# CONTENTS

- Acknowledgement .................................................. 1
- Abstract .................................................................. III
- Contents .................................................................. VIII
- List of Tables .......................................................... XIII
- List of Figures .......................................................... XVIII

<table>
<thead>
<tr>
<th>Chapter No.</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chapter 1</td>
<td>INTRODUCTION TO CELEBRITY</td>
</tr>
<tr>
<td></td>
<td>ENDORSEMENT WITH RESPECT TO FMCG PRODUCTS MARKETED IN INDIA</td>
</tr>
<tr>
<td>1.1</td>
<td>Introduction to the concept of celebrity .................. 1</td>
</tr>
<tr>
<td>1.2</td>
<td>Introduction to the concept of Non-Celebrity ............ 2</td>
</tr>
<tr>
<td>1.3</td>
<td>Celebrities from India ........................................ 4</td>
</tr>
<tr>
<td>1.4</td>
<td>Major categories of celebrity ................................ 5</td>
</tr>
<tr>
<td>1.5</td>
<td>Top Indian Celebrities ........................................ 6</td>
</tr>
<tr>
<td>1.6</td>
<td>Popular Celebrities from Bollywood ...................... 8</td>
</tr>
<tr>
<td>1.6.1</td>
<td>What creates a buzz about celebrities - Leading Male actors .......... 9</td>
</tr>
<tr>
<td>1.6.2</td>
<td>What creates a buzz about celebrities - Leading Female actresses .......... 9</td>
</tr>
<tr>
<td>1.7</td>
<td>Spending on advertisements by FMCG ...................... 10</td>
</tr>
<tr>
<td>1.8</td>
<td>Celebrity endorsement for FMCG products in Advertisement .......... 12</td>
</tr>
<tr>
<td>1.9</td>
<td>Problem Discussion and Problem Statement ................ 14</td>
</tr>
<tr>
<td>1.9.1</td>
<td>Problem Statement ............................................. 15</td>
</tr>
<tr>
<td>1.10</td>
<td>Research Questions ............................................ 15</td>
</tr>
<tr>
<td></td>
<td>References ....................................................... 16</td>
</tr>
</tbody>
</table>

Chapter 2  LITERATURE REVIEW

Flow of Literature Review ........................................ 17

2.1         Celebrity .................................................. 18
2.2         Non-celebrity ............................................. 20
2.3         Endorsement ............................................... 21
3.10 Pre-testing of Questionnaire 62
3.11 Pilot Test 62
3.12 Measurement Scales 63
3.13 Attractiveness 65
3.14 Trustworthiness 65
3.15 Expertise 66
3.16 Likeability 66
3.17 Sampling Plan 67
   3.17.1 Target Population 67
   3.17.2 Sample Size 67
   3.17.3 Data Collection Procedure 68
   3.17.4 Data Analysis Procedure 68
3.18 Conclusion 70
References 71

Chapter 4 ANALYSIS OF DATA
4.1 Introduction 73
4.2 Profile of Respondents 73
4.3 Source of Information 76
4.4 Identification of Product categories endorsed by celebrities 77
4.5 Identification of Product categories endorsed by non-celebrities 78
4.6 Liking of advertisement endorsed by celebrity and Non-celebrity 79
4.7 Descriptive Statistics 80
4.8 Measurement of Reliability and Validity 82
   4.8.1 Reliability 83
   4.8.2 Validity 85
   4.8.3 Exploratory Factor Analysis 86
4.9 Multiple Regression Analysis of Factors affecting Celebrity Endorsement and Celebrity Endorsement Effectiveness
   4.9.1 Hypothesis testing for celebrity endorsement 89
effectiveness

4.9.2 Summary of Multiple Regression Analysis 91

4.10 t-Tests for effectiveness of celebrity on product preferences 93

4.10.1 Hypothesis for effectiveness of celebrity on product preferences 93

4.10.2 Summary of effectiveness of celebrity on product preferences 101

4.11 t-Tests for Demographic Factors 102

4.11.1 Summary of t-Tests for Demographic Factors by celebrity and non-celebrity’s characteristics 107

4.12 ANOVA test for Age group and celebrity / non-celebrity’s characteristics 108

4.13 ANOVA test for Educational groups and Celebrity / non-celebrity’s characteristics 112

4.14 ANOVA test for occupational groups and Celebrity / non-celebrity’s characteristics 116

4.15 ANOVA test for Income groups and Celebrity / non-celebrity’s characteristics 120

4.16 Multiple Regression Analysis for Purchase Behavior and characteristics of celebrity and non-celebrity 126

4.16.1 Hypothesis test for purchasing behavior and Celebrity’s factors 126

4.16.2 Hypothesis test for purchasing behavior and non-celebrity’s characteristics 138

4.17 Cross tabulation of Gender and Likening of advertisement by endorsers’ type 153

4.18 Conclusion 154

References 155

Chapter 5 FINDINGS OF THE STUDY

5.1 Introduction 156

5.2 Result Discussion 156

5.3 Customer’s perceptions with respect to celebrity versus
non-celebrity endorsers in advertisements.

5.4 Demographic factors and its influence on celebrity & non celebrity endorsers.

5.5 Relationship between perceived trustworthiness, attractiveness, expertise, likability of celebrity & non celebrity endorsement among customers.

5.6 Effectiveness of celebrity and non celebrity endorsement on purchase intention.

5.7 Product categories when non celebrity endorsement will be more effective compared to celebrities.

5.8 Findings
5.9 Conclusion

References

Chapter 6

LIMITATIONS AND FUTURE RESEARCH

IMPLICATIONS OF THE STUDY

6.1 Limitations of the Study
6.2 Impact for Advertisers and companies
6.3 Future Research Implications

References

Bibliography

Appendix-1 Questionnaire
Appendix-2 Advertisements of selected product categories endorsed by celebrity and non-celebrity.
Appendix-3 Forbes 100 celebrity list
Appendix-4 Data Coding
Appendix-5 List of Research paper Published