CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

In the present scenario, the modern marketing strategy of most business firms relies heavily on creative advertising in order to promote reach their products to their target markets. The ultimate goal of today's advertising strategy is in the persuasion of customers, who are not only educated and sophisticated but also selective. As a result there is and intense competition. Having a good product alone is not enough to compete in markets of high standards. Obviously, the changes in markets and consumer lifestyle are driving marketers to focus on more persuasive ways of promoting their products. Because of this, everyday consumers are exposed to thousands of voices and images in magazines, newspapers, billboards, websites, radio and television. Every brand attempts to steal at least a fraction of a person’s time to inform him or her of the amazing and different attributes of the product at hand. The challenge of the marketer is to a hook that will hold the subject’s attention, for which a widely used marketing strategy namely celebrity endorsers is used. (Payal 2012).

In this modern age, people tend to ignore all commercials and advertisements while flipping through the magazines and newspapers or viewing TV. But even then, the glamour of a celebrity seldom goes unnoticed. Thus, celebrity endorsement in advertisement and its impact on the overall
brand is of great significance. In this process, the companies hire celebrities from a particular field to feature in its advertisement campaigns.

The promotional features and images of a product are matched with the celebrity image, which tends to persuade a consumer to fix up his choice from a variety of brands. In spite of its simplicity, the design of such campaigns and the subsequent success in achieving the desired result calls for an in-depth understanding of the product, the brand objective, choice of a celebrity, associating the celebrity with the brand, and a framework for measuring the effectiveness (Subeer et al 2012).

Today, use of celebrities as part of marketing communication strategy has became a fairly common practice for major firms to hold brand imagery. These firms juxtapose their brands with celebrity endorsers in the hope that celebrity may boost the effectiveness of their marketing. Companies invest large sums of money to align their brands and themselves with endorsers. Such endorsers are dynamic with both attractive and likeable qualities. Companies ensure that these qualities are transferred to products via promotional activities. Furthermore, because of their fame, celebrities serve not only to create and maintain attention but also to achieve high recall rates for ad messages in today’s highly cluttered environments (Qurat and Mahira 2011).

Celebrities are worshiped, given respect and trusted. So marketers know that they are very influential on consumers. Television remains the most effective medium in India for reaching today’s youth, and most efficient for introducing young people to various brands and in helping to shape their decisions about purchasing. The usage of celebrities by the Indian advertising agencies has experienced a phenomenal increase in the last five years. Effective communication between the marketer and the consumers is the need of the hour and celebrity endorsement is a strategy that is perceived to make
full use of this opportunity. Most of the countries have adopted this strategy as an effective marketing tool and even India is carving out space for itself in this arena.

Indian people idolize the stars of the celluloid world. Since its inception in India, bollywood celebrities have played a vital role as endorsers for many products. Firms offer huge pay packages for stars like Shahrukh Khan, Sachin Tendulkar, Aamir Khan, Amitabh Bachchan and many others to get them on board with their brand. Celebrities in India not only mean film stars. Television industry has become as popular as film. Television stars are seen many times in a week as the daily soap has become a part of lifestyle for every Indian. As cricket is a passion for most of the Indians. The cricketers are given more importance in India. Most common practice is roping in well established and good players for advertisements. But nowadays the trend is like even if a new comer performs well even in a single match, they are immediately brought into commercials. Cricketers earn quite a lot of money through this. It can be rightly stated that celebrities have been quite successful in India in communicating right messages and influencing their purchasing behavior. Celebrity endorsements in India has produced positive impact on consumers buying behavior by increasing public attention and sales volume of the endorsed brands (Rajni 2008).

Celebrity endorsement business has become a multi-million industry in India. Marketers use celebrity endorsers to influence the purchase decision of consumers in order to increase their sales and extend their market shares. This study focuses on the impact of celebrity endorsement on buying behavior and the influence on purchase intention among the college students in Coimbatore.
1.2 EVOLUTION OF CELEBRITIES ENDORSEMENT IN INDIA

During the 1950’s celebrity endorsement was introduced as a marketing strategy in India. Due to the limited and stringent regulations enforced by the government. Only the bigger and established firms were able to venture with Celebrity endorsement. The first company to use celebrity endorsement in India was lux with Leela Chitnis a film actress and with Farokh Engineer for Brylcream.

Since the introduction of commercial television in the year 1976, it has been an effective medium of communication. First television commercial ad was seen in the year 1978. After that there was a spurt of advertising, featuring stars like Tabassum for Prestige Pressure-cooker, Jalal Agha for Pan Parag Pan-masaala and Kapil Dev for Palmolive Shaving Cream and Boost.

The latter part of the '80s saw the burgeoning of celebrity endorsement. Bollywood stars and sports persons were the most used for endorsement. Actors were commonly used for shirtings & suitings advertisements like Vimal suitings, Gwalior Suitings, Dinesh suitings and Raymonds. Sports persons were also used for shirtings & suitings and energy drink ads. Actresses were used for beauty products endorsement.

Since late 80’s products like Pepsi, thumps up and Limca used celebrities for endorsement. Sharukh Khan sharing the screen with Rani Mukharjee and Kajol for Pepsi. Became one of the most popular ad. Following that he appeared in another Pepsi’s along with Indian cricket team. Sachin Tendulkar endorsement of Boost was also a very successful one.
Amithab’s endorsement of Cadbury and Aishwarya Rai’s endorsements of beauty products were also very successful.

The start of celebrity endorsement, for Cosmetics and beauty products’ used by bollywood actors and actresses has been quite common in India. The introduction of celebrities to when beautiful and handsome male and female actors endorse a cosmetic product naturally boosted the sales. Since 1978 Lux has been one of the most successful products, as it has proved in its soap varieties and the use of celebrities for endorsement. The most famous celebrities appeared in Lux ad are Rekha, Zeenath Aman, Helen, Madhuri Dixit, Sridevi, and Aishwarya Rai, Kareena Kapoor, Katrina Kaif and Asin. Few of the other products, which got into the market afterwards also, followed the same path.

Kulkarni and Gaulkar (2005) stated that in India it was likely for celebrity endorsement to be perceived as genuinely relevant and hence motivating consumers to go in for the product. Celebrity endorsement practice has drawn a considerable amount of academic and practical attention. Figure 1 indicates that the usage of celebrity endorsement has gone up to six times in volume between 2003 -07. Proving the growth and acceptance of celebrity endorsements on Indians.
1.3 CELEBRITY ENDORSEMENTS ON TV SINCE 2003

Figure 1.1 Celebrity Endorsement on Television Since 2003 to 2007

Index: 2003 = 100

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<th>Year</th>
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During the period from 2007 to 11, the maximum share was contributed by the bollywood celebrities’. Celebrities who endorsed higher number of products were like M.S.Dohni, Sachin Tendulkar, Sharukh Khan and Amitabh Bachan was endorsed higher number of products. It was at this proved that celebrity endorsement was the most used marketing strategy by the cellular phone service companies like Aircel and Vodafone (Indiantelevision.com's AdEx India Analysis, 2010).

The present scenario is irrespective of the cost associated with it Celebrity endorsement is preferred by most companies for their products. Earlier days celebrities were chosen for the endorsement considering their suitability with the product. But now they are shown in the advertisements to create a bewitching effect. Besides all these, it is not presumptuous to state celebrity endorsement’s effect on the overall brand is positive.

1.4 CELEBRITY ENDORSEMENT: KEY TO MARKETING SUCCESS

Celebrities cast enormous influence over their fans. The effect of the celebrities can change the destiny of brands they endorse. An approving affable smile from a celebrity for a particular brand translates into millions in brand sales. Because of these undisputed qualities of celebrities companies have been using stars to endorse everything, from food to food chains, from soft and hard drinks to health drinks, from clothes and accessories to cars and the tyres on which they run.

Many firms have had substantial benefits by using celebrities as spokespersons, especially athletes, sport stars and film stars. High-profile endorsements from athletes and celebrities will set marketer apart from their competitors, and the company can become a contender in the playing field. A celebrity spokesperson can work for companies of all sizes. Research has
proved that consumers are more likely to choose goods and services endorsed by celebrities than those without such endorsements and it was also concluded that the most pointed use of celebrity-based marketing campaigns is that: “Famous people hold the viewer's attention”. In this era of sound-bites and channel surfing, there is a demand for people's time and focus (Bardia et al 2011).

Celebrity endorsement is one of the most tried and true strategies for marketing of brands and products. It has been effectively used by some of the top international brands like Nike and Pepsi. Marketers trusted the appealingness of stars and believed that their endorsement possess benefits, vital among them being building credibility, fostering trust and drawing attention of which can translate into higher brand sales. Celebrities who exude amicableness are the most sought after for endorsement. Even political parties are awestruck by the charisma of stars. The magnetism of celebrities was such an appealing factor that made the political parties to go to an extent that in the recent general elections, a record number of film stars and cricketers contested in important constituencies around the country (Puja 2006).

Investigations of celebrities’ credibility and attractiveness of models revealed that they exert influence over consumers through perceived attributes such as expertise, trustworthiness, attractiveness, familiarity and likeability. Experts reckon that the celebrity endorsement can be an effective promotional marketing strategic tool if used intelligently. Celebrities effect over the product could be double positive if the endorser and the category are a natural lifestyle fit like sports persons and foot-wear, sports persons and energy drink, film stars and beauty products.Katyal and Saurbh studied the impact of actor Amitabh Bachchan’s endorsement over parker’s sale and found out that it was up by 30 percent. His endorsement of ICICI life insurance was also proved to be successful. Shah Rukh Khan’s endorsement
of Hyundai i10 and Videocon too seemed to have worked well (Vivek 2011). Rahul Dravid endorsing Castrol helped in breaking out of the clutter, as well as added dependability value to the brand. Amir Khan’s and Katrina Kaif’s endorsement for Titan watches helped in grabbing the attention. Dhoni endorsing in advertisements like Pepsi, Lays and Videocon and Aircel were acknowledged well by his fans.

Firms using Celebrity endorsements think that it enhances the brand’s image. For Coke Company, India was the first country, where they did use film star Amir Khan for endorsement. Until then they had never used celebrities for endorsement even in international market. The result was universally appealing. Marketers have to be cautious in designing advertisement. They should make sure that at least it does not bemuse the viewers even if it fails to create the intended effect. Viewers had been bewildered seeing advertisement featuring Shah Rukh khan with famous actresses.

Still there are people who look at the celebrity endorsement sceptically. Adrian Mendonza, Executive VP and Creative Director of Rediffusion DY and R does not recommend celebrity endorsements because he thinks that for a product to be really successful, it needs to have a strong identity of its own. It should ideally not piggyback on the identity of a celebrity and hope to achieve success. Mendonza adds, “I somehow get this feeling that not much effort is put in to think through an ad with a celebrity. Most times it seems like it is just the celebrity saying ‘I use this product, so why don’t you’ kind of thing and the ad agency thinks it has done its job.” (Agrawal 2005).
1.5 CELEBRITY ENDORSEMENT AND COLLEGE STUDENTS

Every marketer is trying to attract the college students of India. The fact that makes youth marketing as the core attraction is that they comprise 64% of total Indian population and it changes the view and direction of the marketers (Hindu Newspaper 2011). Compared to the previous generation present Indian youth has witnessed fundamental changes. Indian youth has become more practical, materialistic and more self centered and their desires are interrupted.

The modern youth marketing strategy of most business firms relies heavily on advertising to promote their products to their target markets. Consumers are becoming more educated and they look for sophistication and hence they are being very selective. As the competition is becoming more intense, having a good product alone is not enough to compete.

The use of celebrities in advertising has become an ever-present phenomenon in modern advertising. Celebrity endorsement today is the ultimate and ideal promotional strategy for marketers as the consumers get attracted towards those brands that reflect their inner lives, values, beliefs and most importantly their desires. Advertisers try to establish a link between their brands and a desirable image or lifestyle of a celebrity (Chintan 2010). Marketers have been attempting to quantify and qualify the use of celebrities in their marketing campaigns by evaluating awareness, appeal, and relevance to a brand's image and the celebrity's influence on consumer buying behavior. Consumers believe that they can improve their self image by choosing the brands which have relevant meanings to their self-concept. This study aims to get an insight into the following
• How does celebrity endorsement impact the perception of college students?

• The consumer looks for a variety of aspects from the endorsement like the credibility and likeability of the endorser. Whether a cricket or film's celebrity endorsement fulfill these need.

• Nature of influences created by the celebrities on the purchase intention of the buyers.

1.6 CLASSIFICATION OF CELEBRITY ENDORSEMENT

Celebrity branding has many aspects. A slight change in the type of branding used can result in either a great success or a dismal failure. Celebrity branding falls into five general categories:

• **Testimonial:** The celebrity acts as a spokesperson for the brand.

• **Imported:** The celebrity performs a role known to the audience.

• **Invented:** The celebrity plays a new, original role.

• **Observer:** The celebrity assumes the role of an observer commenting on the brand.

• **Harnessed:** The celebrity's image is integrated with the ad's storyline. (Roshan 2008).

1.7 DESIRED QUALITIES OF CELEBRITY

Effectiveness of celebrity endorsement and celebrities must be assessed against five essential attributes, usually referred to as 'TEARS' model. (Shimp 2003).

Effectiveness of celebrity endorsement and celebrities must be assessed against five essential attributes, usually referred to as 'TEARS' model. (Shimp 2003).
• **Trustworthiness**: honesty, integrity, and believability of an endorser. It reflects the extent to which audience members trust and believe what celebrities say regarding the advertised brand.

• **Expertise**: knowledge, experience, and skills of an endorser regarding the advertised brand. For example, a sport athlete is considered to be an expert when he/she endorses sport related products.

• **Attractiveness**: all characteristics that make an endorser attractive to audience members (e.g. physical look, personality properties, attractive lifestyle, etc.).

• **Respect**: refers to the quality of being admired or esteemed due to endorser’s overall accomplishments.

• **Similarity**: represents the extent to which an endorser matches target audience on characteristics related to the endorsement relationship (sex, age, lifestyle, etc.).

The TEARS model describes the essential qualities of celebrities that are important in determining their effectiveness in endorsement. But this does not say much about the selection criteria used by marketers and makers of advertising. Marketers and advertising makers use variety of selection criteria. Below is a list of the most important ones (Sami 2006).

• **Celebrity/audience matchup**: compatibility between an endorser and the target audience. It represents the extent to which the target market relates positively to the endorser.

• **Celebrity brand matchup**: compatibility between an endorser and the image desired for the endorsed brand. Several research
studies stressed the importance of this type of match up (Till and Busler 1998; Martin 1996; Till and Shimp 1998).

- **Celebrity Credibility**: it refers to trustworthiness of celebrity endorsement

- **Celebrity Attractiveness**: refers to pleasant appearances.

- **Cost consideration**: the cost of acquiring a celebrity's services is an important issue in the advertising industry. Often, marketers have to pay top celebrities huge amounts of money for their endorsement services. (Ferguson 2000).

- **Working ease difficulty**: represents how easy/difficult is to deal with an endorser. Some celebrities are arrogant, tough, noncompliant or inaccessible. Many brand managers prefer to avoid the 'hassle' of dealing with them.

- **Saturation factor**: refers to whether an endorser is overexposed to the media (multiple brand endorsement). If a celebrity endorses several brands, his/her perceived credibility will suffer.

- **The trouble factor**: refers to the evaluation of the likelihood that a celebrity will get into trouble after an endorsement (e.g. Drugs, rape, child-molestation etc.). Due to these unfortunate incidents, coupled with the high cost of endorsement, many brand managers and advertising makers consider celebrities as high-risk endorsers (Blakeley 2001). Some avoid celebrity endorsement altogether, while others conduct thorough and careful scrutiny in selecting celebrities.
1.8 STRATEGIES OF USING CELEBRITY ENDORSEMENT FOR BRANDING

The few factors that are vital for a brand or product to be successful and to have impact on the sales are as follows. Need for a product or a product category is essential and should be expressed in the advertisement. This is more important in new-to-world category of products. In Indian context, advertisement for Polio Immunization drive - the TV advertisement featured Amitabh Bachan stating that immunization is a must for every child-while pictures of people suffering from polio are seen in the background along with healthy kids. In general celebrity endorsement is forced and urged for the following reasons. Creates Brand awareness, enhances brand recall, celebrity value define and refresh the brand image, celebrities add new dimensions to the brand image, instant credibility or aspiration PR coverage and to cover up the lack of ideas. Advertisements are strategically designed in such a way that the consumer is able to associate the brand with the product category. For example iPod is strongly associated with portable MP3 players and Nike with sports shoes etc. A classic example of this is Nike’s use of Michael Jordan advertising for Nike. This advertisement instantly created a strong association of Nike with basketball shoes (Vipul 2011).

Brand value is created based on the customers experience with the product. It is vital to create customers expectation according to the product. If the product meets or beats ones expectations, then a positive brand image is created, else a negative brand image is created. This is most common in established consumer products - beauty products, household cleaning products; food products etc. Thus celebrities are able to build brand credibility in a short period of time. Unlike promotional offers like buy one get one free and other discounted sales, celebrity endorsements to create a purchase
intention has been very limited. This is mainly because such advertisements adversely affect the personality brand value of the celebrity. Being associated with a discount deal is not a favourable image for the celebrity and the customer. The number of brands and products that have been banking on celebrity mass appeal is increasing. Soon after a new face enters the popularity charts, advertisers think of using them for such endorsements. Celebrities create high PR coverage. A good example of integrated celebrity campaigns is one of the World’s leading pop groups, the Spice Girls, who have not only appeared in advertisements for Pepsi, but also in product launching and PR events. Celebrity endorsements incline the viewers to relate the personalities of the celebrity with the brand thereby increasing the recall value.

Celebrity advertising is seen to be disapproved by the advertising world. Because most of the time it is considered as a substitute for 'absence of ideas'. Yet its usage is increasing and it is rare that there is an idea on the table where both the client and agency mutually agree that the presence of a celebrity will actually lift the script (Gupta 2007). Cadbury India made Amitabh Bachan to come out of his tarnished image following the worm controversy. Coca cola and Pepsi Company were badly shaken after the pesticide issue. Both the companies hired high profile celebrities Similar to that of Cadbury. While Aamir Khan led the Coke fight back as an ingenious and fastidious Bengali who finally gets convinced of the product’s `purity,' PepsiCo brought Shah Rukh Khan and Sachin Tendulkar together once again in a television commercial which drew references to the `safety' of the product indirectly. Celebrities are loved and adored by their fans and advertisers as a result stated the introduction of various celebrities to capitalise their feelings and to sway the fans towards their brand. Some stars having universal appeal whereas a few last the prove to be a good bet to generate interest among the
masses capability. Different stars appeal differently to various demographic segments (age, gender, class, geography etc.). So the choice of celebrity depends upon the target audience. Another benefit of using celebrity endorsers is that she/he can provide a testimony for a product or service, particularly when the product has contributed to their celebrity. The more familiar an endorser, the more likely consumers are to buy the endorsed product. With the objective of infusing fresh life into the stagnant Chawanpryash category and staving off competition from various brands, Dabur India roped in Bachchan for an estimated Rs 8 crore (Sushmita 2011).

1.9 CELEBRITY BRANDING AND ITS EFFECT ON CONSUMERS

To change the brands future forever, it is imperative to create a face for the brand. It is more than a marketing strategy which is used to increase sales or gain market share. The best endorsement is supposed to achieve an effective balance between the product (brand) and the celebrity. There is a possibility that celebrity over shadowing the products being endorsed. Hence Choice of the celebrity is of utmost importance and is usually done based on many different parameters - appeal, looks, popularity or even just a fantasy figure to endorse a brand (Sridevi 2012). In a competitive market, every brand has similar products as their rivalry has. For a brand to be successful it has to stand out from the others in a positive way. The competitive advantage can be gained by a brand using a few strategies such as through the following - advertising, service and promise of trust. Advertising is now seen to be the best platform where brands prefer to compete on - right from hiring the best advertising agencies to getting the biggest celebrities. A good creative agency uses a large enough promotional budget and a famous star to endorse the brand would definitely ensure in the minds of a brand management team a
feeling of security, success and a triumph over the competitors’ brand (Bahram et al 2010). Because of its saliency, celebrity endorsement gets cut through and gets the attention of consumers very easily. Nerolac has ensured high saliency for its brand with the inclusion of Amitabh Bachchan in its advertising. It helps in connecting the brand to the consumers without much insight. Sachin Tendulkar and Shah Rukh Khan ensure an easy connect for Pepsi with the youth and latest with Toshiba and Tag Year.

The right star can actually telegraph a brand message fast without elaborate story telling. Kapil Dev and Sachin Tendulkar had done that successfully for Boost in the early '90s and helped to differentiate it in the malted beverages market. In a category of the product where no brand is using a celebrity, the first brand which uses celebrity gets itself differentiated from others. Advertising expertise have opined that the messages delivered by celebrities and famous personalities generate a higher appeal, attention and recall than those executed by non-celebrities. To stand out from the clutter the quick message-reach is all too essential. Indian cricketers and stars are lured into the brand endorsement by offering lucrative packages. Examples are sachin Tendulkar, M.S.Dohni, John A.R.Rahman, Hrithik Roshan and ect. Consumers love to see these players endorsing their products. At last it just wants to say a celebrity is a means to an end, and not an end in him/her (Pughazhendi and Sudharani, 2012). The importance of a celebrity-brand match and the various roles played by them as brand associates show the momentum this strategy has gained in the last decade or so. India is a country where people are star-struck by film stars, cricketers, politicians, and even criminals. Why? Populations of one billion and ticking, everyday people need something or someone to look up to.
A clever marketer leverages this very celebrity appeal and successfully carries out his job by giving the brands profit, market share and even recall. Celebrities are mostly used high platform in Indian advertising. Marketers forgot that showing a celebrity in an advertisement is not the whole idea for hiring the celebrities. The advertisement should be designed in such a way that the relevance between the product being endorsed and celebrity is revealed to make the advertisement more appealing and to impart the intended message properly in order. Celebrity's presence in the ad should be contextual.

Celebrity’s endorsement of a product does not mean that they use it. Firms should be forethoughtful when engaging celebrities to ensure promise, believability and delivery of the intended effect. Although celebrity endorsement offered substantial benefits to the firms and the brands, these types of endorsements increase risk and should be paid proper attention. Celebrities not only appear in commercial endorsements but also in public welfare message endorsements. This adds value to the endorser and a whole new dimension is added to the process. Celebrity endorsement helps in achieving a holistic view of the impact which celebrities generate in every sphere and segment through their well-versed endorsements (Dixit 2005).

Celebrity endorsement cannot guarantee fool-proof success. Strategy of the celebrity endorsement should be designed in a way that the target market characteristics like product design, branding, packaging and pricing are integrated and incorporated with it. Celebrity's presence in the advertisement makes it noticeable, if the message to be uttered by the celebrity is made clear and executed properly, consumers might remember this product and brand. By aligning the spirit of the brand to the product, consumers hopefully remember what the brand is saying. Celebrities usually
form a very good example of a reference group appeal. Celebrity endorsement may not be perceived similarly by everyone. For example, consumers from different social and economical status may perceive the advertisement differently. So, when analyzing the impact of celebrity endorsement on the sales and on the brand over a period of time, it is imperative to view the consumer's response according to their social and cultural setting.

Based on this, marketer can design the advertisement to draw the notice of the target consumer group and cash in on the success of the star and hence push his brand. People who idolize celebrities have a biased affinity to the brand and their favorites endorse. As time passes on, they believe by adopting the brand they are becoming more like them. Right now the current trend is roping in celebrities for social causes like AIDS, polio etc. This has proved to be having a positive effect on the people. In India, Bollywood and sport personalities rule the mind-space and airwaves (Agarwal et al 1995).

A brand is a differentiated product and helps in identifying product and making it stand out due to its name, design, style, symbol, color combination, or usually a mix of all these.
Provides value to customer by enhancing customer’s
- Interpretation/processing of information.
- Confidence in the decision
- Use satisfaction

Provides value to firm by enhancing
- Efficiency and effectiveness of marketing programs.
- Brand loyalty.
- Price/margin.
- Brand extension.
- Total leverage.

Source (Tanusree 2012).

Figure 1.2 The Scope of a Celebrity on the Incumbent Brand
Many factors act as sources of strong brand image or value. Familiarity and proven reliability of the brand add value to the brand image. Prestigious and successful image for a brand is created when the brand is associated with famous personalities. When they are shown using the products, the brands acquire a good image.

Design of the brand offers clue to the quality and thus affects the preferences. The brand image largely ranking from the newspaper editorials and customer associations. Celebrities association with the brand aids in incarnating more explicit and intense user association with the product. Generally celebrity endorsement help consumers in interpreting or processing the information offered by the advertisement or brand easily. It creates or enhances the confidence on the product or brand. Consumers are highly satisfied when using the brand used by the famous personalities. Inturn it adds value to the brand by heightening the efficiency of the marketing process and thus increases the effectiveness. It also aids in creating brand loyalty. It provides a way for the brand extension and gives competitive advantage.

Multiplier effect for a successful brand is,

\[ S = E \times D \times AV \] -- the multiplier effect

Where

- S is a Successful Brand
- E is an Effective Product
- D is Distinctive Identity
- AV is Added Values
Celebrity endorsement confers distinctive identity and provides added values to the brand. Though it can not improve or enfeeble the efficiency of the core product. It also can be enhances the effects of a campaign as a powerful tool.

The fact to be emphasised is that celebrities alone do not guarantee success, as consumers nowadays understand advertising, know what advertising is, and how it works. People realize that celebrities are being paid a lot of money for endorsements and this knowledge leads them to think twice about celebrity endorsements. (Tanusree 2012).

1.10 COMPATIBILITY OF THE CELEBRITY’S PERSONA WITH THE OVERALL BRAND IMAGE

Celebrities provide credibility and aspirational value 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. If there is a fit between Celebrities and the brand, celebrities are good at generating attention, recall and positive attitudes towards advertising. Certain parameters that ensure proper compatibility between the celebrity and brand image are:

- Celebrity’s fit with the brand image.
- Celebrity - Target audience match
- Celebrity associated values.
- Costs of acquiring the celebrity.
- Celebrity - Product match.
- Celebrity controversy risk.
• Celebrity popularity.
• Celebrity availability.
• Celebrity physical attractiveness.
• Celebrity credibility.
• Celebrity prior endorsements.
• Whether celebrity is a brand user.
• Celebrity profession. (Katyal 2007)

Marketers now seek to adopt 360 degree brand awareness in which the brand sees no limits on the number of contact points possible with a target consumer. Advertising ideas, thus, revolve around this approach, and the celebrity endorsement decisions are made through these strategic motives – (Saurbh 2010). Many people aspire to share values and lifestyles of celebrities as models of success. Often, they seek to imitate, emulate, and even impersonate celebrities’ behavior to enhance their self-esteem, through identification with certain desirable images.

Such behavior includes imitating the way celebrities speak, dress, communicate, and most importantly, the brands they choose. This process says more about what people hope to become than what they already are. This reflects the power of celebrity endorsement, which is the main reason for employing celebrities to promote almost all kinds of products. This power is viewed in three aspects: attention, which breaks through the advertising clutter and makes the endorsed brand more noticeable to target audience; credibility, which conveys a sense of trust for endorsed brands; and persuasion, which sends a persuasive message to target audience to adopt the endorsed brand. Celebrity endorsement could be a powerful marketing strategic tool to appeal to the consumers.
1.11 STATEMENT OF PROBLEM AND SIGNIFICANCE OF THE STUDY

As celebrities are idolized as gods and the consumers have emotional connect with the celebrities, firms and marketers spend a whole lot of money in drawing in the celebrities for endorsing their products. Marketers have been trying their best to tap on this emotional connect of the people with the celebrities. In the last one decade most of the popular brands were being endorsed by a famous personality either from entertainment industry or sports arena. So far celebrity endorsement has been perceived as a tried and true strategy, if the endorsement is properly designed and executed. Competition for hiring high notched celebrity is increasing among the companies and also the cost associated with the celebrities. It is expected to create positive effect in consumers, but sometimes it proves out to be a negative publicity.

The fact to be emphasised is that celebrities alone do not guarantee success, as consumers nowadays understand advertising, know what advertising is, and how it works. Quality and price of product play major role in the success of the brand. People realize that celebrities are being paid a lot of money for endorsements and this knowledge leads them to think twice about celebrity endorsements. (Tanusree 2012).

As per the Census of India 2001, the size of student’s population in the country was 353 million comprise 41 percent of the total Indian population. It is increased to 430 million by 2011. It is expected to increase by 77 million during 2011-21, which is going to be 66% of the total population. It is obvious that youth market is a very potential market and it is perceived as a difficult group to connect with and sell to. Because of their high exposure to internet and other Medias, they get to know the details of everything quickly. They easily identify and reject marketing message that lack credibility. The brands that have successfully communicated their brand name with the youth
have good foundation in or association with key interests or drives of the youth.

Validity of the successful side of the celebrity endorsement should have to be measured considering the present mind set of the youth consumers, who are very educated and picky about the products they use. Indian youth's perception of celebrities and celebrity endorsements are analyzed in this study. To study the economic benefits and other benefits associated with the celebrity endorsements with regard to the youth group, influence of celebrity endorsement on the purchase intention of youth group is also analyzed.

1.12 SCOPE OF THE STUDY

Nowadays in India the use of celebrity advertising for companies has become a trend and also become a winning formula of corporate image building and product marketing. Associating a brand with a top-notch celebrity can do more than perk up brand recall. It can create linkages with the stars appeal, thereby adding refreshing and new dimensions to the brand image. The influence of the celebrity image and its effect on the younger generations has been an issue for quite some time. Thus, the current study attempts to analyze the impact of celebrity appeal on purchase intention of college going youth. It is believed strongly that the current study will provide clear understanding of the above discussed concept. The study will be helpful in advertising practitioners, marketers, researchers and academicians in inferring the impact of celebrity endorsement on youth, they could strategically integrate with target market characteristics, and the other elements of the marketing mix such as product design, branding, packaging, and pricing and effective usage of celebrity in product promotions.
1.13 OBJECTIVES

India as a country is known for loving its film stars. The Indians idolize their bollywood actors and cricketers. The advertisers see this as an opportunity to grab and work on so as to expand their operations and promote their product.

This dissertation focuses on examining the perception of these Indian Consumers about the celebrity endorsement process and the subsequent impact on their purchase decisions.

- To study the association between demographic attributes and purchase intention of students towards celebrity endorsed product
- To study the students attitude and perception towards cricket and film industry celebrity endorsed product
- To study the influence of celebrity from Cricket and film industry on purchase intention of student
- To study the match up factors of cricket and film celebrity.

1.14 LIMITATION OF THE STUDY

No research is complete without admitting the limitations that was faced while conducting a study which will contribute to learning. This study too has certain constrains which has been discussed below.

- It could be lacking and also might prove to be different. Another facet to this is that all the participants were students and not from any other field of life which thereby restricting the inflow of diverse opinions on the issue at hand.
Moreover, it cannot be assured that the respondents put across their feelings in the truest of the manner as their impression or beliefs regarding a particular product or over a particular issue which influenced by various aspects such as family, religion, fellow mates, colleagues, surroundings, friends’ circle etc.

1.15 CHAPTER ORGANISATION SCHEME

The framework of this research work has been structured to gain insights into the above purpose and thus includes 6 chapters namely the Introduction, literature review, Research Methodology, Analysis and Discussion, summary, findings, Suggestion, Conclusion, and future research. A brief outline of each of them is given below:

Chapter I: The introductory chapter deals with introduction, significance of the study, statement of the problem, scope of the study, objectives, hypotheses, limitations and organization of chapter.

Chapter II: The second chapter focuses on the reviews from the relevant literature in this field carried out by various researchers.

Chapter III: The Third chapter provided an outlook on research design and methodology adopted by the researcher in the conduct of the study.

Chapter V: The forth chapter reveals the analysis and interpretation of the responses which were collected during the interviews. A wide range of sub-topics under this theme has been discussed elaborately.

Chapter IV: The fifth chapter summarizes the findings, suggestions and conclusions of the study.