral in their opinion.

5.1.1 Key Findings from Chi-square test and its interpretation

A] To study association between demographical variables and perception

**COURSE (Grade in that they study)**

**Selection stage of perception – findings from the 1-11 statements asked in this regard**

✓ There is no association between courses teenagers attain and their perception towards Ads with celebrity endorsements being more credible due to the presence of celebrity.

✓ There is no association between courses teenagers study and their perception doesn’t make the ad differently noticeable due to the presence of celebrity..

✓ There is no association between courses teenagers study and their perception towards ad being more convincing due to the presence of celebrity.

✓ There is an association between courses teenagers study and their perception towards ads being more believable due to the presence of celebrity.
There is no association between courses teenagers study and their perception towards presence of celebrity increasing the brands acceptance.

There is no association between courses teenagers study and their perception towards celebrity endorsements setting reminders of their endorsed products during shopping.

There is no association between courses teenagers study and their perception towards Ads with celebrities being more attractive and creative.

There is no association between courses teenagers study and their perception towards having a celebrity in an ad being more favourable

There is no association between courses teenagers study and their perception towards being motivated to buy the products if endorsed by their favourite star.

There is an association between courses teenagers study and their perception towards presence of celebrity making learning about the brand much easier.

There is no association between courses teenagers study and their perception towards presence of celebrity makes them more involved with the brand

The perceptual selection process is the first stage of perception. The following variables were taken in to consideration to frame the above 11 statements Size intensity & contrast, Repetition, Familiarity, Novelty, Exposure (avoid if not present), Attention, Defence, Motivation, learning, personality, self-image and involvement. These statements were studied to known the association between the course a teenager studies and the differential affect whether or not on perceptual selection.

The result states in majority of the statements there is no association between a course a teen studies and their differential effect on perceptual selection.
Organizing stage of perception – findings from the 12-16 statements asked in this regard

✓ There is no association between courses teenagers study and their perception towards presence of celebrity simplifies the content

✓ There is no association between courses teenagers study and a celebrity being noticed the most in the advertisement

✓ There is no association between courses teenagers study and a content of the ad being noticed the most in the advertisement

✓ There is no association between courses teenagers study and their blind belief on the brands endorsed by their favourite celebrity

✓ There is no association between courses teenagers study and their perception towards celebrities being helpful in recalling a brand.

The Organizing is the second stage in the perceptual process. Total set of 5 statements were asked from 12-16, to analyze how teenagers organize the selected information in their minds. Here the sub variables like figure and ground, grouping and simplification as these are considered as a route used to organize the information in to more meaningful way.

The results revealed that majority of the time the null hypothesis gets accepted and alternative gets rejected therefore it was found that there in no association between the course teen studies and their differential effect on perceptual organizing

Interpretation stage of perception – findings from the 17-24 statements asked in this regard

✓ There is no association between courses teenagers study and their perception towards being judgement about brand’s quality based on physical appearance of the celebrity.
✓ There is no association between courses teenagers study and their conclusion about a brand being not trendy based on absence of celebrity in it.

✓ There is no association between courses teenagers study and their perception towards Celebrity giving a positive impression about the brand.

✓ There is no association between courses teenagers study and their perception towards opinion of them stopping to buy the product wherein the associated celebrity gets involved in a scam.

✓ There is no association between courses teenagers study and celebrity endorsement affecting their evaluation of alternative brands.

✓ There is an association between courses teenagers study and their perception towards Celebrities increasing the value of the endorsed brands.

✓ There is no association between courses teenagers study and they getting affected if the brand decides to change the celebrity endorsing.

✓ There is no association between courses teenagers study and they switching to the brand endorsed by their favourite celebrity.

Interpretation is the third and the last step in the entire perceptual process occurring in the minds of the customers. To attempt to study the results of how a teen interprets the information selected and organized, the following variables were taken in to consideration, Positive impression, Recall, Evaluation, Physical appearances, Inferences(drawing out conclusions) and the Halo Effect.

The results revealed that majority of the time the null hypothesis gets accepted and alternative gets rejected therefore it was found that there in no association between the course teen studies and their differential effect on perceptual interpretation
Thus **Decision:** Here we fail to retain the alternative hypothesis thereby retain the null hypothesis, there is no association between what the teens study and their perception towards celebrity endorsement

**GENDER**

**Selection stage of perception – findings from the 1-11 statements asked in this regard**

- There is an association between teenager’s gender and their perception towards Ads with celebrity endorsements being more credible due to the presence of celebrity.

- There is no association between teenager’s gender and their perception doesn’t make the ad differently noticeable due to the presence of celebrity.

- There is an association between teenager’s gender and their perception towards ad being more convincing due to the presence of celebrity.

- There is an association between teenager’s gender and their perception towards ads being more believable due to the presence of celebrity.

- There is an association between teenager’s gender and their perception towards presence of celebrity increasing the brands acceptance.

- There is an association between teenager’s gender and their perception towards celebrity endorsements setting reminders of their endorsed products during shopping.

- There is no association between teenager’s gender and their perception towards Ads with celebrities being more attractive and creative.

- There is no association between teenager’s gender and their perception towards having a celebrity in an ad being more favourable

- There is no association between teenager’s gender and their perception towards being motivated to buy the products if endorsed by their favourite star.
There is an association between teenager’s gender and their perception towards presence of celebrity making learning about the brand much easier.

There is an association between teenager’s gender and their perception towards presence of celebrity makes them more involved with the brand.

The result states in majority of the statements 9 out 11 statements there is an association between teenager’s gender and their differential effect on perceptual selection.

Organizing stage of perception – findings from the 12-16 statements asked in this regard

There is an association between teenager’s gender and their perception towards presence of celebrity simplifies the content.

There is an association between teenager’s gender and a celebrity being noticed the most in the advertisement.

There is no association between teenager’s gender and a content of the ad being noticed the most in the advertisement.

There is no association between teenager’s gender and their blind belief on the brands endorsed by their favourite celebrity.

There is an association between teenager’s gender and their perception towards celebrities being helpful in recalling a brand.

The results revealed that 3 out of 5 statements surveyed to study perceptual organizing the null hypothesis gets rejected and alternative gets accepted therefore it was found that there in an association between the teenager’s gender and their differential effect on perceptual organizing.
Interpretation stage of perception – findings from the 17-24 statements asked in this regard

✓ There is no association between teenager’s gender and their perception towards being judgement about brand’s quality based on physical appearance of the celebrity.

✓ There is no association between teenager’s gender and their conclusion about a brand being not trendy based on absence of celebrity in it.

✓ There is an association between teenager’s gender and their perception towards Celebrity giving a positive impression about the brand.

✓ There is no association between teenager’s gender and their perception towards opinion of them stopping to buy the product wherein the associated celebrity gets involved in a scam.

✓ There is an association between teenager’s gender and celebrity endorsement affecting their evaluation of alternative brands.

✓ There is no association between teenager’s gender and their perception towards Celebrities increasing the value of the endorsed brands.

✓ There is an association between teenager’s gender and they getting affected if the brand decides to change the celebrity endorsing.

✓ There is an association between teenager’s gender and they switching to the brand endorsed by their favourite celebrity.

The results revealed that in 4 out of 8 statements the null hypothesis gets accepted and alternative gets rejected, and also in 4 statements the alternative gets accepted therefore from the opinion hereby sought, only a partial association exists between the teenagers gender and their differential effect on perceptual interpretation.
Thus Decision: Here we fail to retain the null hypothesis thereby retain the alternative hypothesis; there is an association between Gender and their perception towards celebrity endorsement

AGE

Selection stage of perception – findings from the 1-11 statements asked in this regard

✓ There is no association between teenager’s age and their perception towards Ads with celebrity endorsements being more credible due to the presence of celebrity.

✓ There is no association between teenager’s age and their perception doesn’t make the ad differently noticeable due to the presence of celebrity..

✓ There is an association between teenager’s age and their perception towards ad being more convincing due to the presence of celebrity.

✓ There is no association between teenager’s age and their perception towards ads being more believable due to the presence of celebrity.

✓ There is no association between teenager’s age and their perception towards presence of celebrity increasing the brands acceptance.

✓ There is no association between teenager’s age and their perception towards celebrity endorsements setting reminders of their endorsed products during shopping.

✓ There is no association between teenager’s age and their perception towards Ads with celebrities being more attractive and creative.

✓ There is no association between teenager’s age and their perception towards having a celebrity in an ad being more favourable

✓ There is no association between teenager’s age and their perception towards being motivated to buy the products if endorsed by their favourite star.
There is no association between teenager’s age and their perception towards presence of celebrity making learning about the brand much easier.

There is no association between teenager’s age and their perception towards presence of celebrity makes them more involved with the brand.

The result states in majority of the statements 9 out 11 statements there is an association between teenager’s age and their differential effect on perceptual selection.

Organizing stage of perception – findings from the 12-16 statements asked in this regard

There is no association between teenager’s age and their perception towards presence of celebrity simplifies the content.

There is no association between teenager’s age and a celebrity being noticed the most in the advertisement.

There is no association between teenager’s age and a content of the ad being noticed the most in the advertisement.

There is no association between teenager’s age and their blind belief on the brands endorsed by their favourite celebrity.

There is no association between teenager’s age and their perception towards celebrities being helpful in recalling a brand.

The results revealed that out of 5 statements surveyed to study perceptual organizing the null hypothesis gets accepted in all the five statements and alternative gets rejected therefore it was found that there in no association between the teenager’s age and their differential effect on perceptual organizing.
Interpretation stage of perception – findings from the 17-24 statements asked in this regard

✓ There is no association between teenager’s age and their perception towards being judgement about brand’s quality based on physical appearance of the celebrity.

✓ There is no association between teenager’s age and their conclusion about a brand being not trendy based on absence of celebrity in it.

✓ There is an association between teenager’s age and their perception towards Celebrity giving a positive impression about the brand.

✓ There is no association between teenager’s age and their perception towards opinion of them stopping to buy the product wherein the associated celebrity gets involved in a scam.

✓ There is no association between teenager’s age and celebrity endorsement affecting their evaluation of alternative brands.

✓ There is no association between teenager’s age and their perception towards Celebrities increasing the value of the endorsed brands.

✓ There is no association between teenager’s age and they getting affected if the brand decides to change the celebrity endorsing.

✓ There is no association between teenager’s age and they switch to the brand endorsed by their favourite celebrity.

Except for these celebrities being interpreted for giving a positive impression about a brand, the results revealed that in 7 out of 8 statements the null hypothesis gets accepted and alternative gets rejected, therefore from the opinion hereby sought, there is no association between the teenagers age and their differential effect on perceptual interpretation.
Thus **Decision:** Here majority of times we fail to retain the alternative hypothesis thereby retain the null hypothesis, there is no association between Age and their perception towards celebrity endorsement

**LOCATION**

**Selection stage of perception – findings from the 1-11 statements asked in this regard**

✓ There is an association between teenager’s location and their perception towards Ads with celebrity endorsements being more credible due to the presence of celebrity.

✓ There is an association between teenager’s location and their perception doesn’t make the ad differently noticeable due to the presence of celebrity.

✓ There is an association between teenager’s location and their perception towards ad being more convincing due to the presence of celebrity.

✓ There is an association between teenager’s location and their perception towards ads being more believable due to the presence of celebrity.

✓ There is an association between teenager’s location and their perception towards presence of celebrity increasing the brands acceptance.

✓ There is an association between teenager’s location and their perception towards celebrity endorsements setting reminders of their endorsed products during shopping.

✓ There is an association between teenager’s location and their perception towards Ads with celebrities being more attractive and creative.

✓ There is no association between teenager’s location and their perception towards having a celebrity in an ad being more favourable

✓ There is no association between teenager’s location and their perception towards being motivated to buy the products if endorsed by their favourite star.
✓ There is no association between teenager’s location and their perception towards presence of celebrity making learning about the brand much easier.

✓ There is an association between teenager’s location and their perception towards presence of celebrity makes them more involved with the brand

*The result states in majority of the statements 8 out 11 statements there is an association between teenager’s location and their differential effect on perceptual selection*

**Organizing stage of perception – findings from the 12-16 statements asked in this regard**

✓ There is an association between teenager’s location and their perception towards presence of celebrity simplifies the content

✓ There is an association between teenager’s location and a celebrity being noticed the most in the advertisement

✓ There is an association between teenager’s location and a content of the ad being noticed the most in the advertisement

✓ There is an association between teenager’s location and their blind belief on the brands endorsed by their favourite celebrity

✓ There is no association between teenager’s location and their perception towards celebrities being helpful in recalling a brand.

*The results revealed that 4 out of 5 statements surveyed to study perceptual organizing the null hypothesis gets rejected and alternative gets accepted therefore it was found that there is an association between the teenager’s location and their differential effect on perceptual organizing.*
Interpretation stage of perception – findings from the 17-24 statements asked in this regard

✓ There is no association between teenager’s location and their perception towards being judgement about brand’s quality based on physical appearance of the celebrity.

✓ There is no association between teenager’s location and their conclusion about a brand being not trendy based on absence of celebrity in it.

✓ There is an association between teenager’s location and their perception towards Celebrity giving a positive impression about the brand.

✓ There is an association between teenager’s location and their perception towards opinion of them stopping to buy the product wherein the associated celebrity gets involved in a scam.

✓ There is an association between teenager’s location and celebrity endorsement affecting their evaluation of alternative brands.

✓ There is an association between teenager’s location and their perception towards Celebrities increasing the value of the endorsed brands.

✓ There is no association between teenager’s location and they getting affected if the brand decides to change the celebrity endorsing.

✓ There is no association between teenager’s location and they switch to the brand endorsed by their favourite celebrity.

The results revealed that in 4 out of 8 statements the null hypothesis gets accepted and alternative gets rejected, therefore from the opinion hereby sought, there is a partial association between the teenager’s location and their differential effect on perceptual interpretation.
Thus Decision: Here majority of times fail to retain the null hypothesis and thereby retain the alternative hypothesis, there is an association between Location and their perception towards celebrity endorsement

**NO. OF INCOME SOURCES IN FAMILY**

**Selection stage of perception – findings from the 1-11 statements asked in this regard**

- There is no association between no. of income sources in teenager’s family and their perception towards Ads with celebrity endorsements being more credible due to the presence of celebrity.

- There is an association between no. of income sources in teenager’s family and their perception doesn’t make the ad differently noticeable due to the presence of celebrity..

- There is an association between no. of income sources in teenager’s family and their perception towards ad being more convincing due to the presence of celebrity.

- There is an association between no. of income sources in teenager’s family and their perception towards ads being more believable due to the presence of celebrity.

- There is no association between no. of income sources in teenager’s family and their perception towards presence of celebrity increasing the brands acceptance.

- There is an association between no. of income sources in teenager’s family and their perception towards celebrity endorsements setting reminders of their endorsed products during shopping.

- There is an association between no. of income sources in teenager’s family and their perception towards Ads with celebrities being more attractive and creative.

- There is an association between no. of income sources in teenager’s family and their perception towards having a celebrity in an ad being more favourable
There is no association between no. of income sources in teenager’s family and their perception towards being motivated to buy the products if endorsed by their favourite star.

There is no association between no. of income sources in teenager’s family and their perception towards presence of celebrity making learning about the brand much easier.

There is no association between no. of income sources in teenager’s family and their perception towards presence of celebrity making them more involved with the brand.

The result states in majority of the statements 6 out 11 statements there is an association between teenager’s age and their differential effect on perceptual selection.

Organizing stage of perception – findings from the 12-16 statements asked in this regard

There is no association between no. of income sources in teenager’s family and their perception toward Presences of celebrity involved with the brand.

There is no association between no. of income sources in teenager’s family and their perception towards presence of celebrity simplifies the content.

There is an association between no. of income sources in teenager’s family and a celebrity being noticed the most in the advertisement.

There is no association between no. of income sources in teenager’s family and a content of the ad being noticed the most in the advertisement.

There is an association between no. of income sources in teenager’s family and their blind belief on the brands endorsed by their favourite celebrity.

There is no association between no. of income sources in teenager’s family and their perception towards celebrities being helpful in recalling a brand.
The results revealed that 2 out of 5 statements surveyed to study perceptual organizing the null hypothesis gets rejected and alternative gets accepted therefore it was found that there is no association between no. of income sources in teenager’s family and their differential effect on perceptual organizing.

Interpretation stage of perception – findings from the 17-24 statements asked in this regard

✓ There is an association between no. of income sources in teenager’s family and their perception towards being judgement about brand’s quality based on physical appearance of the celebrity.

✓ There is an association between no. of income sources in teenager’s family and their conclusion about a brand being not trendy based on absence of celebrity in it.

✓ There is an association between no. of income sources in teenager’s family and their perception towards Celebrity giving a positive impression about the brand.

✓ There is no association between no. of income sources in teenager’s family and their perception towards opinion of them stopping to buy the product wherein the associated celebrity gets involved in a scam.

✓ There is an association between no. of income sources in teenager’s family and celebrity endorsement affecting their evaluation of alternative brands.

✓ There is no association between no. of income sources in teenager’s family and their perception towards Celebrities increasing the value of the endorsed brands.

✓ There is an association between no. of income sources in teenager’s family and they getting affected if the brand decides to change the celebrity endorsing.
There is no association between no. of income sources in teenager’s family and they switch to the brand endorsed by their favourite celebrity.

The results revealed that in 5 out of 8 statements the null hypothesis gets rejected and alternative gets accepted, therefore from the opinion hereby sought, there is an association between the teenager’s location and their differential effect on perceptual interpretation.

Thus Decision: Here we fail to retain the null hypothesis and thereby retain the alternative hypothesis, there is an association between No. of sources of income in the family and their perception towards celebrity endorsement.
B] To study association between demographical variables and brand building

COURSE

✓ **Salience:** There is an association between what courses teen’s study and their awareness towards brand due to the presence of celebrity.

✓ **Salience:** there is a no association between what courses teen’s study and their enhancement in understanding the brand salience due to the presence of celebrity.

✓ **Imagery:** there is an association between what courses teen’s study and their consideration set leading them to a imagery dimension, due to the presence of celebrity.

✓ **Performance:** There is no association between what courses teen’s study and the differential affect of judgement based on their ability to differentiate, due to the presence of celebrity.

✓ **Judgement:** There is an association between what courses teen’s study and brand liking creating a judgement for the brand, due to the presence of celebrity.

✓ **Feelings:** There is no association between what courses teen’s study and the emotional attachment with the brand, creating a strong feeling towards the brand due to the presence of celebrity.

✓ **Resonance:** There is an association between what courses teen’s study and presence of celebrity leading to a sense of community.

✓ **Resonance:** There is an association between what courses teen’s study and presence of celebrity leading to intense loyalty.

Thus Decision: Here we fail to retain the null hypothesis and thereby retain the alternative hypothesis, there is an association between Course and presence of celebrity leading to brand building
AGE

✓ **Salience:** There is an association between teenager’s age and their awareness towards brand due to the presence of celebrity.

✓ **Salience:** There is a no association between teenager’s age and their enhancement in understanding the brand salience due to the presence of celebrity.

✓ **Imagery:** There is an association between teenager’s age and their consideration set leading them to a imagery dimension, due to the presence of celebrity.

✓ **Performance:** There is an association between teenager’s age and the differential affect of judgement based on their ability to differentiate, due to the presence of celebrity.

✓ **Judgement:** There is an association between teenager’s age and brand liking creating a judgement for the brand, due to the presence of celebrity.

✓ **Feelings:** There is an association between teenager’s age and the emotional attachment with the brand, creating a strong feeling towards the brand due to the presence of celebrity.

✓ **Resonance:** There is an association between teenager’s age and presence of celebrity leading to a sense of community.

✓ **Resonance:** There is an association between teenager’s age and presence of celebrity leading to intense loyalty.

**Thus Decision:** Here we fail to retain the null hypothesis and thereby retain the alternative hypothesis, there is an association between Age and presence of celebrity leading to brand building.
NO. OF INCOME EARNERS

✓ **Salience:** There is an association between no. of income earners in teen’s family and their awareness towards brand due to the presence of celebrity.

✓ **Salience:** There is an association between no. of income earners in teen’s family and their enhancement in understanding the brand salience due to the presence of celebrity.

✓ **Imagery:** There is no association between no. of income earners in teen’s family and their consideration set leading them to a imagery dimension, due to the presence of celebrity.

✓ **Performance:** There is no association between no. of income earners in teen’s family and the differential affect of judgement based on their ability to differentiate, due to the presence of celebrity.

✓ **Judgement:** There is no association between no. of income earners in teen’s family and brand liking creating a judgement for the brand, due to the presence of celebrity.

✓ **Feelings:** There is an association between no. of income earners in teen’s family and the emotional attachment with the brand, creating a strong feeling towards the brand due to the presence of celebrity.

✓ **Resonance:** There is no association between no. of income earners in teen’s family and presence of celebrity leading to a sense of community.

✓ **Resonance:** There is an association between no. of income earners in teen’s family and presence of celebrity leading to intense loyalty.

Thus here out of the 8 statements used for understanding the brand building stages, 4 statement has an association and the remaining there is no association. Thus decision: Here we fail to retain the null hypothesis and thereby retain the alternative hypothesis, there is an association between no. of sources of family income and presence of celebrity leading to brand building  (the results obtained are exactly 50-50 as the acceptance and
rejections both are in exact number thus there may be an association or may not have an association between the above mentioned variables)

5.1.2 Key Findings from Annova Test and its interpretation

To study whether celebrity’s impact differ based on location - (group formed are four cities Ahmedabad, Surat Rajkot and Vadodara)

LOCATION

✓ Impact of celebrity at Salience stage of brand building (Presence of celebrity increases my awareness towards brand), (Presence of celebrity brings deeper understanding about the brand) on Teenagers is significantly different based on the location they belong to.

✓ Impact of celebrity at Imagery stage of brand building (Presence of celebrity helps in considering the brand) on Teenagers is significantly different based on the location they belong to.

✓ Impact of celebrity at performance stage of brand building Performance (Presence of celebrity makes it easy to differentiate between brands) on Teenagers is not significantly different based on the location they belong to.

✓ Impact of celebrity at Judgement stage of brand building (Presence of celebrity helps in liking the brand) on Teenagers is significantly different based on the location they belong to.

✓ Impact of celebrity at Feelings stage of brand building (presence of celebrity brings emotional attachment) on Teenagers is significantly different based on the location they belong to.

✓ Impact of celebrity at Resonance stage of brand building (presence of celebrity leads to a sense of community) on Teenagers is significantly different based on the location they belong to. But for the following statement asked in this same regard (presence of celebrity leads to intense loyalty), there is no significant difference of impact based on the location the teenagers belong to.
5.1.3 Key Findings from Student T- Test and its interpretation

To study whether celebrity’s impact differ based on Gender. (group formed are two- male and female)

✓ There is a significant difference between Male and Female with respect to the celebrity’s impact on Salience level of brand building
✓ There is significant difference between Male and Female with respect to the celebrity’s impact on Imagery level of brand building
✓ There is significant difference between Male and Female with respect to the celebrity’s impact on Performance level of brand building
✓ There is significant difference between Male and Female with respect to the celebrity’s impact on Judgement level of brand building
✓ There is significant difference between Male and Female with respect to the celebrity’s impact on Feelings level of brand building
✓ There is significant difference between Male and Female with respect to the celebrity’s impact on Resonance level of brand building

5.1.4 Key Findings from Mann- Whitney U Test

1. To understand the significant difference in Rank assigned to the model content in an advertisement by the two groups (Group 1= those who enjoy advertisement, Group 2= those who don’t enjoy advertisement)

✓ The mean ranks of the two groups (here, those who enjoy and those who don’t enjoy viewing advertisement) are not equal. There is a significant difference between the group.

2. To understand the significant difference in Rank assigned to the model content in an advertisement by the two groups (Group 1= advertisement creates an urge, Group 0= advertisement doesn’t create an urge)
✓ The mean ranks of the two groups (here, advertisement creates an urge and advertisements doesn’t create an urge) are equal. There is a no significant difference between the group.

3. **To understand the significant difference in Rank assigned to teenager’s capability of recalling celebrity brand- match by the two groups (Group 1= those who enjoy advertisement, Group 2= those who don’t enjoy advertisement)**

✓ Those who enjoyed viewing advertisement has better recall than group 2 those teenagers who doesn’t like viewing advertisement and it does differ based on whether the teenagers enjoyed the advertisement.

4. **To understand the significant difference in Rank assigned to teenager’s capability of recalling celebrity brand- match by the two groups**

✓ There is a no significant difference between the groups in the ranking scored as against the celebrity-brand match-up and thus no difference in their brand recall capability too.
5.2 CONCLUSION

I. Teenagers Perception towards Celebrity Endorsement

An association between demographic variables of teenagers like Course they study, their Gender, Age, Location and no. Of family members earning in their family to that with perception towards celebrity endorsement was studied. And the variables broadly taken for perception were Perceptual selection, Perceptual organizing and Perceptual interpretation was studied. To which the results reflect, a significantly strong association between teenager’s Gender, Age, Location, no of Income sources and teens perception towards celebrity endorsement was found, except in the courses they studied, thus stated that there is no association between what the teens study and their perception towards celebrity endorsement. It was found that there is no differential affect on teenager’s perception towards celebrity endorsement due to the differences in the course they study, as it was established that there is no association at perceptual selection stage, Perceptual organizing stage and even at the perceptual interpretation stage. At Perceptual selection stage there is significantly strong association for Gender, Age, Location, and no of income sources in teen’s family. This in other way can be concluded that as these above mentioned demographical variables pertaining to teenager’s differ, so does there exists differences in the way the teenagers of Gujarat state selectively perceive differently a celebrity endorsement.

At Perceptual organizing stage only in demographical variables like Gender & Location there is an association rest in Courses, Age, and no of income sources there is no association between these variables and their organizing. This in other manner can be concluded that only two demographical variables pertaining to teenager’s differ, so does there exists differences in the way the teenagers of Gujarat state organize the information with celebrity in it.

At Perceptual Interpretation stage only in the demographical variable i.e. no. Of income sources in the teenager’s family, it was found that there is an association between this demographical variable and teen’s interpretation. Whereas in demographical variables like Gender and location there is a partial association as exactly half statements analysed for interpretation study, it was found there is an association. Thus can conclude that only the differences in the income earners number
in a family brings changes in the way the a celebrity endorsement is interpreted. Rest for variables like Age and course they study there is no differential affect in the way they interpret a celebrity endorsed brand.

II. Celebrity endorsements impact on brand building for teenagers.

To study Celebrity endorsements impact on brand building for teenagers, was done overall with a study of association of each demographic variable like Course, Gender, Age Location and No of income sources and to that of presence of celebrity leading to brand building. Thus the study revealed there is a strong positive association between all demographic variables and presence of celebrity leading to brand building except in the case of no of income earners in the family, wherein there is no differential impact on brand building due to the presence of celebrity.

To study whether celebrities impact differ based on demographic variables like Location (group of 4 cities)and male and female (group of 2). One-way anova and Students T-test was used to evaluate the difference in the impact within the group at each stages of brand building. The results of both One-way anova and Students T-test revealed that at each stage of brand building (Salience stage, Imagery stage, Performance stage, Feelings, Judgment and Resonance stage) impact differs based on the location the teenagers belong to even within the state of Gujarat and also the impact differs based on male and female teenagers as well.

At Salience Stage of Brand building there is an association under the demographical variables like, courses the teenagers study, their Age, location they are from and their Gender. Thus can conclude that, the impact of celebrity endorsements on teenagers is different based on deviations in each of the above mentioned demographical variables.

At Imagery Stage of Brand building there is an association under the demographical variables like, courses the teenagers study, their Age, location they are from and their Gender. Thus can conclude that, the impact of celebrity endorsements on teenager is different based on deviations in each of the above mentioned demographical variables. But there is no association between the no. of family members earning in
At **Performance Stage** of Brand building there is an association under the demographical variables like, their Age, and their Gender. Thus can conclude that, the impact of celebrity endorsements at performance stage on teenager is different based on deviations in each of the above mentioned demographical variables. But there is no association between the no. of family members earning in teens family, the course, and location, to that of having differential impact on their belief about brands performance.

At **Judgment Stage** of Brand building there is an association under the demographical variables like, courses the teenagers’ study, their Age, location they are from and their Gender. Thus can conclude that, the impact of celebrity endorsements on teenager is different based on deviations in each of the above mentioned demographical variables. But there is no association between the no. of family members earning in teens family to that of having differential impact on their Judgments towards a brand.

At **Feelings Stage** of Brand building there is an association under the demographical variables like, no. of family members earning, their Age, location they are from and their Gender. Thus can conclude that, the impact of celebrity endorsements on teenager is different based on deviations in each of the above mentioned demographical variables. But there is no association between the courses they study to that of having differential impact on how these teens feel for a particular brand.

At Resonance stage of Brand building the differential impact of celebrity endorsement on the teens sense of community towards a brand and their loyalty for the brand is been visible based on the differences in the demographical variables like Course, Age, Location and Gender. But there is no association between no of income earners in their family and teenager’s loyalty for a brand.

Overall it can be concluded that except for the variable, no. of income earners, it was found that there is a differential impact on brand building having celebrity being present in the brands endorsements. Also there is a huge impact of celebrity route of advertisements on teenagers of Gujarat state, leading to brand building.
Further learned that, those who enjoy viewing advertisement ranks model content in advertisements differently, but those who feel the urge don’t rank differently preferred models over other content in advertisement. Those who enjoy viewing advertisement has better brand – celebrity recall and there is no difference in the recalling capability differently noticed in those who feel the urge and those who don’t feel the urge.