Chapter V

Conclusions & Recommendations
Conclusion:
This chapter concludes the finding from the data and summarises the study. The study surveyed 711 respondents i.e. MBA/MCA students of south Gujarat region with regard to their attitude towards celebrity Endorsement. The present study started with following objectives;

3. **Primary Objective**
The Primary objective is to measure consumers’ attitude towards celebrity endorsement with special reference to filmstars versus sportsstar as Celebrity Endorser.

4. **Secondary Objectives:**
5. To measure consumers’ attitude towards celebrity endorsement with special reference to Filmstars as Celebrity Endorser
6. To measure consumers’ attitude towards celebrity endorsement with special reference to Sportsstars as Celebrity Endorser
7. To measure consumers’ attitude towards celebrity endorsement with special reference to Filmstars as Celebrity Endorser for specific product likewise (Social Advertisement, Fashion Product, High Involvement Product, Low Involvement Product and Liquor)
8. To measure consumers’ attitude towards celebrity endorsement with special reference to Sportsstars as Celebrity Endorser for specific product likewise (Social Advertisement, Fashion Product, High Involvement Product, Low Involvement Product and Liquor)

The past research has shown that in general celebrity endorsement influences the feelings of the consumers and can also influence the attitude consumers have towards the advertisement and attitude towards the brands, which can increase the purchase intentions and, consequently, increase sales also.
So the researcher has decided to study consumers’ attitude towards Celebrity Endorsement. And as we know that when we talk about Celebrity in India majorly they are two; *One, Filmstars* who contribute around 75% of the total Celebrity Endorsement in India and *Two Sportstars* who contribute roughly around 20% of the total Celebrity Endorsement in India; That’s why we have decided to limit our study to FilmStars and SportsStars.
The study moves ahead with introduction of some concepts like consumer attitude Advertising, Endorsement as a part of Advertising strategy. It further talks in detail the History of Celebrity Endorsement also in the Indian context.

Moving ahead, a detailed literature on the subject of Celebrity Endorsement was reviewed both in foreign as well Indian context. Around 125 articles and books have been referred to get in depth insight of the various aspect of Celebrity Endorsement.

Looking into the literature the review was divided in to various subheadings like:

- Consumer attitude towards Advertising
- Who is an Endorser?
- Types of Endorser
- Celebrity in Advertising as an Endorser
- Celebrity versus Non-celebrity
- Endorsement effectiveness
Managerial Implications for effective use of Celebrity Endorsements (Till 98)
Celebrity Endorsement and Brand Equity
Event Study Method to judge effectiveness of Celebrity Endorsements
Selecting the ‘Right’ celebrity
  • The Source Credibility Model
  • The Source Attractiveness Model
  • Identification
  • Match-up Hypothesis
  • The Meaning Transfer Model
  • Elaboration likelihood Model
  • TEARS Model
  • The NO TEARS Model
  • The FREDD Principle
  • Q Ratings
  • Some Other Theories

The methodology used for the study is a descriptive study. As mentioned earlier the study collected response from 711 respondents about their attitude towards celebrity Endorsement. The study is limited to south Gujarat region only. Responses were collected through Personal interviews with MBA/MCA students with the help of a structured questionnaire. Form around 762 questionnaire 711 questionnaires were found complete and considered for analysis.

Data were collected from both primary as well as secondary sources. As mentioned primary data were collected through a structured questionnaire and analyzed by appropriate statistical techniques and statistical tests like Reliability Test, Independent sample T Test, One way ANOVA with appropriate software package like SPSS and EXCEL.

The data were first processed, coded and tabulated for analysis. A detailed analysis was done on the data and a detailed finding on each data was undertaken.

The major conclusions from the analysis are discussed below;
1. Profile of the data
   • Television is a major source of information for 83% (590 out of 711) of total respondents.
It is also observed that Television is a major source of information for 78.06\% (306 out of 392) male respondents, 89.02 \% (284 out of 319) female respondents, 85.79 \% (441 out of 514) MBA students, 75.63 \% (149 out of 197) MCA students, 80.68\% (213 out of 264) Less than 150000 Family Income group student, 84.34\% (377 out of 447) More than 150000 Family Income group.

According to parents Occupation Television is a major source of information for 80.43\% (185 out of 230) Job category students, 86.56\% (58 out of 67) Professionals, 85.66\% (239 out of 279) Self Employed and 78.78\% (78 out of 99) Other Occupation category.

2. General attitude towards Celebrity Endorsement
   - There is a significant difference in consumers’ attitude towards Celebrity Endorsement based on gender.
   - There is no significant difference in consumers’ attitude towards Celebrity Endorsement based on education, family Income and parents’ Occupation.

3. Credibility of Celebrity
   - There is no significant difference in consumers’ perception about credibility of Celebrity based on Gender, Education, Family Income, Parents’ Occupation
   - There is no significant difference in consumers’ perception about credibility of Celebrity based on Type of Celebrity i.e. whether it is Filmstars or Sportsstars.

4. Credibility of Celebrity for specific Advertisement
   - There is a significant difference in consumers’ perception about credibility of Celebrity based on Type of celebrity for Social Advertisement.
   - There is a significant difference in consumers’ perception about credibility of Celebrity based on Type of celebrity for Fashion Product Advertisement.
   - There is a significant difference in consumers’ perception about credibility of Celebrity based on Type of celebrity for Low Involvement Product Advertisement.
   - There is a significant difference in consumers’ perception about credibility of Celebrity based on Type of celebrity for High Involvement Product Advertisement.
   - There is a significant difference in consumers’ perception about credibility of Celebrity based on Type of celebrity for liquor Product Advertisement.
• There is no significant difference in consumers’ perception about credibility of Celebrity based on Gender, Family Income and Parents’ Occupation for Social Advertisement.
• There is a significant difference in consumers’ perception about credibility of Celebrity based on Gender, Family Income and Parents’ Occupation for Fashion Product Advertisement.
• There is no significant difference in consumers’ perception about credibility of Celebrity based on Gender, Education, Family Income and Parents’ Occupation for Low Involvement Product Advertisement.
• There is no significant difference in consumers’ perception about credibility of Celebrity based on Gender, Education, Family Income and Parents’ Occupation for High Involvement Product Advertisement.
• There is no significant difference in consumers’ perception about credibility of Celebrity based on Gender, Education, Family Income and Parents’ Occupation for Liquor Product Advertisement.

5. Attitude towards Specific Celebrity Endorsement with regard to various Celebrity Advertisements

a. Amitabh Bachchan for Pulse Polio Campaign
   • There is no significant difference in consumers’ perception about Credibility of Specific celebrity (Filmstars - Amitabh Bachchan) for Social Advertisement irrespective Gender, Family Income, Parents’ Occupation.
   • There is a significant difference in consumers’ perception about Credibility of Specific celebrity (Filmstars - Amitabh Bachchan) for Social Advertisement irrespective Education.

b. Amitabh Bachchan for Reid Tailor
   • There is no significant difference in consumers’ perception about Credibility of Specific celebrity (Filmstars - Amitabh Bachchan) for Fashion Product’s Advertisement irrespective Gender, Education, Family Income, and Parents’ Occupation.

c. Ranbir Kapoor for Tata Docomo
There is no significant difference in consumers’ perception about Credibility of Specific celebrity (Filmstars – Ranbir Kapoor) for Low Involvement Product irrespective Gender, Education, Family Income, and Parents’ Occupation.

d. Ranbir Kapoor for Nissan Micra

- There is no significant difference in consumers’ perception about Credibility of Specific celebrity (Filmstars – Ranbir Kapoor) for High Involvement Product irrespective Gender, Education, Family Income, and Parents’ Occupation.

e. Ajay Devgan for Bagpiper Soda

- There is a significant difference in consumers’ perception about Credibility of Specific celebrity (Filmstars – Ajay Devgan) for Liquor Product irrespective Gender.

- There is no significant difference in consumers’ perception about Credibility of Specific celebrity (Filmstars – Ajay Devgan) for Liquor Product irrespective of Education, Family Income, and Parents’ Occupation.

f. Sachin Tendulkar for Toshiba

- There is no significant difference in consumers’ perception about Credibility of Specific celebrity (Sportsstar – Sachin Tendulkar) for High Involvement Product irrespective Gender, Education, Family Income, and Parents’ Occupation.

g. MS Dhoni for Reebok shoes

- There is no significant difference in consumers’ perception about Credibility of Specific celebrity (Sportsstar – M S Dhoni) for Fashion Product Advertisement based on Gender, Family Income, and Parents’ Occupation.

- There is a significant difference in consumers’ perception about Credibility of Specific celebrity (Sportsstar – M S Dhoni) for Fashion Product Advertisement based on Education.

h. MS Dhoni for Save Tiger Campaign MS Dhoni

- There is no significant difference in consumers’ perception about Credibility of Specific celebrity (Sportsstar – M S Dhoni) for Social Advertisement based on Gender, Education, Family Income, and Parents’ Occupation.

i. MS Dhoni for McDowell’s No.1 Platinum Soda


There is no significant difference in consumers’ perception about Credibility of Specific celebrity (Sportsstar – M S Dhoni) for Liquor Advertisement based on Gender, Education, Family Income, and Parents’ Occupation.

j. M S Dhoni for Pepsi cola

There is no significant difference in consumers’ perception about Credibility of Specific celebrity (Sportsstar – M S Dhoni) for Low Involvement Product’s Advertisement based on Gender, Education, Family Income, and Parents’ Occupation.

Recommendations to Marketers

Based upon past and present study we can recommend that

- Celebrities can increase recognition and their presence almost guarantees publicity
- Consumers are generally influenced by spokespersons if products are inexpensive, low-involving and few differences are perceived among available brands (e.g. M S Dhoni and Pepsi Cola).
- An endorser will be more effective in creating purchase aspirations when the endorser is perceived as a credible messages source (Amitabh Bachchan for Pulse Polio).
- Effectiveness of celebrity endorsement will improve when their personalities remain closely aligned with the brand values (M S Dhoni and Pepsi; feeling of “Youth”).
- Endorsement is successful, when the properties of the celebrity are made the properties of the endorsed product (Sachin and Toshiba both technically sound).
- Celebrity endorsements will be more effective when used consistently over time to increase the strength of the link between the celebrity and the endorsed brand. (Amitabh Bachchan for Pulse Polio or Reid & Tailor)
- Celebrity endorsements will be more effective for less familiar brands (Ranbir Kapoor in Tata Docomo).
- Celebrity have higher credibility when used for social advertisement(e.g. Amitabh Bachchan in Pulse Polio or M S Dhoni in “Save Tiger Campaign”)

Limitation of the Study:
Celebrity Endorsement

1. Though the sample taken for the study is substantial percentage of total population sample but still findings cannot be generalized to whole population.

2. The research represents the view of South Gujarat students only so thus having a limited scope for generalization.

3. Though all attempts were made to remove bias some bias likely to prevail which might affect the study is well.

Scope for further research

1. The present study represents viewpoint of MBA/MCA students only not all PG student; so the study can be broaden by including other PG Student.

2. The present study is limited to South Gujarat region only thus having a limited scope for generalization; It can be increased by increasing the scope of the study.

3. The present study have considered only two type of celebrity i.e. FilmStars and SportsStars i.e. male only; so the study can be broaden by including more celebrity and by including female celebrity also.