CHAPTER - II

REVIEW OF LITERATURE

This chapter reviews the relevance of celebrity endorsement of consumer durable products and its impact on consumer behaviour literature in more depth and elucidates the important issues that remain unanswered. The reviews are systematically arranged and segregated based on celebrity endorsement elements, preference, product need and buying motivation, information search, purchase decision and post purchase behaviour.

2.1 FOCUS OF THE REVIEW

The focus of the review is categorised as under.

Celebrity Endorsements

Celebrity endorsements are special type of advertisements which includes a famous person from firm fraternity, athletes and sports, modeling world, etc. it helps in promotion the product brand and also increasing the sales of the product.

Consumer Behaviour

A fundamental understanding of consumer behaviour underpins all marketing activity and is a necessary prerequisite to organizations to be marketed orientated. Celebrity endorsement is one of the strategies of marketing and it influences the consumers’ behavioural pattern to a greater degree.
Celebrity Endorsements - Customer Preference

The consumers’ choice of products depends on the alternatives available. Even more, if the products are endorsed by their favourite celebrities, the products gain priority over the alternatives available.

Celebrity Endorsements – Demographic Perspective

The endorsers in the advertisements with demographic characteristics (age, social status, ethnicity, and lifestyle) similar to that of the target-audience are perceived as being much more credible and convincing.

Consumer Behaviour - Customer Preference

Consumers like advertisements more if they are admirers of the celebrities in the advertisements. When a consumer likes the celebrity in the advertisement, he or she is more likely to accept what the celebrity says about the advertised product and therefore will develop more positive feelings toward the advertisement and the brand itself.

Celebrity Endorsements - Information Search

Information about the products or services intended to be purchased is sought by the consumers. When such information is supported by celebrities’ testimonial, consumers tend to rely more on such information.
**Consumer Behaviour – Information Search**

Consumers tend to enquire about the products or services prior to purchase. They relate to the authenticity of the information depending on the source from which it is received.

**Celebrity Endorsements- Purchase Decision and Buying Motivation**

Celebrity endorsement has become one of the most popular advertising campaigns. Companies use many celebrities like movie stars, athletes and singers to endorse in their adverts in order to attract consumers into purchasing their brands. The fascination of the public with celebrities has helped marketers to utilise this marketing strategy and influence consumer’s purchase decisions and motivate them to purchase the products or avail services.

**Consumer Behaviour – Purchase Decision**

Consumers have a number of alternative solutions to choose from and, depending upon the complexity of the purchase, will either be multi-attribute decision-making or based on decision heuristics. Outcomes tend to depend upon the degree to which performance meets expectations which in turn can be influenced by a number of factors within and outside the marketer’s control.
Consumer Behaviour – Demographics Perspective

The behavioural pattern of the consumers varies depending upon demographic variables like age, income, gender, occupation, etc. Each variable has its own attribute reflecting on behavioural pattern of the consumers.

Celebrity Endorsements - Post Purchase Behaviour

Consumers’ not only only consider the testimonials of the celebrities prior to purchase, but they tend to analyse the benefits of the purchase based such endorsements. Their post-purchase analysis enables them to decide on the subsequent purchase of products.

2.2 CELEBRITY ENDORSEMENTS- GENERAL STUDIES

Celebrity endorsements are useful for the customers to recall the brands and to fix the product qualities steadfastly on their minds.

Angela Byrne, Maureen Whitehead, Steven Breen (2003) study the process of transference of celebrity images to the product’s image by examining the usage of celebrity endorsement in the formation of the retail image of a leading European grocery distribution group. The analysis relates to a field research with consumers and interviews with advertising agency personnel who have identified the criterion for the choice of a celebrity. The extent to which the market place recognises and consumers associate themselves with the image of a celebrity endorser is explored.
Surabhi B. Prasad and Ravi Girdhar (2005) have come up with a model that is a function of several input parameters, their priorities and the correlation score between the parameter and endorsement effectiveness. The paper first examines the various facets of celebrity endorsements and the impact on brand equity. A thorough literature survey has been made in light of which the arguments have been substantiated. A model has been devised for arriving at the effectiveness of a celebrity endorsement.

Paul Chao, Gerhard Wührer and Thomas Werani (2005) The most recent country-of-origin (COO) research was focused on multi-cue designs to overcome weaknesses associated with single-cue models by incorporating both extrinsic and intrinsic cues in evaluating consumer responses. The fact as to whether a foreign celebrity or a foreign brand name can enhance or diminish consumer attitude, product quality perception and purchase intention in another country. This study shows that in a country where consumers speak a different language with very different cultural heritage, the use of a foreign celebrity and an English brand name can be a liability. This study examined the moderating effects of celebrity, foreign brand and COO on consumer product evaluations.

Choi, Sejung Marina (2005) draws a baseline to understand the cross-cultural similarities and differences in the practice of celebrity endorsement in advertising from two diametrically different countries, in terms of two fundamental cultural dimensions: (1) low versus high context, and (2) individualism versus collectivism was developed. Apart from assessing the frequency of usage and the characteristics of celebrity endorsers, this study also closely examines the creative
execution of the technique. The findings of this study yield insights into the use of celebrity endorsement across different cultures. Differences observed in the execution and content of celebrity advertising highlight the cultural influences on the current practice of this technique.

Neha Taleja, (2005) studied the impact of celebrity endorsements on brands. While the magnitude of the impact of celebrity endorsement remains under the purview of gray spectacles, the research has established reasoning to the impact of celebrity endorsements on brands and reveals that the level and the magnitude of the effect vary with the celebrity and the product category and that most of the endorsements have a favourable impact.

Subhadip Roy (2006) raises three questions and attempts to provide tentative explanations for them. The first two questions relate to locating the relative position of Indian celebrities and brands on a set of personality attributes in the consumer's perceptual space. The third question relates to determining the fit between the celebrity and the brands endorsed by her/him. The results suggest that consumers differentially rank both celebrities and brands. The study further shows that although celebrities may endorse several brands, their personality does not fit well with the personality of the brand they endorse. Evidence offered here supports the basic assumptions of the celebrity product congruence model.

A study conducted by Irene Roozen (2008) analysed two aspects: one was to find the implication that the celebrity endorser brings to the product and to the consumer for different product categories and the other was the extent to which these effects vary across different product categories. The research was based on written
questionnaires and the study analysed the impact of female international celebrity endorsers in respect of three different product categories namely, high involvement, low involvement and the beauty products and concluded that the celebrities are considered to have the highest expertise for beauty products with much lower scores for candy bars (low involvement) and lap-tops (high involvement).

**Amstrong Ayuk, Ceasarine Nyaseda (2008)** This paper explores the practice of celebrity endorsement as used in the developing nations. With Hofstede’s cultural dimensions, it initiates a new way of viewing celebrity endorsement. The CFC Model has been used to demonstrate the contribution of agency theory and leadership to the complexity of celebrity endorsement. The appropriateness of celebrity endorsement has also been challenged. In conclusion, this paper infers that in order to discuss celebrity endorsement cross-nationally, agency theory, transformational and transactional theories and most importantly the cultural dimensions should be considered.

**Kalliny, Morris; Beydoun, Abdul-Rahman; Saran, Anshu; Gentry, Lance (2009)** The research has investigated into the use of celebrity in TV commercial endorsements. The study has compared the use of celebrity endorsement in terms of two fundamental cultural dimensions: 1) low versus high context and 2) individualism versus collectivism. This paper has also an attempted to find out the frequency of celebrity use and identify the characteristics of celebrities used and the products their use is associated with.

After scrutinizing both national and international literature pertaining to celebrity endorsements, it is deduced that celebrity endorsement acts as a predictor of
the brand equity. The information through celebrity endorsement influence the customers at various levels to prefer their product.

2.3 CONSUMER BEHAVIOUR – GENERAL STUDIES

In this era of competition, understanding the consumer is a necessity for marketers. Consumer needs and preferences are continuously changing, given the changes in factors like demographics and lifestyles. Consumer Behavior relates to understanding the internal variables like motivation, personality, perception, learning, and attitude, and external variables like reference groups, family, social class, and, culture, and their influence on consumer decision-making process. It also extends to the consumers' acceptance of innovation, and their purchase and post-purchase behavior.

Dirk Ziems, (2004) Morphological psychology leverages the theory of Gestalt to understand the underlying fundamental and unconscious motivating forces behind brand and product decisions. The Morphological concept of motivation makes it possible to account for the unconscious generators of consumer behavior appropriately. It reveals the hidden symbolic meaning of products. Marketing strategies should limit themselves to one key message--the concept of single-minded proposition--conveying one 'core feeling' of 'emotional value.' However, successful strategies consider the complex psychological mechanisms, which create the 'emotional values.'

Ilan Lechter, Georgia Phillips and Michael Cramphorn, (2006) In the past, behaviour was presumed as conscious, sequential and rational and the hierarchy-of-
effects (HOE) models of advertising, like AIDA, reflected this thinking. However, recent studies show that emotions and feelings are much more important. These ‘old’ popular models were empirically tested to find out the elements of an ad that really drive people to buy products. The findings transform advertising research practices and provide important implications and guidance for strategic brand management. The key learning was that the feeling about the brand is the most important element, and successful brand management means ensuring the brand is represented in a way that people will like and can relate to in all communications.

**Simon Barker and Malcolm Hunter, (2006)** Consumers increasingly control the dialogue with brands. This means the old intrusion/interruption model upon which communication planning has been historically based is increasingly less effective. Likewise coverage and frequency are no guarantee of anybody actually receiving a message. People do not engage with media for the paid for communication but for the content. This content engenders an emotional response that create feelings like a sense of belonging or superiority, or connectivity to the world and in others that feel different from the world. People bring this emotional frame of mind to the paid for communication they receive in or around the content (of the media). They have a more positive and efficient processing of communication when they feel a 'consistency' between the emotional state and the emotional content of the communication.

**Ray Algar and Neil Burton, (2007)** have revealed that consumers have come to realise that price is not always an indicator of quality, as premium-priced products may be mediocre and low-priced ones may thus not be inferior in quality. The internet
has made it easier for people to compare and find the best bargains, and feel no shame in doing so. Self-service is increasingly attractive, offering convenience, accuracy, speed, satisfaction and privacy. Low-cost operators are meeting these trends, by offering basic high quality while eliminating the inessentials.

**Mark Earls, (2007)** describes the practical and theoretical implications for marketing research practitioners of a disruptive new, emerging collection of models of mass behaviour described as 'Herd theory'. This sees humans primarily as social animals, and holds that consumer behaviour, is best seen as social behaviour. The paper reviews methodological and theoretical innovations in this space and identifies further areas for innovation and rethinking.

**Leif E. Hem and Nina M. Iversen, (2009)** The most successful brand extensions are considered to be those having high perceived similarity between the parent brand and the extensions. Earlier research have mainly examined the effects of overall measures of perceived similarity between a parent brand and an extension. This study investigates the effects of three types of perceived similarity (usage, associations, competence) and three areas of consumer knowledge (original brand, original category, extension category) on evaluations of brand extensions. The results indicate that some types of perceived similarity and knowledge are more important than others. These findings imply that brand managers need to identify and measure the relevant types of perceived similarity and knowledge that will affect evaluations of brand extensions in order to design effective communication strategies for extensions.
Paul Simonet, (2009) The traditional ways of building and measuring brand value are no longer relevant as new types of brands, such as Google and Amazon, have merged and new ways of experiencing brands have developed. The paper uses brands in sporting goods, beer and cars to demonstrate Brand Experience Value, a new methodology has been used to measure the degree to which a customer is prepared to accept an engagement experience with the brand. The results allow a brand to understand its experience footprint' in an absolute and competitive relevant sense.

Given these factors of celebrity endorsement and consumer behaviour, it is clear that utilization of advertisements through celebrity endorsements immediately affects the viewers and creates optimistic intended recreation among the consumers. The issues of celebrities, brands and product characteristics found essential and sharply estimate the impact of celebrity endorsements, a major problem for an advertiser particular to those who target the customers to convey the intended message.

2.4 CELEBRITY ENDORSEMENTS-CUSTOMER PREFERENCE

Customer’s preferences for products are sometimes backed up by the influences created by endorsements of celebrities, as the consumers find that the quality and authenticity of product features are more convincing.

Cleopatra Veloutsou and Claire O’Donnell (2005) attempted to investigate the public’s attitudes towards taxis as an advertising medium. This exploratory study, through a well designed questionnaire investigated the phenomenon of taxi
advertising from the receivers’ perspective, and attempted to benchmark it against other outdoor advertising media and to identify some variables that contribute to the effectiveness of this advertising medium. This study confirmed that it had a high perceived reach, where people expressed more positive views towards outdoor advertising and paid more attention in advertising in taxis.

Dipayan Biswas, Abhijit Biswas, Neel Das (2006) examine the differential effects of celebrity and expert endorsements on consumer risk perceptions via three studies. Using source model theories, it was hypothesised that for high technology—oriented products there will be stronger effects of expert endorsers than celebrity endorsers in reducing consumer risk perceptions and there is likely to be an interaction effect between endorser type and consumer knowledge on respondents' risk perceptions. Such an interaction effect is likely to be absent for products with a low technology orientation. The study further examines the underlying theoretical processes of internalization versus identification and shows that the stronger effects of expert (versus celebrity) endorsers for high technology-oriented products is somewhat neutralized for certain types of perceived risks when there is high congruency between the celebrity endorser and the product.

2.5 CELEBRITY ENDORSEMENTS – DEMOGRAPHIC PERSPECTIVE

Demographic variables like gender, age, etc. do have an impact on consumers. This is in the context that irrespective of the gender for whom product is advertised, the endorsement given by a celebrity has an immense influence on the attitudes and perception of the consumers at large.
Nathan Klaus (2008) reported on a study that aimed at assessing the impact of gender – both gender of the consumer and gender of the endorser on consumers’ attitudes and perceptions of celebrity athlete endorsements. An experiment was conducted to test the hypotheses. The stimuli used were varied, with one ad featuring a male celebrity endorser and the other using a female celebrity endorser.

2.6 CELEBRITY ENDORSEMENTS– INFORMATION SEARCH

Consumers normally rely verbatim any information about products received through any peer group influence. This is more evidential when such influence is enhanced with celebrity endorsements

Michael Busler (2002) The focus of this study was to show the impact of information in advertisements on the consumer's perception of product quality and product performance and its ultimate influence on consumer demand. Through a well drafted questionnaire and by using a 9-point semantic scale for ranking, the research has concluded on the grounds that the consumers are willing to pay more on the perception that the endorsed or name brand is of higher quality. It has appeared that the selection of an endorser who is viewed positively by consumers and whose attributes match the attributes of the product, are critical for the indirect information to significantly impact the consumer's perception. Mismatched endorsers or endorsers who are not viewed positively will have a much smaller impact on consumers

Brian Moeran (2003) By way of a research in the worlds of advertising, magazines and fashion, this paper focuses on celebrities mediating between different fields of cultural production. By focusing on celebrity endorsements in advertising,
the study relates to the celebrities acting as economic mediators, and their impact on the strategic and financial implications for the corporations whose products they endorse. As cultural mediators, they give commodities personalities and perform across different media, linking different cultural fields into an integrated name economy.

**John Temperley, Daniel Tangen (2006)** look at consumer attitudes and associations towards celebrity endorsement, using the case of Reebok and their latest marketing campaign. An exploratory research method with the use of an adapted version of the Zaltman Metaphor Elicitation Technique had been used. Findings from this paper confirm the importance of selection perceived credibility of the spokesperson and image fit, the credibility of the setting, and the dangers of overshadowing and over-endorsement. An interesting finding regards what was referred to as the “Pinocchio factor”, the consumer perceives the celebrity spokesperson as Pinocchio, where his nose grows when he is not telling the truth. The same “Pinocchio factor” also refers to the problems of controlling a celebrity spokesperson, one of the major flaws in using a celebrity spokesperson in marketing. Consensus maps based on attitudes towards celebrity endorsement and towards Reebok as a brand were created.

**Charbonneau, Jan; Garland, Ron (2006)** The purpose of this research was to assist sports marketing managers and advertising agencies in matching athletes with products. Ohanian's (1990) 15-item source-credibility scale and the constant-sum scale were used to measure potential endorsement fit for four sporting personalities. The Ohanian scale was used to test each athlete's credibility as endorser of a sports drink, with the constant-sum scale used to test their endorsement fit for a sports drink,
bottled water, deodorant, honey and a bank account. Overall, the female athletes scored best on both scales and for all products except the bank account, making them good 'all rounders' for product endorsements

**Ron Garland, Jan Charbonneau, Andrew Hercus, (2006)** Celebrities, especially celebrity athletes, play a prominent role as product endorsers in New Zealand advertising. While the reasons for choosing celebrities or celebrity athletes as endorsers are well documented and the criteria used for selection well-researched, little is known about the emphasis that should be given to specific selection criteria in a creative execution. Ohanian’s (1990, 1991) source credibility model was used in a survey of the general public to test the endorsement potential of four prominent celebrity athlete endorsers. An athletes’ expertise is the most important attribute to the general public when assessing endorsement potential, followed by attractiveness, respondent age, trustworthiness and athlete “fit” with other target audience variables. These results have implications for corporate management and advertising agencies’ creative execution.

**Phang Ing @ Grace,Fumitaka Furuoka(2007)** Extensive use of celebrity endorsers reflects significant amount of money and time spent and have forced marketers to make sure the endorsers chosen are worth every cent they spent. This study examines the multiple dimensions of celebrity endorsers and their relationships with product brand image. The data were tested against multiple regression analysis and the findings show significant relationships between all the five dimensions and product brand image, with the highest score for the credibility dimension. The original four-dimension framework was modified by adding the additional dimension of
celebrity meaningfulness. The results show that sub variables such as “personality”, reputation” and “market-product similarity” can be considered to be significantly important. In the Asian context, the personality as well as the reputation of the celebrity might be taken into consideration and become a significant factor when forming a perception about certain products.

In a study conducted by Van der Waldt D.L.R., Schleritzko N.E.A and Van Zyl .K (2007), the impact of paid versus unpaid celebrity endorsement in advertising was explored. The research probed into factors like correspondence inference, attitude towards celebrities, products and advertisements and concluded that these factors did create a significant difference between paid and unpaid celebrity endorsements.

Guan Feng Song, Sirion Chaipoopiratana (2008) The use of celebrity endorsers is a common marketing communication strategy for global brand image building and product marketing. In China this practice is being used in interesting ways to create a winning formula for successful promotion. Companies invest a large amount of money on hiring celebrities. Although the potential benefits are significant, so are the risks. This research identified the factors that advertising practitioners take into account to select appropriate and effective celebrity endorsers. The importance of criteria considered by practitioners may heavily depend on product type, as well as existing meanings on the brand, purpose of the campaign, and many other related factors.

Darin W. White, Lucretia Goddard, Nick Wilbur (2009) empirically tested the impact of negative information about a celebrity spokesperson on consumers' perceptions of the endorsed brand. The study was to examine the reverse relationship:
the impact of negative information about the brand on the celebrity endorser. The results of the experiment indicate that when respondents are exposed to negative information about a celebrity endorser, a negative transference of affect in the endorsement relationship will occur. However, when the situation is reversed and the respondents are exposed to negative information about the brand, the transference of affect is mitigated. The results of the study provide tentative support for the commonly held belief that a decline in the celebrity's image can impact the image of the brand.

**Erik J. Hunter, J. Henri Burgers, Per Davidsson (2009)** Despite an increase in businesses started by celebrities, there is limited understanding as to how celebrity entrepreneurs benefit new ventures. Based on a reputational capital perspective, the study has developed the notion of celebrity capital and show how it can be used to uniquely differentiate the venture and to overcome liabilities of newness. It was found that celebrity capital can negatively influence the venture when negative information about the celebrity surfaces and in terms of limiting the scope of the venture. The different strategic implications of celebrity capital for ventures using celebrity entrepreneurs versus endorsers has also been discussed in the study.

**T. Capuyan, BS Development Communication senior Visayas State University (2010)** In this study, perceived credibility is composed of three factors namely: attractiveness, expertise and trustworthiness. Using a 7-point semantic differential scale, respondents were rated the endorsers in terms of their expertise, trustworthiness, attractiveness and overall credibility. The computed means for each factor constituted the scores of perceived credibility of the selected celebrity
endorsers. Using the methodology of Busler (2002), the computed means for each factor were used as the indicator of a celebrity endorser’s perceived attractiveness, trustworthiness and expertise, and the sum of which make up his or her credibility. Results showed that there were relationships between perceived credibility of selected celebrity endorsers and health care decisions of some OTC medicines.

Despite these arguments there is still need for information which completely explains the product characteristics and some empirical evidence that supports the usage of proper information. Some authors still urge companies to segment their markets based on the celebrity endorsements which has close connection with culture and ethnicity even through their conflicting findings.

2.7 CONSUMER BEHAVIOUR – INFORMATION SEARCH

Perception is the relevant inner psychological process which is linked with information search. In the process of selective perception during the stage of description selective disclosure consumers choose the promotional messages that they will have to expose themselves to. Selective interest consumers choose which kind of promotional messages they will pay notice to. While, selective comprehension buyers interpret messages in according to their beliefs, attitudes, experiences and motives. Selective retention buyers remember messages which are more significant or meaningful to them.

Michael O'Donohue and Tamsin Addison, (2000) Segmentation using values related variables is increasingly being used in Asia to help in the positioning of brands and to drive marketing communications. This paper focuses on the failure of
this approach to deliver a meaningful understanding of the relationship between brand and consumer and how this hamstrings the building of a brand. This paper concludes that alternative approaches should be considered while attempting to understand the relationship between brand and consumer. In particular, it highlights that consumer needs provide a better platform for understanding consumers' behaviour and brand relationships.

Jennifer Rowley, Frances Slack (2001) Consumer behaviour in the e-marketplace is still in its infancy, and needs a variety of different types of contributions to achieve a more informed understanding of consumer behaviour. It works under four headings: cognition – concerned with the consumer response to specific features embedded in the interface between the consumer and the organisation; customisation – which reviews the various options for personalisation in the marketing exchange, and their effectiveness and acceptability to the consumer; cumulation – which explores the cumulative effect of consumer behaviour on the marketplace; and context – concerned with the relativities between online and traditional retailing and business environments.

Paulo Carramenha and Luís Alfredo Lagos, (2005) have found that strong brands have gone a step beyond achieving differentiation to develop deep relationships with consumers. In other words, product differentiation alone is not enough it needs a strong brand and as such brand becomes a meaningful part of the consumer's life. The study has concluded that the functional and emotional benefits take on a much higher level of intensity in developing such relationships.
Stan Knoops, Jeff Schmoyer and Lana Glazman, (2005) This paper presents research into a method for deriving a consumer relevant emotional image set for a traditionally “functional” product category such as Fabric Softeners. Consumers are led through a series of exercises like choosing images that connote freshness and creating image groups according to their own beliefs and rules. The research also involves a quantitative validation of these images using a Procrustes technique in order to confirm the image grouping and to relate this to the more concrete arena of semantics and word-based scaling. This work has served as a basis for constructing a range of emotional probes appropriate for use in traditional quantitative research which measure fragrances’ - or other concrete product features' - differential ability to cue relevant emotions.

Roger Donbavand, (2005) Though marketers use “life stages” such as pre-family, family, empty nester and the retired to define consumers ,this research paper argues that these categories no longer reflect the society. Using case studies, consumers have been be defined by new criteria - the present life stage that they are in or the new life that they are about to move into and the earlier life course and their life’s experiences.

Robert Passikoff and Kerry O’Connor, (2005) Consumers don't always understand financial products and they don't trust financial service providers. Meanwhile, financial marketers find it increasingly difficult to create propositions that can meaningfully differentiate their brands. This paper argues that it is possible to identify the real, age driven expectations consumers have in this sector and that
marketers can leverage these expectations to create more effective marketing campaigns.

**Cristian Mitreanu, American Marketing Association, (2005)** Most researchers and business executives are content with the widespread and broad definition of customer-centricity as the capacity to understand and respond to the customer's needs. In an increasingly dynamic and competitive business world, this is not enough. This paper argues that a deeper understanding and focus on the customer is required in order to succeed.

This thesis intends to provide a comprehensive assessment of information given by celebrity endorsement. It also concentrates on both targeted and non-targeted consumers’ reaction to the celebrity advertisement and products, as well as noting affective responses and the advertisement characteristics.

### 2.8 CELEBRITY ENDORSEMENTS- PURCHASE DECISION AND BUYING MOTIVATION

**Erdogan, B. Zafer (1999)** in an extensive research indicated that the effectiveness of celebrity endorsers is moderated by a number of factors, including product-celebrity alignment and target receiver characteristics.

The dissertation investigates the factors behind the consumer behaviour focusing on the effects of advertisements that use celebrities for brand promotion. The study uses qualitative and quantitative methods that include secondary research of related sources, and primary research based on the online questionnaire distributed
with the aim to establish the level of admiration for the celebrities that endorse different brands. Conclusions are made about the gender-related, age-related and income-related buying response of the students to the products endorsed by their favorite celebrities.

Craig A. Martin, Alan J. Bush (2000) have attempted to determine whether individual, or group of individuals, have the strongest influence on adolescent consumer purchase intentions and purchase behaviour. By introducing the concepts of direct (fathers and mothers) and vicarious (favourite entertainers and favourite athletes) role models into the consumer behavior literature, the study allows greater understanding of the socialization patterns of young adult consumers.

Rennae Daneshvary, R. Keith Schwer (2000) Many studies have investigated the impact of celebrity endorsers on consumers’ purchase intention. This research has studied the effects of an association endorsement. This research examined the effect of the Professional Rodeo Cowboys Association’s (PRCA) endorsement of products on consumers’ purchase intentions. The findings revealed that individuals are likely to accept the association endorsement within the social influence framework.

Saouma, Joulyana (2005) Chabo, Dimed (2005) have probed to study the factors that consumers consider to be important for a company, when a celebrity gets negative publicity in order to maintain successful brand recognition. The analysis was to identify whether the negative aspects affect consumers in their purchasing decisions when a celebrity gets associated with negative publicity. The conjoint experiment was used and it was proven in this study that consumers do get affected by
celebrities as endorser. However, the main finding was that the two crucial attributes namely, trustworthiness and expertise should be taken into account by companies when using celebrities in their advertising campaign.

Hadia Eltom (2006) The effect celebrity endorsement branding has on consumers purchasing behaviour was examined in this study. A focus group was formed for a deeper feel of the subject and examine consumers’ attitude towards celebrity endorsed fragrances in comparison to premium fragrance brands. There was a distinct preference of consuming premium branded fragrances over celebrity endorsed fragrances due to the fact that consumers considered celebrity endorsed fragrances lacked credibility.

Johanna Jansson Rajakaski, Regina Simonsson (2006) in their research have identified the early and latest stages of celebrity endorsements. The study has concluded that consumers’ association towards a celebrity endorser increases their purchase intention though celebrities are considered as a role-models. Celebrity endorsement will be an effective advertising strategy only when the consumer can identify the celebrity and the celebrity's image fits with the endorsed product.

Dinesh Kumar Gupta (2007) This study aimed at to understand the "influence of celebrity endorsee on consumer buying behavior and marketing." The effectiveness of using a celebrity to endorse a firm's product can generally be improved by matching the image of the celebrity with the personality of the product and the actual or desired self concept of the target market. The relevance of the study relates that celebrity endorsee influence consumer buying behavior and brand building.
Business Line (2008) In the article titled, “Celebrity endorsement has little influence on decisions to buy”, reveals that while a celebrity endorsement may enhance the brand recall of a product, it does not influence the customer’s decision to buy. It was found that the most prominent ad remembered had a celebrity in it, but a very negligible percentage considered the celebrities while buying the product. The survey revealed that celebrity endorsements help in breaking the clutter.

In a study titled Does Celebrity Endorsement Influence Consumers Purchasing Decisions? (2008) aimed to find out whether consumers purchasing decisions are influenced by celebrity endorsement or not. This was carried out by primary and secondary research methods in the form of questionnaire and literature review. Secondary data was done through examination of several models and theory. Results have shown that this type of marketing promotion is successful as long as the link between the celebrity and the product is strong and the target market is considered before using a celebrity to promote a specific product.

Neels Van Heerden, Angelique Kuiper and Honorata M. Saar (2008) The main objective of the study was to establish whether event sponsorship and celebrity endorsement affect brand/manufacturer evaluation in a selected target market. The study explored consumers’ attitudes and the effect of sport event sponsorship and sport celebrity endorsement on key brand products. A non-probability sample was used and results indicated that sport event sponsorship was perceived by participants as a product uniqueness, manufacturer esteem and corporate citizenship cue, significantly enhancing responses on product related variables. The sport celebrity endorsement cue had a significant effect on uniqueness and esteem, but did not
significantly influence brand quality and thus positively affected consumers’ pre-purchase attitudes that may influence buyer behaviour.

Clinton Amos, Gary Holmes and David Strutton, (2008) This study provides a quantitative summary of the relationship between celebrity endorser source effects and effectiveness in advertising. The Kruskal-Wallis nonparametric test was used to identify the most influential celebrity endorser source effects on effectiveness. The role of celebrity/product fit, interaction effects, sample type, study setting, and country of study were also included as moderators. Results suggest negative celebrity information can be extremely detrimental to an advertising campaign. The source credibility model composed of celebrity trustworthiness, celebrity expertise, and celebrity attractiveness appeared to capture the three most influential source effects on purchase intentions, brand attitudes and attitudes towards the advertisement.

Jung-Gyo Lee and Esther Thorson (2008) The study examines how different degrees of celebrity-product incongruence influence the persuasiveness of celebrity endorsement. Schema-congruity framework provides the theoretical basis for suggesting that a moderate mismatch between a celebrity's image and a product's image would produce more favorable responses to advertisements than either a complete match or an extreme mismatch. This study also looks at how consumer characteristics, namely an individual's own levels of enduring involvement with a product category, moderate schema congruity effects. Two experiments were conducted to test these issues using two types of match-up factors: physical attractiveness and expertise of a celebrity endorser. The results showed that celebrity endorsements are evaluated more favorably in terms of purchase intention when there
is a moderate mismatch than when there is either a complete match or an extreme mismatch. Such effects are found to be more pronounced among participants with higher product involvement than those with lower product involvement.

_Talhaakhtar (2009)_ With respect to this research report, the purpose of the study was to investigate the impact of celebrity endorsement in advertisement on customer behaviour (buying patterns). In this report both the positive and negative impacts of customer behavior effect by celebrity endorsement have been considered. The research has been conducted at different educational institutions, apartments of different areas to survey different age groups and it was observed that celebrity attraction in customers differs between different age group customers. Moreover celebrity attraction also differs between educated and uneducated people. The data was sourced out through questionnaire filled by people falling under different age groups.

_Sandeep Sharma, Yogita Sahni (2009)_ The focus of this research was to identify the influence of celebrity endorsement on consumer buying behavior and study celebrity endorsement as a source of brand-building. The effectiveness of the type of celebrity persona also was analysed in this research. Primary data was collected through structured questionnaires. The conclusion arrived at based on the research was that brand name and celebrity endorser are the two key factors that play an important role in affecting purchase intention.

_Stallen M, Smidts A, Rijpkema M, Smit G, Klucharev V, Fernandez G (2009)_ Celebrity endorsement is omnipresent. However, despite its prevalence, it is unclear why celebrities are more persuasive than (equally attractive) non-famous
endorsers. The present study investigates which processes underlie the effect of fame on product memory and purchase intention by the use of functional magnetic resonance imaging methods. It was found that there was an increase in activity in the medial orbito frontal cortex (MOFC) underlying the processing of celebrity-product pairings. This finding suggests that the effectiveness of celebrities stems from a transfer of positive affect from celebrity to product. The study also revealed that neither memories of earlier exposures nor attentional processing was essential for a celebrity advertisement to be effective. By explaining the neural mechanism of fame, the results illustrated how neuroscience may contribute to a better understanding of consumer behaviour.

**Rajesh Sharma (2009)** aimed at ascertaining the consumers’ attitude towards celebrity based television advertisements. The author hypothesized that the Indian consumers are likely to be influenced by the television advertisements and behave with respect to the brand choice behaviour. The research paper adopted the methodology of verifying the hypothesis through the primary data obtained through a well framed questionnaire. It was found that celebrity endorsements have good influence over Indian consumers and that they look for product with credibility. It is also ascertained multiple endorsements and financial gains create incidental impact over the consumers. The celebrities’ accessibility, appealing factors, popularity and attractiveness are vital for the consumers.

**Steve Dix (2009)** This study provides insight into proposition that athlete endorsers can have significant influences on behavioural intentions of young adults. In the study, behavioural intentions have been defined by the following three
dimensions i.e., product switching or complaining behaviour, positive word-of-mouth and brand loyalty. The results obtained in this study offer some important considerations for marketing and advertising practitioners in regards to the use of athlete celebrity endorsers. It offers partial confirmation of previous results obtained by Bush, Martin and Bush (2004). The most interesting finding of this study is that celebrity athlete endorsers have a positive influence on young adults’ product switching behaviour, complaint behaviour, positive word-of-mouth and brand loyalty. This suggests that celebrity athlete endorsers have an impact on young adults’ decisions to switch brands, their tendency to talk about brands in a positive manner and their inclination to complain about products.

Aïcha Meksi Gaied and Kaouther Saied Ben Rached (2010) This research aims to compare the persuasive effectiveness and attitudes change induced in the case of famous and non famous endorser in advertisement. The empirical results showed that the non celebrity spokesperson was more credible and generated more favourable attitudes towards advertising, brand and purchase intent than celebrity spokesperson. The study was hypothesised to analyse the attitude towards the advertising, the attitude towards the brand and the intention to buy. The research showed the persuasive power of non famous endorser’s credibility as a major asset to reinforce advertising effectiveness. The advertisers should exploit it in their messages, to guarantee a favourable attitude toward advertising and the promoted brand of the target public.

Shahidisgreat (2010) This literature review has aimed to provide a comprehensive account of the different theories which provide framework for
analysing the impact of celebrity endorsement on a customer’s buying behavior and using celebrities in advertising and endorsing different products. It has genuinely examined the influence and impact of celebrities in advertising and endorsing various consumer products. The study concluded that the overall cost of attracting new customers in the market is much higher as compared to retaining existing ones, thus companies must both seek to develop an effective and efficient communication with their existing consumers along with attracting potential customers utilizing its marketing mix.

These studies indicate how the preference of the consumers are analogously displayed through suitable celebrity endorsement. There exists diversity among the durable consumer and various methods are employed strategically to reach the targeted groups. The margin shortcomings is that none of the schools of thought of consumer behaviour acknowledge the use of celebrity endorsement on consumer preference in information search.

2.9 CONSUMER BEHAVIOUR – PURCHASE DECISION

After the alternatives have been assessed, the consumer is now ready to make a buying decision. At times purchase intent does not lead in an actual purchasing. Marketing organizations have to facilitate a consumer to take action on their purchase intent. Providing credit or better payment terms might encourage the customer to make a purchase, or a sales promotion for instance the opportunity to be given a premium or entering a competition can provide an enticement to buy at that moment. Integration is the relevant inner psychological process which is linked with purchase decision.(Peter, Olson and Grunert, 1999).
**Nicky Riley and Alison Leith (1998)** This paper examines the concept of understanding consumer behaviour and attitudes. It describes their role in the development of brand imagery, advertising, store layouts, packaging and other elements of the communications mix and their mood, attitude and feelings, as well as the dynamics of the circumstances or the shopping environment. They are the inner or outer influences that impact on an individual resulting in a purchase or usage decision.

**Aviv Shoham, Maja Makovec Brencic, (2003)** This paper focuses on a model of compulsivity antecedents. Consumer compulsive buying is an important area of inquiry in consumer behavior research. The importance of studying compulsive buying, stems, in part, from its nature as a negative aspect of consumer behavior. Specifically, exploring negative consumption phenomena could provide modified or new perspectives for the study of positive consumption behaviors. Gender, consumers’ tendency to make unplanned purchases, and their tendency to buy products not on shopping lists, have served to predict compulsive tendencies in this sample consumers. The findings suggest that these antecedents affect compulsive tendencies.

**Nic Hall and Gilbert KW Lee, (2004)** The paper introduces an actionable way of understanding how brands express their core values to address consumers' fundamental motivations. The study evolves that brands can be effectively used to drive consumers' brand choices. These needs can be applied to different product categories and across cultures. The list of needs of the consumers have been initially
identified and tested and applied in the local context based on studying two very different markets, namely shampoo and automotive.

**Carol K. Galvin, Stacy Novack, Steven Halling and Bernadette DeLamar, (2005)** Manufacturers of business products have sought more effective ways for messages to break through, be heard and resonate with their audiences. While purchase decisions for high-end business products are typically team decisions, and the dynamics of the decision process have been dissected by researchers and understanding of the motivations of the key person who is the (internal) expert on the product. This paper addresses the discovery of the values and/or motivations of buyers.

**Michael Mills, Nicole Torkar, Tina Katsinikas and Andrew Dye, (2006)** The fast pace of today's automotive market and the many influences on consumer choice require manufacturers and dealers to understand and take actions quickly to reflect changes in consumer preferences. This paper has discussed a new method of understanding and influencing the path to purchase that consumers use and the key moments of influence that affect the purchase decision.

**Jane Shirley and Tom Atkinson, (2006)** This paper is based upon the research findings of an independent study carried out to investigate the world of the modern healthcare consumer. Taking chronic back pain as an example condition, this paper describes how a holistic approach to research, applied within the framework of a pioneering new quadrant model, can yield a deep understanding of the needs and motivations of the healthcare consumer, and of the complex inter-relationships at play within their environment.
**S.C.F Iop, E. Teixeira, R. Deliza Journal, (2006)** An extensive search of previous literature was conducted to find data on papers related to extrinsic variables in food studies. The article finds that acceptance and intention to purchase measures regarding foods are associated with consumption and purchase process and are used as an indirect way of obtaining data to understand consumer behavior. Although the importance of intrinsic variables such as color, aroma, flavor and texture in food acceptance and choice are very well recognized, several studies have shown that other variables also play an important role in food acceptance, preference, choice and intention to purchase. This article presents the more studied extrinsic variables using the conjoint analysis and repertory grid methods.

**Martin Lee, (2007)** This article argues that trust is the key to getting consumers to choose a brand. Consumers have always been driven by a search for trust, and to achieve this, the product itself must be worthy of trust; without that quality, merely generating PR or word-of-mouth will not suffice. The study found that the decision process of consumers is significantly shortened when they receive information from a trusted source. The marketers created their brands itself as a trusted source with the qualities of generosity, transparency, wisdom and warmth.

**Ken Roberts, (2007)** argues that ad agencies (and their clients) depend too much on intuition, creative hunches and focus group interpretations when developing brand strategy - and not enough on proper marketing science. The study argues for strategies based on 'brand-building drivers' - defined as performance variables that can be statistically verified as driving purchase intentions and also demonstrates how these can be found and how they fit into a structured approach.
Jonathan Fletcher and Julian Kenway, (2007) Humans beings retain youthful traits well into adulthood. This paper explores the juvenile elements in adult motivation and behaviour, outlining the implications these have for consumer research and marketing. Consumer societies are becoming more immature; consumer decision-making in many situations resembles pre-adult patterns of thought. The paper concludes with a segmentation of consumers in terms of the degree and types of neoteny that they exhibit.

Ick-Sang Roh and Jay W. Shim, (2007) Understanding consumer values is one of the most critical elements in any successful marketing strategy and planning. Considerations of price and quality matter for consumers, but, in many instances, value orientation also affects everyday choices made by consumers. Applying two different approaches to the study of values, this paper explores the different terrain of value orientation in a comparative context and measure the impact of value orientation on consumer choice such as the perception of premium price, brand preference and attitudes associated with the buying process.

Gianluigi Guido, Mauro Capestro and Alessandro M. Peluso, (2007) The present research investigates the roles of both the individual reaction to environmental stimuli and personality characteristics in consumers' pursuit of hedonic and/or utilitarian shopping values. Results from an experimental study showed, first, that these two constructs (optimal stimulation level and arousability) are positively correlated with those personality traits mostly associated with the hedonic shopping value. Second, drawing on Reversal Theory results showed that paratelic individuals (i.e. those who are interested in the shopping activity itself) have higher optimal
stimulation level and arousability than telic individuals (those who are interested in shopping outcomes, such as the purchase of specific products). These motivational states, in turn, are differently related to the two shopping values (i.e. hedonic vs utilitarian).

Kun Song and Ann Marie Fiore, (2008) This study examined consumers' responses toward mass customization of apparel. Mass customization, as a marketing approach, was developed in reaction to the increasingly individualized markets. This study tested consumers' value perception about apparel mass customization in the collectivistic market. Using an experimental design with respondents, it has been found that price and customization levels affect various aspects of perceived value that, in turn, affect behavioural intentions. The findings provide information needed for decision making about marketing strategies for companies that would like to implement mass customization.

Richard Brookes and Richard Starr, (2008) This paper studies to probe into facts as to what leads people to make a purchase decision that may be individually fulfilling, but could be construed by others as harmful in economic, social, environmental, ethical, and/or personal safety terms. It also explores the converse, exploring what leads some people to make a purchase decision that may be construed as beneficial in social, environmental, and/or ethical terms, but not necessarily sensible in individual economic terms.

Jim Kite, (2009) investigates the media influence on people's purchasing behaviour. It has defined intent as behaviour and action that directly correlates to sales, and comprises any outcome that follows recall of a media message. The study
emphasises on four assertions. First, there is a “strong correlation” between claimed marketing exposure and shifts in intent behaviour in all categories. The second claim is that there is a strong relationship between marketing exposure and purchase in lower involvement categories, but not high involvement ones. The third is that brands within the same category do not display uniform intent patterns. Finally, a distinction between high involvement categories, in which search and talk are most critical, and low involvement brands for which encouraging changes in attitude and/or product trial are the priorities, has been identified.

**Fabio Martins, David Baxter and Rebecca Gill, (2009)** have discussed the shopping missions, the intentions, moods and motivations underlying shopping trips. Based on a survey into grocery shopping behaviour the paper focuses on) the dimensions of shopping missions and the value of shopping missions in building differentiation between retailers. In addition to functional attributes such as expected number of purchases and length of trip (e.g. main shop or stocking up, etc.), emotions are hypothesized . The analysis shows that the functional attributes indeed predict the store channels visited, layout design and display, etc., in line with the shopping mission model, and that emotional measures differentiate significantly between different outlets. The paper concludes that traditional (functional) shopping mission models are leveraging the emotions at the store level as the key ingredient to securing retailer differentiation.

**Frederic Marimon, Richard Vidgen, Stuart Barnes and Eduard Cristóbal, (2010)** The purpose of this paper has been to assess the applicability of the four dimensions of online service quality, to the setting of an online supermarket; and
to propose and test a model that links these e-quality dimensions with loyalty and purchasing behaviour in the setting of an online supermarket. An online questionnaire was used to survey customers. Exploratory factor analysis has been used to test the applicability of setting of an online supermarket and generate an extended model. The study provides empirical evidence that high levels of e-service quality have a positive influence on purchasing behaviour.

Nevertheless these studies have indicated that the celebrity endorsement may generate both intended and unintended reactions among the consumers. The challenge is to determine whether celebrity advertisements create good motivation among the consumers for durables or it creates a negative impact on the respective consumers.

2.10 CONSUMER BEHAVIOUR – DEMOGRAPHICS PERSPECTIVE

It is an obvious fact that the behavioural pattern of the consumers is to a large extent, dependent on demographic variables.

Raphaëlle Lambert-Pandraud and Gilles Laurent, (2005) Three different theoretical perspectives (nostalgia, cognitive decline, socioemotional selectivity) lead to hypothesize that preference for a product should depend on the age of a consumer had when the product was launched. It should be maximal for consumers who were 25 or less then, and it should decrease monotonically for older consumers. After briefly reviewing recent results that support this hypothesis for the purchasers of new cars, the study presents new results based on a very large data set of perfume users. Indeed, age at product launch seems to be a major predictor of brand choice in categories where brands may live very old, such as cars or perfumes.
**Kay M. Palan (2010)**, This paper presents a thorough review, grounded in theoretical models of gender identity of consumer behavior studies. Based on the literature review, the paper evaluates whether gender identity research is still warranted. Several different terms have been used over the course of gender identity research to signify gender identity. This review only includes studies that have specifically examined the degree to which an individual identifies himself or herself with masculine and feminine personality traits.

**Robert Passikoff, (2010)** Following the latest fashions is not enough to boost a brand. The requirements of the consumer need to be understood and the wants in each individual category has to be considered. The role that trends play in the creation of a brand or marketing strategy should be clearly identified. The brand needs to meet consumer expectations first before being subjected to any fashionable attributes.

**Thomas J. Reynolds, (2006)** The goal of customer segmentation, the cornerstone of strategy development, is to identify homogeneous groups of customers that will respond in a consistent way to changes in the marketing mix. Interpretation of traditional quantitative segmentation approaches requires an inferential leap as to the underlying decision processes of each segment. Means-end research methodologies address this problem by providing a framework to understand customer decision making that can be directly translated into the specification of positioning strategy that is more personally relevant to a given target consumer group. The quantitative marketing research orientation to means-end research is contrasted to a more qualitative, consumer-decision research perspective. A new methodological
procedure that addresses the shortcomings in previous analysis methods to produce decision segments is presented.

Karen Tillson and Robert Passikoff, (2009) analyse the way in which brands need a category-specific understanding of engaging consumers via creative retail communication techniques. As the consumer are different demographically, i.e. age cohort, their expectations from a brand, and their emotional response to consumer touch points, the ways brands reach out to engage them also differ. This research has examined two of the strongest brands in the female specialty apparel category and has demonstrated emotionally-based consumer-centric view, by touch point, among age cohort groups, while still maintaining a consistent brand image.

2.11 CELEBRITY ENDORSEMENTS-POST PURCHASE BEHAVIOUR

After a consumer has made a purchase and has used the purchased product, he/she will evaluate his/her purchasing decision. The consumer compares the product's performance with his/her expectations. When the product purchased does not perform to the expectation of the consumer he/she will experience post purchase discontent. When consumers buy high involvement products, which are more costly products for which consumers exert high purchasing efforts in terms of search and time, they generally experience a level of discomfort following the purchase.

Gail Tom, Rebecca Clark, Laura Elmer, Edward Grech, Joseph Masetti, Jr., Harona Sandhar (1992) Report on a study designed to analyse the effectiveness of real and created spokespersons in advertisements. The study compares male and female spokespersons' effectiveness by audience gender. The
research has concluded that celebrities can be used to gain attention and maintain sales, while created spokespersons' effectiveness is in establishing a lifelong link with the product.

Kathleen A. Farrell, Gordon V. Karels, Kenneth W. Montfort, Christine A. McClatchey (2000) have probed into an interesting issue as to whether the activities of a celebrity endorser affect company performance or not. The impact of Tiger Woods’s tournament performance on the endorsing firm’s value subsequent to the contract signing was examined in this study. The study did not find a considerable relationship between Tiger’s tournament placement and the excess returns of Fortune Brands (parent of Titleist). The study also did not find a significant relationship for a golfer endorsing financial services as credible.

David H. Silvera, Benedikte Austad (2004) This research examines whether consumers infer that celebrity endorsers like the products they endorse, and presents a model using these inferences and other characteristics of the endorser to predict attitudes toward the endorsed product. Two experiments have examined written endorsement advertisements and have inferred the extent to which the endorser truly liked the advertised product. Attitudes toward the advertisement, the endorser and the product were also measured. The resulting model indicated that product attitudes were predicted by inferences about the endorser's liking for the product and by attitudes toward the endorser.

Millward Brown (2007) argued that the right celebrity, used in the right way, can undoubtedly be a powerful brand asset. But using a celebrity is no guarantee of effective advertising. Overall however, there's very little difference between the
performance of ads with celebrities versus those without. Ads featuring celebrities are found slightly more enjoyable, involving, interesting, and distinctive. They are also likely to be a little better branded - probably as a result of an individual celebrity becoming associated with a brand through a long running campaign.

Dr. Kadambini Katke (2007) has created a link between television advertising and its influence on child health and family spending. For the purpose of study random sampling method is used. Correlation tool is used to analyze the relationship of television advertising and its impact on child health and family spending. The study has revealed a positive co-relationship exists between time spent with television and its impact on the buying behavior of a child and its influence on family spending.

Roger Marshall, Woonbong Na(2008), The relationship of image congruity and post purchase dissonance has been reported in the advertising literature. The relationship among dissonance, dissatisfaction, and repeat-purchase behavior is a familiar subject as well. In this research, the incongruity between self-image and the image projected by an advertisement is found to correlate to post purchase dissonance in the purchasers of lipstick. A follow-up study tracks satisfaction and repeat purchase intentions, and through structural equation modeling, it was established that although satisfaction is not related directly to dissonance, repeat purchase is dependent upon both satisfaction and dissonance.

Craig Garthwaite, Timothy J. Moore, (2008) Before the 2008 Democratic Presidential Primary, Barack Obama was endorsed by Oprah Winfrey. The endorsement’s impact was assessed using subscriptions to O! – The Oprah Magazine
and the sales of books Winfrey has recommended as measures of her influence. It was found that it had a positive effect on the votes and financial contributions Obama received, and on voter participation. No connection was found between the measures of Oprah's influence and previous elections, nor with underlying political preferences. The results suggest Winfrey's endorsement was responsible for approximately 1,000,000 additional votes for Obama.

Zaheer Ahmed Khan (2009) The best endorsements achieve an eclectic balance between the product (brand) and the celebrity. Choice of the celebrity, hence, 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. The general belief among advertisers is that brand communication messages delivered by celebrities and famous personalities generate a higher appeal, attention and recall than those executed by non-celebrities. The quick message-reach and impact are all too essential in today's highly competitive environment.

Damian Thompson, (2010) Celebrity endorsements remains a valid approach for communicating to a wide audience, but research shows that for it to be effective, guidelines need to be followed. The brand needs to refine how it is to be used by using qualitative research for an in-depth dialogue with the target audience. The study concluded that, while celebrity endorsement is good at building brand salience, it is not as strong on building trust or perception of product efficacy.

This chapter provides a critical analysis of the literature on celebrity endorsements and illustrates how meaning is derived from the advertisement. It also
reveals in a distinctive way as to how customers create meaning from the advertisement for durable products

Questions have been raised about the efficacy of celebrity endorsement on each and every element of consumer behaviour. Certain studies look at customers beyond moral and social issues to highlight unintended effects of celebrity endorsement.

The review concludes the standardization of the argument regarding the relationship between impact of advertisement and consumer behaviour because it fails to acknowledge the cultural differences between the consumers in different countries. It is also likely to influence the different ways in which they create a meaningful advertisement. As a result the adoption technology of celebrity endorsement creates a suitable impact on consumer durables.

2.12 Research Gap

The literature also identifies how marketers can target a specific group of consumers in its promotional activities. Normative articles exhort the use of targeted sales promotion and describe the positive reactions from those customers (Cosco, 1991; De Simone, 2002; Kumar, 2002; Marconi, 2001; Mummert, 1995; Pinson and Jinnett, 1993; Weylman, 1993). None, however, look at the holistic influence of sale promotion on possession of brand knowledge and loyalty.