2 LITERATURE REVIEW

This chapter aims to comprehensively review the existing research done in the area of celebrity endorsements in order to get the better understanding of the research subject. The content of the chapter includes concepts and meaning of celebrity, celebrity endorser, celebrity endorsements, celebrity versus non-celebrity endorsements, positive and negative aspects of celebrity endorsements, consumer buying behaviour, models for celebrity endorsements, celebrity endorsement – an Indian perspective and theoretical model for the research.

2.1 Concept and Meaning

2.1.1 Celebrity

"A sign of a celebrity is that his name is often worth more than his services."

Daniel J Boorstin

Celebrities are people who enjoy public recognition and who often have distinctive attributes such as attractiveness and trustworthiness. (McCracken 1989; Silvera and Austad 2004).

The term —celebrity refers to an individual who is known to the public, such as actors, sport figures, entertainers‘ and others for their achievements in their respective areas other than the product endorsed by them (Friedman and Friedman, 1979:63). Boorstin in 1961 specified the most important quality of being a celebrity i.e. not being forgotten and known by people for their —well-knownness. According to McCracken (1989), —It can include people from movies, television, sports, politics, business, artists and persons from
the military. Whereas, In this modern age of marketing, Celebrities may also be an animated character like Fred Flintstone, or an animal (Miciak and Shanklin, 1994).

2.1.2 Celebrity Endorser

McCracken (1989) defined 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 (p.310).

Kamins (1989), defined celebrity endorser as —an individual who is known to the public for his or her achievements in areas other than that of the product endorsed. While Stafford et al., 2003 gave a clear definition by defining celebrity endorser as, —a famous person who uses public recognition to recommend or co-present with a product in an ad.

Celebrities are often hired by advertisers to lend their personality to a product or brand (Kaikati, 1987). The use of celebrities has been widely used as it could provoke attitudinal and emotional reactions (Kanungo and Pang, 1973) than a non-celebrity endorser (Atkin & Block, 1983; Petty and Cacioppo 1983). Therefore celebrities who are placed as models and are seen as in support of the product and / or its claim are known as endorsers (Tellis, 1998). In order to be effective a celebrity endorser should have the credibility to attract attention Miciak and Shanklin 1994) increase awareness of the endorsed product (Wilson, 1997) and influence the purchase decision of the targeted audience (Ohanian, 1991).

2.1.3 Celebrity Endorsement

Celebrity endorsements is been accepted to be a —ubiquitous feature of modern day marketing (McCracken 1989). It has also been seen that one quarter of all advertisement
use/feature a celebrity to endorse a product or brand. This validates the effectiveness of Celebrity endorsements as a means of persuasive communication. It has the potential to enhance audience attentiveness, make the ad more memorable, credible, and desirable and add glamour to the endorsed product (Spielman, 1981).

Early Research has found that —celebrities are more effective than other types of endorsers, such as —the professional expert, —the company manager, or —the typical consumer (Friedman and Friedman, 1979). Using celebrity endorsers, companies may easily crack into consumer’s symbolic association to an aspirational reference groups, as celebrity endorsers are perceived as dynamic, attractive and likable (Assael, 1984; Atkins and Block, 1983; Kamins, 1990).

The use of celebrities in advertisements is not a new phenomenon (Kaikati, 1987). Celebrity endorsement, as a marketing practice, has a very distinguished history. In the eighteenth century, a famous potter Josiah Wedgwood pioneered in using celebrities to his advantage. Once when Queen Charlotte began to use his products, Wedgwood capitalised on his new status by referring himself as the —Potter to Her Majesty (Dukcevich, 2004). For instance one of the early examples involves Queen Victoria associating with Cadbury Cocoa (Sherman, 1985).

McCracken (1989) further conceptualised Endorsement process in different endorser roles and endorsement types. Celebrity Endorser can take the role as an expert, as a spokesperson associated with a product, or as an aspirational figure with no particular knowledge or relationship with, the product. There can be four types of Endorsement; Explicit (—I endorse this product), Implicit (—I use this product), Imperative (—You should use this product), or co-presentational mode (merely appearing with the product).
2.2 Celebrities as a form of Aspirational Reference Group

From a theoretical perspective, Celebrities are classified in the category of heroes as reference groups and opinion leaders. They are recognised as effective endorsers due to their symbolic aspirational reference group associations (Assael 1984, Solomon and Assael 1987). Celebrities as heroes have the potential to influence the cognitive processes of consumers (Wilkes and Valencia 1989). The relationship between values and heroes can be bidirectional. Celebrities can shape and refine existing cultural meaning and encourage the reform of cultural values and categories (Biswas et al. 2009). Therefore by using celebrity endorsers, companies may tap into consumer's symbolic association to an aspirational reference groups, as they are perceived as dynamic, attractive and likable (Assael, 1984; Atkins and Block, 1983; Kamins, 1990).

Celebrities, particularly movie stars, TV personalities, popular entertainers and sports legends, provide a very common type of reference group appeal (Schiffman and Kanuk 2004). Consumers tend to form an attachment to any object that strengthens one's self identity or desired image, renders feelings of connectedness to a group or a personality and perhaps the most common example of this form are the celebrities (O‘Mahony and Meenaghan, 1998). The power of the celebrities lies in their ability to influence the consumers, even though they are physically and socially far from a common consumer (Choi & Rifon, 2007).

Based on the meaning transfer model by McCracken‘s (1989) that brands endorsed by celebrities are a source of symbolic brand meaning. It can be said that consumers connect the symbolism associated with the celebrity and the brands they endorse, transferring these meanings from the brand to themselves by actively using those brands (Escalas and Bettman 2005). Consumers are likely to accept meanings from the brands endorsed by a celebrity whom they perceive as similar to themselves or whom they aspire to be like. For
instance, a consumer may consider himself to be athletic and fashionable, like David Beckham, who currently endorses many brands, including Adidas and Police. Due to his aspiration to look like Beckham he may choose to buy an Adidas gear and wear Police watches. As a result, he may form a self-brand connection to these brands endorsed by Beckham (Schiffman and Kanuk 2004).
2.3 Celebrity versus Non-Celebrity Endorsements

According to Seno & Lukas (2007), Celebrities are more effective than other type of endorsers such as the company manager, typical consumer and the professional expert etc. Companies possess great control over created spokespersons since they develop these characters. They can build characters which are consistent with their brands and target audiences, and ensure that these characters are exclusively endorsing only one particular product (Tom, et al. 1992). On the contrary, companies hold limited control over the celebrity endorsers, since they have created their public persona themselves over the years. Previous research on celebrity endorsement reveals that celebrity endorsers produced more positive attitudes towards advertising and greater purchase intentions than a non-celebrity endorser (Atkin and Block 1983; Petty et al. 1983; Ohanian 1991). On the contrary, Mehta (1994) argued that there were no statistically significant differences in attitudes towards advertising, brand and purchase intention on endorsed brand between celebrity and non-celebrity endorsements. However, differences were found in cognitive responses generated by respondents.

In a research Tom et al.’s (1992) proved that created endorsers are more effective than celebrity endorsers on the classical conditioning paradigm. According to this paradigm, (see Figure-1), consumers learn the association between an unconditional stimulus (celebrity endorser) and a conditional stimulus (product) through repeated exposure. The association is much stronger with original material (created spokesperson) than with popular material because the popular material (celebrity endorser) is not just linked to a promoted product but with many other things as well. In other words, the bond between the created celebrity and the product is strong because it is unique and exclusively endorsing only one product. Whereas, the bond between the celebrity endorser and product is weak due to its multiple endorsements/associations (Erdogan 1999).
Agrawal and Kamakura (1995) and Mathur, Mathur and Rangan (1997) conducted two different studies to assess the economic worth of celebrity endorsement contracts on the expected profitability of a firm. The authors used Event Study Methodology, which is used to identify the valuation effects of marketing decisions (Mathur, et al. 1997). Surprisingly, outcomes from both of the studies emphasised on the effectiveness of use of celebrity endorsers (Erdogan 1999).

2.4 Celebrity Endorsement as a Marketing Communication tool

From marketing communication perspective, it has become more important for firms to design strategies which provide competitive differential advantage to its products and services. It attempts to create positive effects in the mind of consumers. In order to achieve this, Celebrity endorsement is a commonly used marketing communication strategy (Erdogan, 1999). Companies spend large amount of money to endorse their
brands through these celebrities. These celebrity endorsers are perceived and gifted with dynamic, attractive and likeable qualities (Atkin and Block 1983) and companies try to align these qualities to their products through marketing communication strategies. Many researchers believe that an advertisement featuring a celebrity delivers a higher degree of appeal, attention, recall rate and possibly purchase compared to the ads without celebrities (Cooper, 1984; Dean and Biswas, 2001) and thereby contributing substantial positive impact on financial returns for the companies (Farrell et al. 2000; Endorgan, 2001).

There is much research being done on celebrity endorsers both in the academic literature (Endorgan, 2001; Atkins and Block, 1983; Friedman et al., 1977) as well as trade journals (Anonymous, 1989, 1996). Most of the research revealed the efficiency of celebrity endorsements (Cooper, 1984; Dean and Biswas, 2001, Atkins and Block, 1983; Friedman et al., 1977) but in some cases, celebrity endorsements just don‘t work every time (Misra and Beatty, 1990). In fact, many commercials using such celebrity endorsers do not live up to the advertisers expectations (Miciak and Shanklin, 1994).

Initially, implementing this strategy came out to be a no-risk/all-gain or win-win situation, but like another marketing communication strategy, there are potential hazards involved too. There are various potential risks also involved while implementing this strategy which can also lead to severe results. In other words, celebrity endorsement strategy can be a two-edged sword, which may create and destroy a brand. Therefore, we will explore the positive and negative aspects of celebrity endorsement.
Table 2: Pros and Cons of Celebrity Endorsement Strategy (Source: Erdogan 1999)

<table>
<thead>
<tr>
<th>Potential Advantages</th>
<th>Potential Hazards</th>
<th>Preventive Tactics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased attention</td>
<td>Overshadow the brand</td>
<td>Pre-testing and careful planning</td>
</tr>
<tr>
<td>Image polishing</td>
<td>Public controversy</td>
<td>Buying insurance and putting provision clauses in contracts</td>
</tr>
<tr>
<td>Brand introduction</td>
<td>Image change and overexposure</td>
<td>Explaining what is their role and putting clause to restrict endorsements for other brands</td>
</tr>
<tr>
<td>Brand repositioning</td>
<td>Image change and loss of public recognition</td>
<td>Examining what life-cycle stage the celebrity is in and how long this stage is likely to continue</td>
</tr>
<tr>
<td>Underpin global campaigns</td>
<td>Expensive</td>
<td>Selecting celebrities who are appropriate for global target audience, not because they are ‘hot’ in all market audiences.</td>
</tr>
</tbody>
</table>

2.5 Positive aspects of Celebrity Endorsement

The increasing competition between firms in order to attract more consumers towards their products has encouraged marketers to use celebrities to endorse their products. Moreover, recent technological advances in the media such as DTH, video control systems, cable and satellite television has increased consumer power over programmed advertisement and made advertising more challenging (Croft et al. 1999). It is also perceived that the featuring a renowned celebrity helps in solving the problem of over communication that is becoming more and more prevalent these days (Kulkarni & Gaulakar, 2005).
Marketers to ease this threat and attract more consumer attention towards their products and advertisements use celebrity endorsement strategy. Due their well knownness, celebrities help advertisements to stand out from the surrounding clutter by appearing in them, increasing the communicative ability by cutting through excess noise in a communication process (Sherman 1985). Hiring a famous celebrity as their brand endorser may also help improving the image for a tarnished company. Celebrity Endorsement may also help in restoring or polishing a company's image (Erdogan, 1999).

For most of the multi-national companies while expanding to different countries may face some issues like cultural 'roadblocks' such as time, space, language, relationships, power, risk masculinity, femininity and many others (Mooij 1994; Hofstede 1984).

Celebrity endorsements can be a powerful device to enter foreign markets. Hiring a world famous celebrity or a celebrity from the expanding country may help companies to overcome many such issues. For Instance, Pepsi Co International increased its market share in India by Endorsing through famous celebrities and crickets such as Shahrukh Khan, MS Dhoni, Kareena Kapoor etc.

It is been experienced that the products endorsed by celebrities help them to standout and take more notice while shopping due to their improved level of product recall (Bowman 2002). Advertisements featuring a celebrity make a strong impact on the learning style and memory of a consumer which is an important aspect of marketing communication success. Celebrities often make the ad more memorable in the mind of the consumer even if there is no immediate need of the advertised product. Marketers use this advantage of information storage in the minds of the consumers which can be readily retrieved at the time of shopping or when the need arises (Schultz & Barnes, 1995).
All these arguments lead to the conclusion that celebrity endorsements likely to have a positive effect on consumer buying behaviour (Goldsmith, Lafferty and Newell 2000; Mathur, Mathur & Rangan 1997)

2.6 Negative aspects of Celebrity Endorsement

Despite the various benefits of celebrity endorsements, there are still many potential risks involved in using celebrities to endorse their products as a part of a marketing communication strategy for a company. Negative information and publicity concerning the celebrity is one of the major risks associated with the celebrity endorsement. There can be other factors as well which may lead to serious consequences for instance suddenly changed image, drop in popularity, moral issues, losing credibility by over endorsing, or overshadow endorsed products or vampire effect (Cooper 1984; Kaikati 1987).

Negative information about a celebrity endorser not only impacts consumers' perception about the celebrity, but also the endorsed product (Klebba and Unger 1982; Till and Shimp 1995) and may also ruin the brand reputation (Till 1996). In fact many companies have paid a very big price over the celebrity’s misdeeds. For instance PepsiCo suffered with three stained celebrities - Mike Tyson, Madonna, and Michael Jackson (Katyal 2007). Companies have faced serious embarrassment when their spokesperson or celebrity endorsers were deeply involved in a controversy (Erdogan 1999).

Sometimes in an advertisement, consumers fail to focus on the product being endorsed due to the glamour and popularity of the celebrity, hence fails to promote the brand (Rossiter and Fercy 1987). As Cooper (1984) said "the product not the celebrity must be the star." Overshadowing or commonly termed as the ‘vampire effect’ occurs ‘when the
celebrity endorser occurs in the presence of multiple other stimuli which all compete to form a link with the celebrity endorser. (Till 1996). It leads to lack of clarity for the consumer. (Evans 1998). The major issue arises out of this problem is that consumers fail to notice the brand being endorsed because they are more focussed over the celebrity (Erdogan 1999). Overexposure is a common issue among highly demanded and well recognized celebrity endorsers because every major company wants to hire them to endorse their brands which ultimately leads to making the consumer more confused and unable to recall correctly as to which brand the celebrity stands for. (Tripp et.al. 1994).

Another important issue concerning the celebrity endorsement is that sometimes most famous celebrities often indulge in endorsing much different type of products and services just for the sake of their greed for money. For example Shahrukh khan endorses more than 20 different brands from hair oil to automobiles. Solomon et al. (2002) referred this as the —hired gun problem, where the spokesperson is perceived as endorsing the product only for the sake of money.

If a celebrity lends his image to various brands by appearing in advertisements it also has less impact on the consumers mind and the message being delivered since the relationship between the celebrity and the endorsed brand is not distinctive (Mowen and Brown 1981). This may not also disappoint the celebrity fans (Graham 1989) but also make the consumers aware of the real fact of endorsements that celebrities are endorsing the products just for the huge amount of money they get and has nothing to do with the product attributes or product being endorsed (Cooper 1984; Tripp, et al. 1994). Many researchers have also proposed that negative information about a celebrity not only influences consumers’ perception for the celebrity, but also the product endorsed by him (Klebba and Unger 1982; Till and Shimp 1995).
There are some other new limitations being faced these days called Celebrity Trap, Celebrity Credibility and Celebrity Clutter. Celebrity trap is when it becomes difficult for marketers to separate the role of the message and the role of the celebrity in selling the brand and when celebrity becomes an addiction for the marketing team. It becomes more and more difficult to find the substitute. Celebrity credibility has become questionable these days. Consumers have now become aware of the fact that celebrities are endorsing brands just for the sake of money. The credibility which celebrities used to possess in the past is bound to decrease if a celebrity begins to appear and endorses a brand in every possible category (Patel 2009). Celebrity Clutter is when each celebrity endorses multiple products and multi-brands in a category, make the customer more confused. It make consumer to make comparisons such as whether this celebrity is bigger or that one to make product choices. — Pepsi is endorsed by Shahrukh Khan and Coca Cola by Amir Khan.

Celebrity endorsers have now become a liability to the brand they endorse (Till and Shimp, 1998) as there are decreasing returns associated with celebrities (Agrawal and Kamakura 1995). Some researchers also referred celebrities as a puppet in the hands of marketers implying that they perceive the celebrities to be fake and lying, while endorsing certain brands (Temperley & Tangen, 2006).

2.7 Multiple Celebrity Endorsements

Hsu and McDonald (2002) defined multiple celebrity endorsement as the use of two or more celebrities in an advertising campaign. According to him, multiple celebrity endorsement can further be classified under two different parts based on how celebrities are featured in ads. First scenario is where two or more celebrities appear together in an advertisement to endorse a product. Secondly, different celebrities appear in a series of advertisement separately to endorse the same product. Multiple celebrity endorsement is
not a new phenomenon for marketers in the advertising industry. Some of the big brands include Nike, Adidas and American Express. The milk mustache campaign is another major example featuring more than 100 celebrities to promote milk consumption since 1995 (Hsu and McDonald 2002). In context to India, For instance, Pepsi has been endorsed by Sachin Tendulkar, Aamir Khan, Amitabh Bachchan, Rahul Dravid, Shahid Kapoor, Kareena Kapoor, Ranbir Kapoor, Deepika Padukone etc (Khatri,2006). According to Hsu and McDonald (2002) p.25, "Multiple celebrity endorsement advertising may help the advertiser to build a sense of consensus, avoid audience boredom and appeal to multiple audiences".

Erdogan and Baker (1999) in their research argued that it is useful for the marketers to use multiple celebrities for endorsing a particular brand because it can reach out to and appeal to its entire target audience. However, the use of multiple celebrities might create a confusion about the brand's identity in the consumers mind and therefore it should be assured that —each and every celebrity possesses compatible meanings that are sought for brands (Erdogan and Baker, 1999 p. 13). For instance L‘Oreal endorses its product line according to the celebrity attributes and the meanings associated with them (Redenbach, 2005).

The greatest fear for marketers while using multiple celebrities is that today consumers are more aware, educated and knowledgeable about the use of celebrity endorsements. It may lead them to think that celebrities are endorsing the brands just for the sake of money and doesn‘t really care about the product, which might negatively affect the consumers buying behaviour (Belch and Belch, 2001). In a research by Redenbach (2005) argued that endorsing four different brands/products influences the celebrity‘s trustworthiness, expertise and likeability. Because the celebrity instead of focusing on one brand, endorses multiple brands and which eventually lacks distinctiveness (Redenbach, 2005). There is also a possibility that using so many different celebrities
might overshadow the brand and lead to —Vampire effect. People might just remember the celebrities but not the brand/product being endorsed/advertised (Hsu and McDonald, 2002).

<table>
<thead>
<tr>
<th>The Big Endorser</th>
<th>The Brand</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Sachin Tendulkar</td>
<td>Pepsi, Adidas, TVS, Britannia, MRF, ESPN</td>
</tr>
<tr>
<td>b) Shahrukh Khan</td>
<td>Pepsi, Santro, Videocon, LML</td>
</tr>
<tr>
<td>c) Amitabh Bachan</td>
<td>Pepsi, Cadbury, Dabur, Nerolac, Reid &amp; Taylor</td>
</tr>
<tr>
<td>d) Aamir Khan</td>
<td>Coke, Titan</td>
</tr>
<tr>
<td>e) Saurav Ganguly</td>
<td>Emami, Hero Honda, Britannia, LG</td>
</tr>
<tr>
<td>f) Saif Ali Khan</td>
<td>Asian Paints, Yamaha, Frito Lays, Royal Stag</td>
</tr>
<tr>
<td>g) Virendra Sehwag</td>
<td>Boost, Badur, Coke, Team Samsung, Britannia, Adidas, Mayur</td>
</tr>
<tr>
<td>h) Rahul Dravid</td>
<td>Castrol, Samsung, Pepsi, Hutch, Britannia, Reebok</td>
</tr>
<tr>
<td>i) Aishwarya Rai</td>
<td>Nakshatra, Lu, L’oreal, longiones watches</td>
</tr>
<tr>
<td>j) Preety Zinta</td>
<td>Cadury, Godrej, TVS Scooty, Maggi, Head &amp; Shoulders</td>
</tr>
</tbody>
</table>

*Source: Top 10 celebrity endorsers, riding the wave. Prachi Raturi (2005), Brunch Hindustan Times Magazine.*

**Table 3: Examples of Multiple Product Endorsements in India**

### 2.8 Consumer Buying Behaviour

In today’s dynamic and competitive environment, customers are continuously exposed to various different brands through different marketing strategies. Consumer behaviour is an important and complex area for marketers as different people have different needs. As stated by Lancaster et al. (2005) that satisfaction of consumer needs is the ultimate goal for a business; thus the marketer’s job is to accurately identify the customer needs and
accordingly develop product that satisfies their wants. Therefore, it is very critical for marketers to have a proper understanding of consumer buying behaviour.

Perner (2009) defined consumer behaviour as "The study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society." According to Perner (2009) knowledge of consumer buying behaviour helps marketers in developing their marketing strategies by understanding the psychology of the consumers as how

a) They think, feel, differentiate, and select between different brands or products.

b) How the consumer is influenced by his or her environment (e.g., culture, family, signs, media);

c) The behaviour of consumers while shopping or making purchase decisions;

d) How consumer motivation and decision strategies differ between products that differ in their level of importance; and

e) How marketers can adapt and improve their marketing campaigns and strategies to reach the consumer more effectively.

Furthermore, it is not only important to identify and satisfy the customers' need, but it is also critical to know that as to why customer needs that? It gives marketers a better understanding of consumer behaviour which ultimately helps them in satisfying customer needs efficiently and increasing customer loyalty towards their products and services (Zeithami 1985).
2.9 Types of Consumer Buying Behaviour

According to Assael (1981), there are four types of consumer buying behaviours that can affect the purchase decision making of a consumer based on the level of consumer-product involvement, interest in a product, situation and difference between the products available. The four types of models are explained as under:

**Complex buying behaviour**: It usually takes place when the customer is highly involved in the product purchase decision. The high product involvement occurs when product to be bought is expensive, infrequently bought, and highly expressive. Since, these types of products are not bought frequently the consumer doesn’t know much about the products and observes substantial differences among the brands available for instance buying a luxury sedan. Consumers make this type of buying decisions very carefully after collecting a lot of information about the product features, quality and performance.

According to Assael (1981), Consumers tend to experience cognitive dissonance while making such complex product decisions due to increased risk perception in this type of buying behaviour. There are certain risks also involved while making such decisions for example high may result in monetary loss, highly expressive product nature may lead to psycho-social loss and lack of product knowledge will result in increased uncertainty.

From a marketing perspective, marketers need to make sure that they use the effective differentiation strategies to stand out the product from other brands available. And also, try to educate the customers about the importance, application and features of the product offered.

**Dissonance-reducing buying behaviour**: It occurs when the buyer is highly involved with the product purchase and observes little difference among the options available.
After buying the product, the consumer tends to gather the favourable information about the purchased product that assures and validates his product purchase decision. By doing this the customer tries to reduce the dissonance or losses involved in the purchase. This type of buying behaviour involves establishment of trust, belief and attitude towards a brand. However the customer may also end up with time loss, or more likely, psychological loss and social loss. It happens due to the difference between actual purchase performance and expected purchase performance of the product.

**Habitual buying behaviour:** In occurs when the consumer buy the same product on regular basis over a period of time. Under habitual buying behaviour consumer – product involvement is low and there is little difference between the brands available, for instance buying salt, sugar etc. The consumers buy these products out of their habit or due to their trust or brand loyalty. According to Scott (2007) consumers don’t go through the process of belief, attitude and purchase decision nor look for deep information and compare the available products. Consumer buy the brands they have used and aware of.

However, It is interesting to see marketers constantly trying to move these type of product especially (FMCG products) from a low involvement to a higher involvement status by differentiating them on various bases like health, safety etc. For instance marketers are involved in developing —low calorie sugar —cholesterol free oil etc. and selling them at higher prices.

**Variety seeking behaviour:** This type of consumer behaviour originates if the customer is not happy with its earlier product purchase or out of the boredom. It specially happens with the consumers who like to shop around and try-out with different type of products. In this buying behaviour consumer–product involvement is low but the differences among the brands are significant. These types of consumers change their brand frequently, not due to dissatisfaction, but out of boredom.
Variety seeking behaviour is identified as a key determinant factor for brand switching in consumer product category (Scott 2007). According to Assael (1981) consumers having variety seeking consumer behaviour purchase the brands which have higher degrees of perceived risk associated with them and are generally not perceived as brand loyal.

2.10 Consumer Buying Behaviour in India

Since, India’s economic liberalization policies were introduced in 1991; Eliminated import licensing restrictions and reduced tariffs has led many foreign companies to enter the Indian market. India has always been a lucrative and large market for US brands and advertising (Bellman 2007).

One of the most challenging concepts in the marketing is to deal with understanding the consumer behaviour. —Consumer behaviour is affected by a lot of variables, ranging from personal motivations, needs, attitudes and values, personality characteristics, socio-economic and cultural background, age, sex, professional status to social influences of various kinds exerted by family, friends, colleagues and society as a whole (Shukla and Devi 2010). The study on Indian consumer behaviour has helped marketers in formulating and implementing strategies to reach the Indian consumers effectively. India is a huge country comprising 28 states and population over one billion people. From the market perspective, Indian consumer market is divided under various segments based on class, status, and income of consumers. Three-fourths of India’s population lives in rural areas, contributing around one-third of the national income. Hence, the recent emergence and development of the rural market is an opportunity for marketers in India (Matrade 2005).

There has been a drastic change noticed in Indian consumer behaviour to what it used to be few decades back. Today Indian consumer wants to lead a life full of luxury and
comfort. Indian consumers don't just want the availability of products; they also want better service and ambience. Purchasing power of people in India is rising very sharply. As a result, the market for luxury products in India is also climbing at a surprising rate (Shukla and Devi 2010).

The Indian consumers are noted for the high degree of value and family orientation (Hofstede 1980). This value orientation has labelled Indians as one of the most sensitive consumers in the world. Even, big brands in India design a unique pricing strategy in order to grab a share of the Indian market. This family orientation extends not only to family but to friends as well and also influences the decision making. It is also been noticed that brands those tend to support family values are popular and easily accepted in the Indian market. Due its culture, Indian consumers possess high priority for values of nurturing, care and affection (Matrade 2005). Hence, people easily get influenced by the brands communicating through the feelings and emotions. In a study by Hofstede (1980), India has a high power distance (77) as compared to United States (40) and United Kingdom (35). Indian consumers strictly follow their culture, tradition and values, as a result foreign companies are forced to give an Indian touch to their products and services offered in India. For instance McDonalds, Pizza Hut, Pepsi, Coca Cola and many other brands changed their offerings in order to expand in India (Shukla and Devi 2010).

As a result of the increasing literacy rate and increasing western exposure through satellite television, fashion magazines and newspapers, there is a significant increase in consumer awareness. This awareness has made the Indian consumers more selective for the quality of the products/services by shopping in retail supermarkets Big Bazaar etc. The consumer tends to purchase from a place where his/her feedback is more valued. The Indian consumers are price sensitive and prefer to buy value for money products (Matrade 2005). Indian consumers consider price as an indicator for quality of a product as they feel that the product is expensive due to its high quality. It’s also been noticed that
Indian consumer buying behaviour is influenced by freebies. People tend to buy the products if there is something given for free along with it (Matrade 2005).

Matrade (2005) divided Indian consumers in three different segments i.e. The Socialites, The Conservatives and the Working women. Socialites are the people belonging to the upper class of the society. They prefer to shop in expensive specialty stores, and spending a good amount of money on leading a luxurious life. They always try to differentiate themselves from others by purchasing expensive and exclusive products. Socialites are observed to be very brand insistent and would only opt for the best available in the market irrespective of money. On the contrary, the conservatives are referred to the middle class people. The conservative segment is said to be the true reflection of the Indian culture and society. Middle class people are traditional and thoughtful in their towards their purchase decisions. They spend more time with family and focus more on savings than spending. They are slow decision makers because they refer to a lot of sources before making any purchase and always look for durability and functionality of the product. The working woman segment saw a tremendous growth in the late nineties. They are independent and not bound to anything monetary wise. This segment has been the target for the marketers. Working women have their own diverse perceptions in purchase decision making and factors those appeal to them.

Today, Indian market has transformed from a seller’s market to buyer’s market. The increased consumer power has fierce the competition in the market. This has led to the price war and has forced the companies to maintain product quality to sustain in the highly competitive market like India.
2.11 Celebrity Endorsement Effectiveness

Models for explaining celebrity endorsement effectiveness

2.11.1 Source credibility model

Source credibility model was first proposed by Hovland and his colleagues. —Source Credibility in a broad sense, refers to a communicator's positive characteristics that affect the receiver's acceptance of a message (Ohanian 1990, p. 41) and based on the research in social psychology (Hovland et al. 1953). The model suggests that the effectiveness of a message depends on the perceived level of expertise and trustworthiness of an endorser (Hovland, et al. 1953; Ohanian 1991; Dholakia and Stemthai 1977). According to Kelman (1961), Exchange of information through a credible source (eg. celebrity) has the potential to influence beliefs, opinions, attitudes and/or behaviour through a process called internalisation. Internalisation occurs when source influence the receiver and is accepted in terms of their personal attitude and value structures (Erdogan, 1999).

<table>
<thead>
<tr>
<th>Attractiveness</th>
<th>Trustworthiness</th>
<th>Expertise</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attractive-Unattractive</td>
<td>Dependable-Undependable</td>
<td>Expert-Not an expert</td>
</tr>
<tr>
<td>Beautiful-Ugly</td>
<td>Honest-Dishonest</td>
<td>Experienced-Inexperienced</td>
</tr>
<tr>
<td>Classy-Not Classy</td>
<td>Reliable-Unreliable</td>
<td>Knowledgeable-Unknowledgeable</td>
</tr>
<tr>
<td>Elegant-Plain</td>
<td>Sincere-Insincere</td>
<td>Qualified-Unqualified</td>
</tr>
<tr>
<td>Sexy-Not sexy</td>
<td>Trustworthy-Untrustworthy</td>
<td>Skilled-Unskilled</td>
</tr>
</tbody>
</table>

Source: Construction and Validation of a Scale to Measure Celebrity Endorsers' Perceived Expertise, Trustworthiness, and Attractiveness; Ohanian (1990).

Table 4: Source Credibility Scale
Ohanian (1990) defined trustworthiness as "the listener's degree of confidence in, and level of acceptance of, the speaker and the message." Trustworthiness of an endorser is perceptual and depends on the target audience. It refers to the honesty, integrity and believability of an endorser. Marketers take the advantage of these set of values by employing celebrities those are most regarded as trustworthy, honest believable and dependable among their fans and people (Shimp 1997). Based on an experiment conducted by Miller and Baseheart (1969) it was found out that if the perceived trustworthiness of the source is high; attitude change is more likely to occur.

Expertise can be defined as the perceived ability of an endorser to make or provide valid assertions. It includes the knowledge, experience and skills developed by the endorser while working in the same field. Some authors suggest that it is not important for an endorser to be an Expert; but it all depends how audience perceive him (Hovland, et al. 1953: Ohanian 1991). Ohanian (1990) argued that the perceived expertise of celebrity endorsers is more important than their attractiveness and trustworthiness in influencing purchase intentions. Expert celebrities are found to be more persuasive (Aaker and Myers 1987) and may influence the consumer buying decision (Ohanian 1991). Speck. Schumann and Thompson (1988) found that expert celebrities produce higher rate of recall of product information than non-expert celebrities (Erdogan 1999).

The findings in the source credibility research are ambiguous. It refers endorsement process as uni-dimensional because it is still uncertain to say what factors construct the model and what factors are more important than others in different situations. Although the study proved to have a significant and direct effect on attitudes and behavioural intentions, it may help marketers in selecting right endorsers however it is not the only factor that should be considered in selecting celebrity endorsers (Erdogan, 1999).
2.11.2 Source attractiveness model

—Beauty is a greater recommendation than any letter of introduction – Aristotle

As Patzer (1985) stated that "physical attractiveness is an informational cue involves effects that are subtle, pervasive, and inescapable He advocated the use of attractive endorsers than average looking endorsers. According to him people try to increase their attractiveness and react positively to the endorsers who look like them (Erdogan 1999). Sometimes people tend to think that attractive people are much smarter and hence excel in other areas as well. This is also called as the —halo effect.

Source Attractiveness Model is considered to be a component of the —source valance model (McGuire 1985) and based on the research in social psychology (McCracken 1989). The source attractiveness model basically concentrates on four key areas; namely —familiarity (knowledge of source), —likeability (affection for source based on his/her physical appearance or behaviour), —similarity (resemblance between the source and the respondent), and —attractiveness (McCracken 1989 p. 311). It suggests that the effectiveness of a message depends on source’s familiarity, likability, similarity, and attractiveness to the receiver of the message (Ohanian 1990).

Marketers choose celebrity endorsers on the basis of their physical attractiveness to capitalise on their both attributes i.e. celebrity status and physical appeal (Singer 1983). Print advertisements portray the importance of physical attractiveness. Many researchers have found that attractive people are more effective that unattractive people at persuasion, changing beliefs (Baker and Churchill 1977; Chaiken 1979; Debevec and Keman 1984) and triggering purchase intentions (Friedman et al. 1976; Petty and Cacioppo 1980).
Similarity can be defined as the perceived resemblance between the source and the respondent, familiarity as knownness of about the source through experience, and likability as the level of fondness, care and affection for the source in the respondent due to the source’s physical attributes and behaviour. —Attractiveness of the source doesn’t only arises due to the physical attributes, It may also include the various other characteristics like intellectual skill, lifestyle etc. (Erdogan 1999).

Cohen and Golden (1972) applied this model in advertising suggested that the —physical attractiveness of source decides the effectiveness of persuasive communication through a process called identification. It happens when the receiver accepts the information from an attractive source as a wish to be identified with endorser (Erdogan 1999).

In further research about gender interaction between source and respondent, it was found out that the source has a greater impact of persuasion and intention to buy on the respondent of opposite sex. Debevec and Kernan (1984) found that attractive female models trigger more positive attitude and purchase intention than their male counterparts across both sexes especially among males. Whereas, Caballero et al. (1989) opposed the statement by arguing that source and respondent of the same sex lead to greater intentions to purchase, males show greater purchase intention from male endorsers and vice versa. On the other hand Petroshius and Crocker (1989) found that source’s gender had no impact on respondent’s attitudes towards advertisements or on purchase intentions either. The academic findings regarding gender or cross gender interactions between source and respondent are superficial and doesn’t provide any guidelines to marketers (Erdogan 1999).

The above arguments lead to the conclusion that attractive celebrity endorsers may enhance the attitude towards a brand but not necessarily result into actual behaviour, cognitive attitudes and purchase intention.
2.11.3 Product Match-up model

—*Celebrities are an unnecessary risk unless they are very logically related to products*
Watkins (1989)

The match-up hypothesis suggests that the effectiveness of an advertisement depends on the existence of a perceived 'fit' between the endorsing celebrity and the brand endorsed by him (Till and Busler 1998). The Product Match-up model suggests that the —Celebrity and —Product features should complement each other for effective advertising (Kamins 1990). The match between the product and celebrity depends on the common attributes between product features and celebrity image (Misra and Beatty 1990). Advertising through a celebrity with relatively high product compatibleness leads to effective advertising as compared to an advertisement featuring less compatible celebrity (Kamins and Gupta 1994; Erdogan 1999). If the qualities of a celebrity match up with the brand endorsed by him, it may also increase the celebrity believability and attractiveness among the targeted audience (Kamins and Gupta 1994). Ohanian (1991) supported the argument by stating that it is critical to employ celebrities who directly resemble to the brand and are experts in their field.

Bertrand (1992) argued that if a company can successfully connect a link between its product and celebrity image or the field celebrity specialises in, then it can bring fame and success to both. Previous research on the subject states that customers also expect the compatibleness between the endorsed product and the celebrity. In other words Customers make a perceived image about the product by comparing the qualities of the product and celebrity (Ohanian 1991; Callcoat and Phillips 1996; O'Mahony and Meenaghan 1997). On the other hand if there is not congruence between the endorsed product and the celebrity, it might lead people to a conclusion that the celebrity is faking it since he is nicely paid to endorse the brand (Erdogan 1999). From the above arguments
it can be inferred that congruence between the celebrity and brand is required for effective advertising. Alternatively, if the endorsing celebrity and the endorsed brand have nothing in common it might lead to —Vampire effect where celebrity overshadow the endorsed product and the targeted audience only remembers the celebrity not the product (Evans 1988).

The product match-up model suggests that attractive celebrities especially attractive female celebrities are more effective at endorsing beauty products, the products used to enhance ones attractiveness (Kamins 1990). For instance, Aishwarya Rai Bachhan is a renowned celebrity endorsing L'Oréal beauty products and Sachin Tendulkar, the famous cricketer endorsing adidas products in India. As Friedman and Friedman (1978) and Atkin and Block (1983) in their research argued that that the use celebrity endorsers is suitable where product purchases involve high social and psychological risk. Supporting the argument, Packard (1957) proposed that celebrity endorsement strategy is more effective for luxury products positioned and sold in the niche market segment because the featured celebrities are people from the high status and therefore it becomes easy for marketers to attract consumers to buy their products. Callcoat and Phillips (1996) opposed the argument by saying that consumers are generally influenced by celebrities if products are inexpensive and low involving.

After considering the findings and opinions, it becomes obvious that the Match-up between the celebrity and the endorsed brand is important in order to attract the targeted audience and to make the message more effective.
2.11.4 Meaning transfer model

According to McCraken (1989), the previous source models discussed above are not capable of capture the success factors of the endorsement process. DeSarbo and Harshman (1985) supported the argument by stating that neither of the source credibility, attractiveness or match-up hypotheses models provides a base for appropriate celebrity endorser selection. He stated three problems related to these models (Erdogan 1999);

a) these models do not provide measures to cope up with multidimensionality of source effects.

b) these approaches ignore overtone-meaning-interactions between a celebrity and the endorsed product.

c) there is a lack of quantified empirical basis for purposed dimensions.

Hence, McCracken proposed the meaning transfer model; the main idea of this model is to prove that celebrities possess unique sets of meanings which might be transferable to the products endorsed by them.

The meaning transfer model suggests that the effectiveness of a celebrity endorser depends on his/her quality to bring the meanings to the endorsement process (McCraken 1989). A celebrity possesses a larger number of distinctive meanings. —Distinctions of status, class, gender, and age, as well as personality and lifestyle types, are represented in the pool of available celebrities, putting an extraordinarily various and subtle pallet of meanings at the disposal of the marketing system (McCraken 1989). For instance in India, Sonia Gandhi as regal women, Amitabh Bachhan as high class person, Aishwarya Rai for her glamorous lifestyle etc. Marketers employ celebrities in advertisements
assuming that since people follow celebrities and try to look like them, they may also consume products associated with them (Fowles 1996).

Celebrity endorsements are a unique example of, a more general process of meaning transfer (McCracken 1989). According to McCraken (1989) there is a systematic path for the transfer of cultural meaning in consumer societies. According to McCraken (1988)—Meaning begins as something resident in the culturally constituted world, in the physical and social world constituted by the categories and principles of the prevailing culture. Advertising and the fashion system facilitate the meaning transfer from the culturally constituted world to consumer goods and from consumer goods to the individual consumer it is done through the own efforts of the consumer (McCracken 1989).

![Figure 2: Meaning Movement and Endorsement Process (Source: McCracken 1989)](image)

The meaning transfer model illustrates a three stage process. It starts when the advertiser identifies the cultural meanings intended for the product and decides what he/she wants the product to say. After that, the advertiser looks for the objects, persons, and contexts
that can give voice to these meanings for instance celebrities. In other words, in the first
stage the meanings associated with the celebrities moves from the endorser to the product
or the brand, and this meaning is drawn out of the celebrity's public image. In the second
stage, this meaning is transferred from the endorser to the product and the process of
creating a product personality takes place (Tom, et al. 1992). This process is based on the
symbolic properties conveyed by the endorser. Once meanings have been moved into
goods, they must also be transferred to consumers. Finally in the last stage called
consumption process, the brand meaning is achieved by the consumer. Consumers
recognise the symbolic properties of products and transfer them into meanings for
themselves by putting them to work in the construction of their self-image. When this is
done, the movement of the meaning is complete. The third and the final stage of the
model demonstrates the importance of the consumer in the endorsement process.
(McCraken 1989)

McCraken's (1989) meaning transfer model first merely seemed to be a theoretical
concept but its practicality to real life was proved by two studies by Langmeyer and
Walker (1991a and 1991b). In (1991a) they used a response elicitation format with a
celebrity endorser - Cher endorsing Scandinavian Health Spas and in (1991b) used
celebrity endorsers - Madonna and Christie Brinkley and products - bath towels. VCRs,
and blue jeans. The study results revealed that when celebrities combined with products,
these perceived differences affected meanings perceived in products.

Langmeyer and Walker's findings empirically supported the argument by McCracken
(1989) that celebrities exemplify various meanings and these meanings are passed on to
products through endorsements (Erdogan 1999).
2.12 Celebrity Endorsement – An Indian Perspective

Today, India is one of the fastest growing economies in the world, growing at a steady pace every year. In a report, World Bank has projected that in 2010 the Indian economy will grow at 8%, making it the world's fastest-growing economy by surpassing China (BBC 2009). In today’s dynamic and competitive environment, increasing consumer's expectations and demands force marketers to adopt more creative advertising practices such as celebrity endorsements to influence consumer buying behaviour (Alsmadi 2006). Hence, there was the potential for Advertising industry using celebrity brand endorsement to become a multi-million dollar industry in India (Malhotra 2005).

The advertising industry in India is estimated to be worth around $2,585 million and a recent report in Business Standard estimated the brand endorsement business in India worth around $217 million. India is one of the most after sought market by major brands in advertising industry across the world. In a report by McKinsey Global Institute (MGI), India's consumer market will be the World’s fifth largest (from twelfth) in the world by 2025 which is currently valued at US$ 511 billion. A C Nielsen (2007) reported strong advertising expenditures for the year 2000 in China and India suggest that the country will be an important destination for marketers and advertisers in the coming years.
In India, the trend of Celebrity endorsements in advertising started in the latter part of the '80s (Katyal, 2007) when Bollywood and TV stars along with sportspersons made their breakthrough in the advertising world that was, until then, the exclusive domain of models (Kulkarni and Gaulkar, 2005). One of the first advertisements featuring celebrity in India was when Farokh Engineer became the first Indian cricketer to endorse a brand called Brylcream (Kulkarni and Gaulkar, 2005). Lux, the soap brand pioneered the expertise of celebrity endorsements in India and holds the record for the past 75 years till date (Katyal, 2007). Early examples of celebrity endorsers include the famous actress
Tabassum (Prestige Pressure Cookers), Jalal Agha (Pan Parag), famous cricketer Kapil Dev (Palmolive Shaving Cream) and Sunil Gavaskar (Dinesh Suits) (Roy, 2006). Status and/or position in the society are important cultural values in the Indian culture (Hofstede, 1984). According to LaFerle and Choi (2005) Consistent to the previous thought of importance of status and social acceptance in the Indian society, celebrities may have a greater impact on endorsements. Celebrities are often associated with a high status due to their wide recognition in the society as well as exposure given to them through media. Therefore, celebrity endorsements are perceived as genuinely relevant and successful, in motivating consumers to buy the product (Kulkarni and Gaulkar, 2005). India is a country, which has always idolized the celebrities from the bollywood world; thereby providing an opportunity for marketers to use celebrities for product endorsements (Katyal, 2007). The best example to support this statement is the famous South Indian actor Rajnikanth, people have made temples dedicated to his glory (Dixit 2005).

Indian film stars and celebrities have always provided lifestyle cues to youth in India. People get easily influenced and try to follow almost everything from a celebrity. Considering the popularity, size and reach of the celebrities in India it can be said that they have the power to influence the attitudes and behaviour of people, particularly youth (Malhotra 2005).

Therefore, there is a race among the marketers to hire the most admired celebrity like Shahrukh Khan, Aamir Khan, Amitab Bachchan and many others by paying huge pay packages to appear with the brand. Moreover, multiple celebrity endorsement is also not a new phenomenon in India. Many famous brands for example Coca-Cola is have more than one celebrity endorser. Coca-Cola is leading the chart by endorsing through 15 celebrities, followed Pepsi having 8 celebrity endorsers and around 3 for other related brands like Slice, Limca etc. On the contrary, there are few successful brands been
established without using celebrity endorsements (Kulkarni and Gaulkar, 2005). Procter & Gamble promoted its Rejoice brand in India featuring an ordinary woman in their advertisement which helped them to reach the common people. Their belief that ordinary or common consumers, especially housewives, are more likely to be influenced by a lay person than a celebrity. There are some other examples include ParleG, Lifebuoy, Maruti 800, Close Up, Fevicol etc.

According to the the latest report by TAM Adex, a division of TAM Media Research Priyanka Chopra is the India’s top brand endorser for the year 2009. She has edged past endorsement giants like Shahrukh Khan, Indian skipper MS Dhoni and Amitabh Bachchan. However Shahrukh khan has still the highest number of brands endorsed by him. He currently endorses 39 brands, including Pepsi, Hyundai, Airtel, Videocon, Sun Feast, Tag Heuer, Dish TV and Mayur Suitings. He is closely followed by India's cricket captain, Mahendra Singh Dhoni endorsing around 19 brands and reaping upto Rs 50 Cr an year.

Katyal (2007) asserts that there is the presence of great potential for celebrity endorsement in India to be seen as truly relevant, thereby inducing customer to buy the product.

2.13 Theoretical Framework

The figure below represents the framework for understanding the impact of celebrity endorsements on consumer buying behaviour. The framework has been adapted from the integrated model for understanding celebrity endorsements and consumers perception to study cross cultural consumer behaviour (Biswas et al. 2009). It represents how celebrities are used to influence consumers purchase decision. Marketers’ actions serve as
a medium to transfer meanings or values from the culturally constituted world to consumer goods (McCraken 1986).

<table>
<thead>
<tr>
<th>Models explaining Celebrity Endorsements</th>
<th>Basic Tenet</th>
<th>Source of influence on Consumers</th>
<th>Consumer Perceptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Source Attractiveness Model (McGuire 1985)</td>
<td>Familiarity, Likeability and Similarity of celebrity</td>
<td>Identification process (Kelman)</td>
<td>Positive perception of ad, celebrity and brand when celebrity is familiar and likeable</td>
</tr>
<tr>
<td>Source Credibility Model (Hovland and Weiss 1951)</td>
<td>Expertise, Trustworthiness of celebrity</td>
<td>Internalization process (Kelman) balance theory (Heider)</td>
<td>Positive perception of ad, celebrity and brand when expertise and trustworthiness high</td>
</tr>
<tr>
<td>Match-up hypothesis (Kamins and Gupta 1994)</td>
<td>Celebrity image matches Product image</td>
<td>Social adaptation theory, attributional theory, correspondence theory</td>
<td>Positive perception of ad, celebrity, and brand</td>
</tr>
<tr>
<td>Meaning transfer model (McCracken 1986)</td>
<td>Process of transfer of meaning from celebrity to product and to consumer</td>
<td>Transfer process of meaning from celebrity to product to consumer</td>
<td>The higher the perceived match between symbolic properties of the product and celebrities meanings drawn from his/her assumed roles, the higher the likelihood of consumer’s consumption and appropriation of product’s meanings.</td>
</tr>
</tbody>
</table>

Table 5: Models explaining Celebrity Endorsements (Source: Biswas et al. 2009)
Celebrities are recognised as effective endorsers due to their symbolic aspirational reference group associations (Assael 1984; Solomon and Assael 1987). Taking the account of India where celebrities are idolised (Katyal 2007) and considered as heroes and opinion leaders (Biswas et al 2009). Marketers very cleverly use celebrities to endorse products and services through them. As earlier discussed in the literature review, celebrities possess distinctive attributes such as attractiveness, trustworthiness etc. (McCracken 1989). Many researchers have designed and explained various models regarding celebrity endorsements (see figure). Some authors suggested that celebrities lend their image or attributes to the products by appearing together in an advertisement. In this research the author has tried to find out how the attributes defined in these models influence the consumers purchase decision. Marketing communication represented in the model act as a mediator to transfer the celebrity-product message in order to influence consumers purchase decision.

Celebrity endorsement is no more a new phenomenon in this world almost every brand is using celebrities to endorse their products. Today Consumers are well aware of these marketing techniques used by marketers in order to influence their purchase decision. Moreover, due to its extremeness and aggressive approach consumers might change their attitudes and perceptions about celebrity endorsements. Instead of all these controversies celebrity endorsements is a pervasive part of advertising industry. With reference to this, in this model the author has tried to find out the impact of celebrity endorsements on consumers buying behaviour.
Figure 4: Broad framework designed to study celebrity endorsements

Figure 5: Theoretical framework to study celebrity endorsements
2.14 Conclusion

The literature review discussed the main and relevant concepts regarding celebrity endorsements. The author first made the concept clear by differentiating between Celebrity and Non-celebrity endorsements and how celebrities form aspirational reference groups. The author has explained how marketers use celebrity endorsement strategy as a marketing tool to influence consumers buying behaviour. Further the author has shed some light on Pros and Cons of using celebrities as endorsers. The author has defined some other prevalent factors like use of multiple celebrities and its effects etc. It was noteworthy to highlight various different types of consumer buying behaviours. Furthermore the author has narrowed this additionally by specially focusing on consumer buying behaviour in India.

The author has structured, organised and analysed many earlier empirical studies conducted by different authors on celebrity endorsements. Many of the researchers have shown that how the consumers get affected by celebrities (Soderlund 2003; McCraken 1989; Silvera and Austad 2004; Belch and Belch 2001). The author has used four different models namely —Source Attractiveness Model (McGuire 1985), —Source Credibility Model, (Hovland and Weiss 1951 ), —Match-up hypothesis (Kamins and Gupta 1994), —Meaning transfer model (McCracken 1986) regarding celebrity endorsements in order to check their impact on consumer buying behaviour.

Alongside this, the last section of the chapter focussed on the prevalence of celebrity endorsement business in India. The author has based and focussed this study on India because given the current and future economic condition this business is expected to grow by leaps and bounds in India. As it is already been stated that celebrities hold a distinct status and position in Indian culture and treated with high regards. Moreover,
availability of little research on account of understanding Indian consumer's perception towards celebrity endorsements has enforced the author to conduct this research.