CHAPTER 2

LITERATURE REVIEW

Every piece of ongoing research needs to be connected with the work already done, to attain an overall relevance and purpose. The review of literature thus becomes a link between the research proposed and the studies already done. It tells the readers about aspects that has been already established or concluded by other authors, and also gives a chance to the reader to appreciate the evidence that has already been collected by previous research, and thus projects the current research work in the proper perspective.

2.1 CELEBRITY ENDORSEMENTS

McCracken (1989) provides a clear definition describing celebrity endorser as “any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement.” He further explained celebrity endorsement as a “ubiquitous feature of modern marketing.” According to Friedman and Friedman (1979) a celebrity endorser is an individual who is known by the public for his or her achievements in areas other than that of the product class endorsed”. Compared to other endorsers, celebrities always attach a greater degree of attention, recall and loyalty.

Celebrity endorsement refers not only a portrayal of popular personalities in advertisements but also with the purpose of promoting the
product (McCracken 1986). Schicke (1985) highlighted the subtle yet intense impact of celebrities on everyday thinking and living. Almost one fifth of the advertisements use celebrities for endorsement (Till and Busler 1998; Pringle 2004; Ohanian 1991). It actually helps in making the product more visible (Dean 1999). Success of any advertisement is based on so many factors. Ad's influence over the Brand recall value is one of the factors. This factor is found to be effective for celebrity endorsed advertisements (O’Mahony and Meenaghan; 1997; Ohanian 1991).

Since presence of celebrity endorsers affects purchase decisions of consumers positively, producers and retailers have always preferred to use celebrity endorsements in order to sell their products (Stafford et al 2003; Erdogan 1999; Kamins 1990). Kaikati (1987) believes that using of celebrities in advertisements could have many benefits and advantages including: 1) facilitating of brand identification 2) changing or impressing the negative attitude towards a brand 3) repositioning an existing brand 4) global marketing or positioning of a brand or product 5) affecting purchase intentions of consumers. Although using of celebrity endorsers as brand messengers is impressive, it could have some risks.

The power of the celebrities lies in these influences that they exert on consumers, even though they themselves are physically and socially distant from an average consumer. (Choi and Rifon 2007) Consumers have a tendency to form an attachment to any object that reinforces one’s self identity or desired image, renders feelings of connectedness to a group or to any object that elicit nostalgia, and perhaps the most vivid example of this form of attachment maybe found in the consumers preoccupation with the celebrities (O’Mahony and Meenaghan 1998). The use of celebrity endorsement in marketing program is not an accident. So many Researches
have proved that the celebrities are the most effective when compared to the other genre of endorsers. (Seno and Lukas 2007)

2.2 CONSUMERS ATTITUDE TOWARDS THE CELEBRITY ENDORSED ADVERTISEMENTS

Attitude is a disposition in advance to react in a particular way towards certain things. Attitude towards a particular object or act shows whether that one is liked or disliked. Attitudes have three basic components: affective, cognitive and behavioral. Affective is related to liking or feeling about an object. Cognitive is referred to belief about an object and behavioral component refer to actions taken about that object (Severin and Tankard 2001). Marketers’ keenly watch the consumers' attitude towards advertisements and celebrities. As both the attitude towards the celebrity who appears in advertisements and the attitude towards the advertisement decides the consumers attitude towards the brand and their purchase decision, It is imperative to review the studies related to both.

Attitude towards a celebrity endorser refers to consumer’s positive or negative feelings developed towards the particular celebrity used to endorse a product. Attitude towards a product refers to the positive or negative affiliation that a customer has towards the particular product which is being advertised. Attitude towards an advertisement refers to the positive or negative feelings toward the particular advertisement Du Plessis et al (2003).

The study by Basil (1996) described a model connecting parameters like attitude towards celebrity endorser, attitude towards advertisement and attitude towards brand and tried to establish a link between them. The findings showed that attitude towards celebrity endorser can have a direct or indirect influence on the attitude toward the brands.
In an indirect approach, attitude toward advertisement acts as a mediator between the aforesaid mind-set towards the celebrity Endorser and the brand. But the study concluded that attitude toward celebrity endorser has no significant effect on purchase intention.

Perception and assessment of a brand could be influenced by the attitude towards advertisement (Haghirian 2004). The factors that determine the attitude of consumers towards the advertisement consist of attitude towards the advertiser, assessment of the advertisement execution itself, the mood evoked by advertisement, and the extent to which the advertisement affect viewer's encouragement.

Seno and Lukas (2005); O’Mahony and Meenaghan (1998) stated that a consumer holds positive attitude towards celebrity endorsements. Studies confirm that the celebrity endorsement can also have an impact on the consumers recall evaluations, attention and purchase intentions. At the same time it needs to be taken into consideration that although consumers might have a favorable disposition towards celebrities, this does not necessarily always translate into purchase intentions. It is often seen that the understanding of the bond between the endorsed product and the product itself is difficult for the consumer to judge and thus this is critical to understand while discussing celerity endorsement (Hsu and Donald 2002).

Daneshvary and Schwer (2000) refer to individuals with higher levels of education might be less influenced by any form of advertising than those with less education, because education provides individuals with analytical skills allowing them to decipher information from several sources prior to making a purchasing decision, making them less likely to purchase a product based on one source. The celebrities are often looked upon by the young as their role model, (Choi and Rifon 2007). It is seen that celebrity endorsement specially encourages the young to embrace their individuality by celebrating their contemporary icons and heroes (Temperley and Tangen 2006).
Usman et al (2011) attempted to examine the perceptions of youth towards the use of celebrities in advertisements and effectiveness. Results show that celebrity endorsement has the potential of being noticed and liked by the viewers but it does not influence the purchase decision. The purchase decision has been found to be influenced by other factors like quality and price of the product. Firms may see positive outcomes when using a celebrity as an endorser: an instant recognition by the consumer with an immediate cut-through of the clutter of other advertisements, an implicit preference by the celebrity, a potential “cool” factor, a competitive advantage of brand recall, and an increase on company market value (Armbruster 2006; Friedman and Friedman 1979). The instant recognition can assist consumers in achieving an emotional tie with the endorsed product as the celebrity is quickly recognized while “cutting through” the clutter of other advertisements.

2.3 THE PROCESS OF ATTITUDE CHANGE IN CELEBRITY ENDORSEMENT

When a product is endorsed by a celebrity, consumers’ attitude towards it changes. The process of attitude change is said to happen by the following three processes. (a) Source attributes of credibility, (b) attractiveness and (c) power (Kelman 1961).

2.3.1 Credibility of the Source

The effectiveness of a communication is commonly assumed to depend considerably upon who delivers it (Hovland et al 1953). The expression source credibility is used commonly to entail the communicator’s positive attributes that affect the recipient’s acceptance of a message (Ohanian 1990).
Over the past 30 years the research conducted by psychologists demonstrates that a source which is distinguished as highly credible is likely to be more persuasive than a low credibility sender (Aaker et al 1992; Erdogan 1999; Atkin and Block 1983). Effectiveness of a message displayed depends on perceived level of trustworthiness and expertise of an endorser (Dholakia and Sternthal 1977; Erdogan 1999; Ohanian 1991; Solomon et al 1999).

Hovland et al (1953) partitioned source credibility into expertise and trustworthiness. Where expertise is “the extent to which a communicator is perceived to be a source of valid assertions” (Shank 2004). An expert is a person with a unique social status due to his/her profession, special training, or extraordinary experience that allows him/her to provide opinions. An expert spokesperson aims at making consumers believe that the expert’s identification with a product comes from professional and correct judgment. Expertise of the source should relate to the product that he/she is endorsing (Till and Busler 1998). Speck et al (1998) found that as compared to non-experts, expert celebrities produced higher recall of product information, but the difference was not statistically significant.

Erdogan (1999) stated that Trustworthiness is “the degree of confidence in the communicator’s intent to communicate the assertions he considers most valid and consists of honesty, integrity and believability. The advertisers by selecting endorsers who are widely regarded as reliable, believable and dependable can capitalise on the value of trustworthiness (Erdogan 1999). Effectiveness of the message and integrity of the receiver would be more when the celebrity is perceived to be more trustworthy (Ohanian 1990).

As source credibility research looks upon the celebrity endorsement process as uni-dimensional, it fails to provide a well-grounded explanation of
important factors. Even though source credibility is a vital factor in the celebrity selection process, as credibility has been proved to have direct and significant effect on attitude and behavioural intentions, it should not be the only criteria that should be taken into consideration while selecting celebrity endorsers (Erdogan 1999).

The model suggested by Kelman (1961) states that there are three attitude change process that happen as a result of the following source credibility attributes (a) Internalization (b) identification (c) compliance.

2.3.1.1 Internalization

Information from a credible source such as a celebrity has the power to influence the opinions, belief, attitude and behavior through a process called internalisation based on the assumption that the information from the source is accurate (Belch and Belch 2001). According to Erdogan (1999) Internalisation occurs when source influence is accepted by the receiver in terms of their personal attitude and value structures.

The message from the source could either be acknowledged or not recognized at all. Internalisation and identification are important components of source credibility and helps to explain the process of attitude change happens when the recipients receive the message. Both Belch and Belch (1993); Kelman (1961) believed that the Internalisation is said to happen only when the recipient adopts the opinion of the message source because the source believe the message or information to be correct. It has been stated the same about internalisation. Therefore, if such spokesperson who is known to be an expert endorses a product, consumers will more probably have a desirable idea about that advertisement and brand and they will consider buying it.
Using the internationalization process, Friedman and Friedman (1979) posited that consumers were more likely to purchase expensive and/or complex products which were endorsed by expert celebrities rather than typical customers. Using the same theory, Lafferty and Goldsmith (2000) consumers are more likely to purchase a product when the perception of corporate credibility is high and when endorser credibility which maybe a celebrity, is again perceived to be high. But it is seen that once the consumer has the product in his or her hands, however, the design, quality, and price of the product are what consummates the sale, not the association with a celebrity, which enlighten us with the verity that celebrities get consumers to try products, not to necessarily buy products.” (Anonymous 2008)

2.3.1.2 Identification

Trail et al (2005) defined identification as “an orientation of the self in regard to other objects including a person or group that results in feelings or sentiments of close attachment”.

According to Kelman (1961) Identification refers to the change that occurs when the target conforms to the attitude behaviour advocated by the source because they derive happiness from the belief that they are like the source. Trail et al (2005) used identity theory to explain that an individual’s identification with a sports team may lead to a change in behaviour. They used the Team Identification Index to measure an individual’s identification with the team. Several studies found that team identification was significantly related to motives for following teams showed that team identification was related to expectancies about game outcome.
2.3.2 The Source Attractiveness Model

“Beauty is a greater recommendation than any other introduction.” This quote by Aristotle is suitable in this context of source attractiveness for appreciating the efficacy of pleasant appearance since most societies place a high premium on physical attractiveness. (Ohanian 1991; Patzer 1985) affirms that physical attractiveness is an informational cue which involves effects that are inescapable, persuasive and subtle. Erdogan (1999) states that although expertise and trustworthiness have been considered as important elements, attractiveness based on ‘source valence’ model was identified as another dimension of source credibility (McGuire 1968).

Advertisers have made choices of selecting celebrities on their foundation of their attractiveness to gain from dual effects of physical appeal and celebrity status (Singer 1983). Source Attractiveness is mostly associated with physical attributes, such as familiarity, similarity and likeability, all of which are important in the individual’s initial judgment of another person (Ohanian 1990).

Similarity refers to the resemblance between the receiver and the source of the message whereas familiarity refers to the acquaintance. While talking about similarity, it is mentioned that consumers are more likely to be influenced by a message coming from someone they feel a sense of similarity with (Belch and Belch 2001). The position advocated by the source is better understood and received when the endorser and the recipient are seen to have similar needs, lifestyles, goals and interests (Kelman and Herbert 1961). Likeability on the other hand is the fondness for the source which may be as a result of behaviour, physical appearance or other personal trait and also these celebrities need to be at least well known and admired in the public eye (Belch and Belch 2001). Attractiveness includes any number of attributes such as intellectual skill, personality properties, lifestyle or athletic prowess.
that consumers might perceive in a celebrity endorser, and thus does not simply refer to physical attractiveness (Erdogan 1999).

“Source Attractiveness leads to persuasion through the process of identification” Kelman (1961). A Study by Baker and Churchill (1977) reveals that consumers have a tendency to form positive stereotypes about attractive individuals and also as compared to their unattractive counterparts, physically attractive communicators celebrities are more successful at changing beliefs and generating purchase intentions (Friedman et al 1976; Kahle and Homer 1985).

A study conducted by Kahle and Homer (1985) divulged that consumers were more geared up to buy an edge razor after seeing an attractive celebrity in a magazine advertisement than an unattractive celebrity. They also elucidated that speed of communication occurs more promptly when pictures appear in advertisements than when arguments appear.

Though attractiveness might result in positive feelings towards advertising and products, but it is not necessary that this feeling should necessarily translate into actual behavior, cognitive attitudes and purchase intention (Caballero et al 1998 and Ohanian 1991). It is indicated by both Till and Busler (1998) and Ohanian (1991) that more than physical attractiveness, the expertise of the endorser is more important in affecting attitude towards the endorsed brand.

2.4 EFFECTIVENESS CELEBRITY AND NON-CELEBRITY ENDORSEMENT

The prevalent utilization of celebrity endorsement in marketing program is not an accident. Research has found that as compared to the other genre of endorsers such as the company manager, typical consumer and the
professional expert, by far the celebrities are the most effective. (Seno and Lukas 2007)

Atkin and Block (1983) studied the effects of three celebrity and non-celebrity spokespersons on consumer’s perception towards the advertisements of alcoholic beverages. The results of the study concluded that the celebrity treatments created more positive effects among younger consumers. Advertisement featuring a celebrity is rated more positively shown that of with a non-celebrity. The image of the product tends to be more favourable when a famous endorsee is shown.

McCraken (1989) found that the use of celebrity endorsers stand for an effective way of transferring meaning to brands as it is believed that celebrity endorsers bring their own emblematic meaning to the endorsement process and that this cultural meaning residing in the celebrity is passed on to the product which in turn is passed on to the consumer.

McCraken (1989) argued there lays a difference between celebrities and anonymous person as it is assumed by him that celebrities have the capability of delivering meanings of extra depth, power and subtlety and also offers a range of lifestyle and personality which cannot be matched by anonymous people. In the similar vein he continues to prove that most heavily stereotyped celebrity produces not just single meanings but also interconnected multiple meanings indicating that celebrity endorsers are far more effective than non-celebrity endorsers. In the light of company reports and academic writing it is safe to argue that celebrity endorsers are more effective than non celebrity endorsers in generating desirable income (Erdogan 1999).

According to Tom et al (1992) results endorsers were more effective in creating a link to the product than celebrity endorsers based on the
classical conditioning paradigm. This argument was based on the fact that companies had more controlling power over created endorsers and they build these characters in such a manner that they are fitting with the brand and target audience and also that these characters were not allowed to endorse more than one brand. The celebrity endorsers on the other hand had created a persona of their own over time and the company lacked control over them.

2.5 PRODUCTIVE OF CELEBRITY ADVERTISEMENT

Advertisement appeal is noticed to the increasing with the presence of celebrities. Till and Shimp (1998) stated that apart from the intuitive arguments that rationalize this celebrity endorsement, also so many academic researchers has been conducted empirical research to prove the positive aspects of this type of endorsement.

Spielman (1981) stated that the celebrities are believed to increase the audience attractiveness to the advertisement, make the copy more memorable, creditable, desirable, and add glamour to the product these attributes are believed to convey certain meaning to the audience that will hopefully be transformed to the product being advertised. The increased consumer power over programmed advertisement has made advertising more challenging. Celebrities have the potential of helping the advertisements stand out from the surrounding clutter, guiding towards an improved communicative ability by cutting through excess noise in a communication process (Sherman and Strathford 1985).

One probable solution in the face of tarnished company image is the hiring of a celebrity to restore it. Celebrities can bring a new image and advertising approach to the brand. They can help breathe new life into company’s advertising for an existing brand. Jerry Seinfeld’s series of advertisements for American express helped raise profits for the company.
Also Celebrity Endorsement assists in the image polishing of the company’s image (Erdogan 1999).

Various studies has been conducted to identify the attributes such as trustworthiness, similarity, likableness, expertise that cause a celebrity to stand as a persuasive source which in turn creates a sense of certainty (Mustafa 2005). Bowman (2002) stated another reason for the use of celebrity endorsement is because it has a strong impact on the learning style and memory which is critical to marketing communication success. This is because most consumers are not in a purchasing situation when they come into contact with the brand message. Marketers make use of celebrity endorsements as they lead to better information storage in the minds of the consumers which can be readily retrieved when the purchasing situation does arise (Schultz and Barnes 1995).

Kamen et al (1975), suggest that the celebrity acts as a core around which messages in an advertisement are positioned. The celebrity spokesperson helps trigger past associations with the sponsor or stimulate the remembering of past messages. Because of this audience are able to integrate new messages with the old to build a unifying, coherent, sustained and consistent image of the brand. The selection of spokesperson/ endorser is one of the most important decisions for a marketer or advertiser.

Urde (1994) found that the increased attention and brand liking that of a likeable spokesperson provides impact on the purchase behavior and brand loyalty. Some had purchased a product because a character focused their attention on the advertisement, which they then found interesting. It was also noted that a spokesperson influence could be affected by other factors like price, similarity of competing brands and availability of other information. In general, it was felt that the celebrity influenced the consumers when the product is inexpensive, low involving and when few differences are
perceived between brands. From these studies, it was apparent that celebrity endorsement of a product or service has an impact on the advertisement. It may be related to the fact that the consumers may be aware of the product, link the celebrity with the product, has positive attitudes toward the advertisement, perceived credibility, brand recall, tendency to purchase, and positive image of the brand.

When a product tries to find a place for itself in global market, the marketing strategies of the product should be planned in such a way that the product reaches most part of the world in the same way. In grabbing a position in foreign market celebrities can be beneficial in breaking down cultural blocks that may prevent or hinder the success of the product. All these lead to the conclusion that celebrity endorsements are likely to have a positive effect on product choice behavior (Goldsmith and Newell 2000).

2.6 CHOOSING THE CELEBRITIES

Shimp (2000) put forward five factors in choosing the right celebrity for endorsement in order the decreasing importance namely, (1) the celebrity credibility, (2) celebrity and audience match-up, (3) celebrity and brand match up, (4) celebrity attractiveness, and (5) miscellaneous considerations, which were considered by advertising executives while making their celebrity-selection decisions.

Models and concepts were constructed by scholars to draw the liaison between celebrities, the brand they endorsed and the perception of the people related to the two (Khatri 2006). Beside Source credibility model and Source attractiveness model Celebrity Match-up Hypothesis model was proposed by Forkan (1980).
2.6.1 Match-up Hypothesis

Spokesperson-brand congruence match-up entails that the highly relevant characteristics of the spokesperson are consistent with the highly relevant attributes of the brand. (Misra and Beatty 1990). According to Kamins (1990) there is a necessity for the existence of a meaningful relationship between the celebrity, the audience and the product. According to Evans (1988) in the absence of a distinct and specific relationship between the product and the celebrities, “celebrities suck the life blood of the product dry”, thus emphasize the danger of the vampire effect.

According to Kahle and Homer (1985), the Match-up Hypothesis of endorser selection fits well with Social Adaptation theory which implies that the adaptive significance of the information will determine the impact. Research indicates that advertising a product via a celebrity leads to a greater celebrity and advertiser believability relative to advertisements portraying a less fitting product spokesperson image. (Kamins and Gupta 1994; Kotler 1997).

Tenser (2004) examined the importance of specific endorser characteristics from both the consumer and practitioner’s perspective. They found a number of characteristics that consumers deemed important in an endorser. Participants did not believe that an endorser had to mirror the age, gender, or background characteristics of a consumer. However, the constructs that were characterized as pertinent in the selection of athlete endorsers relied heavily on the sport played and the character of the individual. Some of the characteristics revealed as extremely important included: “is same gender as me,” “is good looking/stylish,” “is hottest new star in his/her sport,” “has been playing or played the sport for a long time,” “plays/played for one of my favourite teams,” “plays/played sport I follow,” and “is someone I would like
to be like.” While a number of the characteristics do overlap from those selected by consumers, there are a few that are unique.

Till and Busler (1998) explained that even though Micheal Jordon is an attractive endorser, his effectiveness as a celebrity endorser is likely to be greater than when endorsing products related to his athletic deftness such as Gatorade or Nike, rather than products that are unrelated to his athletic performance such as WorldCom Communications. The extensive and persistent use of celebrities in advertising suggests that they are worth the costs associated with hiring them (Agrawal and Kamakura 1995).

A celebrity’s stamp of approval can create an emotional bond between the endorser and the consumer, if the fit is right (Bradley 1996). A successful and popular endorser has the capability to increase consumer’s purchase intentions and preference towards brands either directly or indirectly. (Lui et al 2007). One can always match a celebrity with the wanted image of the brand but it will not be successful if the target audience does not perceive the fit. (Temperley and Tangen 2006). Newsom et al (2000) takes the view that there should be no conflict between any prior promotion campaign endorsed by a celebrity and the preferred image. During their careers, successful individuals were elevated to the celebrity status, and therefore regardless of their actual physical appearance their achieved recognition and popularity makes these celebrities look attractive to consumers. These celebrities’ accomplishments and fame transform in to credibility in the eye of the public. (Choi 2007). Solomon et al (1999) refers to the ‘credibility gap’, where the lack of credibility is aggravated by incidences where celebrities endorse products that they do not really use, or in some cases do not believe in.
2.6.2 The Meaning of Transfer Model

According to McCraken (1989), the previous models discussed above are not capable of capturing the success factors of the endorsement process, hence he proposed the meaning transfer model as a rich and all-inclusive portrayal of the same, the central premise of which is that celebrities encodes unique sets of meanings which might be transferable to the endorsed product, provided the celebrity is used well. Celebrity Endorsement is a special example of the universal process of meaning transfer which witnesses a conventional movement of cultural meaning in consumer societies. Celebrities are known to be full of different meanings in terms of age, gender, personality and lifestyle. Celebrity endorsers bring their own symbolic meaning to the process of endorsement. Specially the cultural meanings residing in a celebrity go beyond the person itself and are passed on to the products. (McCraken 1989; Brierley 1995) A model exemplifies a three-stage process of meaning transfer which involves the creation of the celebrity image followed by the transfer of meaning from the celebrity to the brand which again in turn is followed by the transfer of brand image to the customers.

Schlecht (2003) in the first stage the meanings associated with the famous person moves from the endorser to the product or the brand, and this meaning is drawn by the celebrity from its public persona. In the second stage, the creation of product personality takes place as the meaning is transferred from the endorser to the consumer. This is based on the symbolic properties conveyed by the endorser. Finally in the last stage which is known as the consumption process, the brand meaning is attained by the consumer.

The consumers who identify themselves with these symbolic properties meanings are transferred to them thereby rendering the process of transfer of the meaning from the celebrity to the consumer complete. The third stage of the model overtly proves the importance of the consumer’s role
in the process of endorsing brands with famous people. (McCraken 1989) celebrities like Madonna though this approach is useful in certain rationales, but at the same time it prevents one from seeing the celebrities who are in fact highly individualized and complex bundles of cultural meanings. (McCraken 1989). McCracken’s model may first seem a merely theoretical concept, but in truth its replicability to real life was demonstrated by two studies. The meaning transfer model was found applicable in a study conducted by Mitchell and Boustani (1992), which tested the model on breakfast cereals. Also Mary et al (1993) legitimately it and included VCRS rendered through its study carried out on jeans and VCRs which included.

2.7 MULTIPLE CELEBRITY ENDORSEMENTS

One of the first enquiries into the phenomenon called celebrity endorsement was by Mowen and Brown (1981), where the results of his study underlined the importance of the advertiser launch a exclusive agreement with a celebrity (McCutcheon et al 2003). Save for exclusivity comes with a high price tag even though the traditional advertising literature advocates the importance of an exclusive product contract with a celebrity. This high value ticket has lead to a trend of companies sharing stars. Earlier studies hint at the fact that in order to erode consumer’s acumen of endorser’s trustworthiness, as well as advertisement and brand evaluation, by simply knowing that the celebrity is endorsing multiple products. (Tripp et al 1994).

On the contrary, Hsu and Donald (2002) found that it might be beneficial to endorse a product with multiple celebrities as it leads to attracting and connecting to the different and diverse sets of target audience to the product. In fact this strategy of using an assortment of celebrities is quite high-flying among sports brands like Nike, Adidas, and Reebok. (Temperley and Tangen 2006).
Erdogan and Baker (2001) has interviewed several advertising agency managers and reported that the practitioners’ insight indicated that “a brand has a wide range of consumers and sometimes the use of multiple celebrities is needed to cover the whole target audience, though it must be made sure that each celebrity’s values reflects core brand values” (Hsu and Donald 2002). By using multiple celebrities in collaboration one can more successfully endorse a specific product. This is evident in the marketing strategy used by the cosmetic manufacturer L’Oreal who matches its product line depending on the celebrities and the meanings associated with them. (Redenbach 2005).

Additionally, the boredom which is caused by the presence of a single celebrity can be reduced with the help of multiple celebrities. (Hsu and Donald 2002). However, it is also cautioned that multiple celebrities may lead to confusing consumers about the brand’s identity and that it should be assured that “each and every celebrity possesses compatible meanings that are sought for brands” (Erdogan and Baker p. 13).

2.8 CONTRARY TO CELEBRITY ENDORSEMENT

The prevalent use of celebrities for endorsement poses a question on the validation of success of celebrity endorsement. It is believed that using celebrities can turn out to be an unnecessary risk, unless there appears to be a very logical relation between the endorser and the product. Celebrity endorsers may now and then become a liability to the brand they endorse (Till and Shimp 1998).

Negative information and publicity regarding the celebrity is one risk associated with the use of celebrity endorsers. If the celebrity is strongly associated with the brand then the impact of the negative publicity will brim over to the product (Till 1996). Many companies have been badly affected by
the negative publicity occurring from the celebrity’s misdeeds. One very prominent example is Pepsi which suffered with three tarnished celebrities - Mike Tyson, Madonna, and Michael Jackson (Katyal 2007). Furthermore, those who choose to use celebrities had no control over the celebrity’s future behaviour. (Till and Shimp 1998). This is due to celebrity greed which leads to a celebrity endorsing many diverse products (Erdogan 1999). Overexposure is a common occurrence between highly recognized and well-liked endorsers and highly competing brands and leads to making the consumer confused and unable to recall correctly to which brand the celebrity stands for (Tripp et al 1994).

This not only compromises the value of the celebrity in the eyes of the star’s fans but also brings to the customers notice the true nature of endorsements which is compensation inclined and not so brand or product inclined (Cooper 1984; Tripp et al 1991). This has been referred to by Solomon et al (2002) as the “hired gun” problem, where the spokesperson is perceived as endorsing the product only for the motive of money. A review by King (2005) found that especially among young people the perceived credibility of celebrity endorsers has fallen drastically, with 64% believing that celebrities appeared in the ads only for money. As Cooper (1984) articulates “the product, not the celebrity, must be the star.” Overshadowing or better known as the ‘vampire effect’ occurs “when the celebrity endorser occurs in the presence of multiple other stimuli which all competes to form a link with the celebrity endorser” (Till 1996). It is a fairly familiar problem that tends to ‘water out’ the image and association present between the celebrity and the brand being endorsed and one that leads to lack of clarity for the consumer. (Evans 1998). A universal concern here is that consumers will fail to notice the brand being promoted because they are focusing their attention on the celebrity (Erdogan 1999). Also some consumers have termed celebrities to be a ‘puppet’ used by companies implying that they perceive the celebrities to be lying, when endorsing certain products. (Temperley and Tangen 2006).
2.9 CELEBRITY ENDORSEMENT IN INDIA

Like every other market, the celebrity endorsement strategy in India has become an important component of marketing communications strategy for firms in today’s competitive environment. To be successful in the market every brand need to convince consumers that they carry a different image and value from other competing products (Sadhu Ramakrishna, Santhosh Reddy, 2005). Since every brand is trying hard to market their product, clutter of advertisements and over communication is becoming prevalent and is overcome with the help of the presence and support offered by a renowned persona (Kulkarni and Gaulankar 2005). In a study by Mathur and Rangan (1997) it is revealed that celebrity endorsements are likely to have a positive effect on product choice behaviour.

A study by Lalitha et al (2011) revealed that Celebrity endorsement enhances product information and creates awareness among consumers. A study by Mathur and Rangan (1997) stated that the celebrity endorsement has positive impact on the the product choice behavior. If a product that relates to the consumer's desired image is endorsed by celebrities, consumers do not mind of to spend more money and to buy the product (Gayathridevi and Ramanigopal 2010) as it helps them to take more notice of celebrity endorsements and improve their level of product recall. In a study conducted by Debiprasad Mukerjee (2009), it is concluded that celebrities are deemed to have more effect than using a typical consumer or expert in creating positive influence over the audience's recall and purchase intentions.

While surfing the TV channels, it is obvious that approximately every one of the three advertisements show celebrities like Amithabh Bachchan, Sharukh Khan, Salman Khan, Amir Khan, Saif Ali Khan, Aishwarya Rai, Katrina Kaif, Kareena Kapoor, Deepika Padukone, Sonam Kapoor, Sachin Tendulkar, Dhoni, Veerat Kholi, Shewag, etc... Although most of the
studies stated that celebrity endorsement has a overall positive effect on the advertisement and product being endorsed, the prevalent use of celebrities for endorsement poses a question on the validation of success of celebrity endorsement.

In a study by Rajesh Kumar and Srivastava (2011), the influence of Amithab Bachchan's endorsement on different brands are evaluated. Positive influence is created only for few brands. It is concluded that multiple brand endorsement may not work if personality fit is not measured and mapped.

The overuse of celebrities is termed as ‘Lazy advertising’ (Kulkarni and Gaulankar 2005). It is also concluded in the same study that a brand is bound to be affected, especially when there is anything negative regarding the celebrity associated with the brand in the news. Use of celebrities for the advertisement is becoming an addiction called celebrity trap. When the substitute is to be found, it becomes more difficult and results in surfeit of celebrities for endorsement.

Not much of the studies are conducted on the influence of Celebrity endorsement over the youth population of India. Since they are considered as one of the most potential market in the current scenario and considering the fact that their view point is different to that of the other target groups, the effectiveness of celebrity endorsement has to be evaluated for that group, To justify the millions of money spent on the celebrity endorsement.