CHAPTER 3

Conceptual Framework of The Study
Celebrity Endorsements And Its Influence on Consumer Behavior
3.1 Introduction

What’s in a name Shakespeare said once. Contemporary marketer and advertiser would however debate our learned scholar by saying, “what’s not in a name”. A belief reinforced every time a celebrity endorses a brand. The use of celebrity endorser as the source for a communication message has increased dramatically in the past few years. Endorsers are used in broadcast media, print media, and even outdoor billboard advertising and their effectiveness in each have been tested. According to an estimate in the United States of America as many as one fourth of all commercials employ celebrity endorsements (Spielman, 1987; Miciak and Shanklin, 1994). Advertisers spend enormous sums of money to have celebrities promote their products, with the assumption that reading or viewing audience will react positively to the celebrity association, with their product (Scott, 1991). Celebrities are used to promote everything from soft drinks to digital mobiles, from biscuits to banking services and from energy drinks to automobiles. According to an international estimate 10 percent of all advertising expenditure is being spent to pay celebrity endorser (Agrawal and Kamakura, 1995). The use of celebrity advertising for companies has become a trend in India today, and a perceived winning formula of corporate image building and product marketing. The phenomenon is reflected in the fact that most of the commercials recalled by audiences have celebrity endorsers. Few examples Amitabh Bachchan-ICICI, Sachin-TVS victor, VISA, Britannia, Adidas, Shahrukh Khan and Kareena Kapoor for Airtel, Sharukh and Preeti Zinta for Santro. There are several benefits to having celebrities endorse products or services. Research has indicated that customers are more likely to choose goods and services endorsed by celebrities than those without such endorsements (Agrawal & Kamakura, 1995).

A celebrity is a personality (actor, entertainer or sports person) who is known to the public for his or her accomplishments in the areas other than the product class endorsed (Friedman and Friedman, 1979)
McCracken (1989:310) defined The 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.

Companies expect to derive multiple benefits from endorser like gaining attention towards television and increase in readership of newspaper/ magazine advertisements. Endorsers can lead to positive attitude change towards a company and its brands because of their credibility. Perceived personality characteristics of endorser can get associated with the brand's imagery.

Grant McCracken says that credibility and attractiveness don't sufficiently explain how and why celebrity endorsement works according to him, the effectiveness of the celebrity endorser depends on the culturally acquired meanings such as status, class, gender, age and personality and lifestyle. He says celebrities draw powerful meaning from the roles they assume in their television, movie, and professional careers. Each new dramatic role brings the celebrity into contact with a range of objects, persons and contexts. Out of these objects, persons and contexts are transferred meanings that then reside in celebrity. According to McCracken Meaning transfer takes place by a three-stage process in the first stage Celebrities acquire meaning due to contexts including status, gender, age, personality and lifestyle. In second stage the celebrity endorser brings their meaning into the ads and transfers it to the product they are endorsing. In third and final stage the meanings the celebrity has given to the product are transferred to the consumer. Implication of this model is that marketers should decide the meanings that are important to the target audience then appropriate celebrity should be searched having the required meanings. Designing an advertising campaign that successfully transfers the meanings from endorser to product and then to the consumer is very important. Marketers need to constantly evaluate the effectiveness in terms of meaning transfer for example if a celebrity no longer communicates the desired meaning should be dropped.
Factors that are important for choosing celebrity endorser are-proper match between the product and celebrity and celebrity and the target audience, the overall image, cost of acquiring celebrity, trustworthiness, risk of controversy, and celebrity’s familiarity and likability amongst the target audience. (Erdogan, Baker and Tagg, 2001)\(^1\)

According to Khale and Homer (1985) when a celebrity’s physical attractiveness matches up with the presence and degree to which the product advertised enhances attractiveness i.e. Attractive celebrity linked with an attractiveness related product there is a positive impact on product and advertisement evaluation. Study by Michael A Kamins empirically proved above mentioned assertions in the sense that for an attractiveness-related product use of a physically attractive celebrity was observed to significantly enhance measures of spokesperson credibility and attitude towards an advertisement relative to use of a physically unattractive celebrity. (Kamins, 1990)\(^2\)
3.2 Marketing Management is All About Knowledge of Consumer Behavior

Marketing management today is heavily dependent on consumer behavior and promotion management. There have been several studies to show that consumers don’t always behave and act as they are expected to as per traditional economic theory or Rational Learning Models. Huge populations and enormous spending power in hands of consumers around the globe calls for a need to segment and explore their behavior, thinking, views and beliefs towards products and brands. Without knowing consumer preferences it is not possible to segment customers and in turn design promotional strategies to position the product in minds of consumers of a particular segment. Thus it can be said consumer behavior is the foundation of all marketing strategies and programmes. Factors like shorter product life cycles, growth of services, development of new types of marketing approaches and strategies further calls for analysis of consumer behavior, demographics and segmentation in detail. It is required to check suitability of various marketing and promotional strategies time and again in order to make them suitable for today’s consumers. Consumer behavior studies include interdisciplinary approach including, psychology, sociology, social psychology, cultural anthropology and economics because it is study of human being and their behavior towards products, services and brands. Thus it can be said that knowledge of consumer behavior not only helps and analyzing new opportunities that exist in the business environment but also support in proper segmentation and positioning. Knowledge of consumer behavior is must to decide marketing mix strategies and become successful in market place.

3.3 The communication Process- Celebrity endorsements as a communication strategy

Communication has been variously defined as the “passing of information,” the “exchange of ideas,” or the “process of establishing a commonness or oneness of thought between a sender and a receiver.” For communication to occur there must
be some common thinking or ground between the two parties and a passing of information. The communications process is often very complex with success depending on many factors such as the nature of the message, audience interpretation and the environment in which it is received along with the receiver’s perception of the source and medium.

Over the years a basic model of communications has evolved that represents the various elements of the communications process. The elements of the model include:

A. Source/Encoding—the sender or source of a communication is the person or organization who has information to share with another person or group. It should be noted that the source can be an individual (e.g., salesperson or hired spokesperson) or a nonpersonal entity such as the corporation or organization itself. The receivers’ perception of the source influences the manner in which the communication is received, interpreted and responded to.

Encoding is the process of putting together thoughts, ideas and information into a symbolic form to communicate a message. The sender’s goal is to encode the message in such a manner so as to ensure that it will be understood by the receiver. Most celebrities are idolized by the masses. They copy their way of life, thinking, dressing, dialogue delivery. In some cases consumers may think if a particular product is used by a celebrity it must be good. When celebrities speak people listen. Thus advantage of using a celebrity as a source of the message makes it easy to convince people about feature of a product.

Message—the encoding process leads to the development of a message that contains the information or meaning the source or sender hopes to convey. Messages can take a variety of forms and may include symbolic forms or signs. To better understand the symbolic meaning that might be conveyed in a communication, many advertisers have begun focusing attention on semiotics, which involves the study of the nature of meaning. From a semiotic perspective, every marketing message has three basic components: an object, a sign or symbol and an interpretant. The object is the product that is the focus of the message (e.g.
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Marlboro cigarettes). The sign is the sensory imagery that represents the intended meaning of the object (e.g., the Marlboro cowboy). The interpretant is the meaning derived (e.g., rugged, individualistic, American).

The message must be put into a transmittable form that is appropriate for the channel of communication being used. Advertising messages range from simply written words or copy that will be read or heard as a radio message to the expensive production of elaborate television commercials with a great deal of visual impact and imagery.

C. Channel—the channel is the method or medium by which the communication travels from source or sender to receiver. At the broadest level, channels of communication exist as two types:

Personal Channels which involve direct interpersonal contact with target individuals or groups. For example a salesperson serves as a personal channel of communication when delivering a sales presentation.

Nonpersonal channels are those which carry a message without involving interpersonal contact between sender and receiver. These channels are often referred to as the mass media as messages transmitted through them are sent to many individuals at one time. The two major categories of nonpersonal channels are print and broadcast media.

D. Receiver/Decoding—the receiver is the person(s) with whom the sender shares thoughts or information. Receivers are generally viewed as the consumers in the target audience targeted by the firm’s marketing and promotional program. Decoding is the process of transforming and interpreting the sender’s message back into thought and is heavily influenced by the receiver’s frame of reference or field of experience. Effective communication is more likely when common ground or shared meaning or understanding exists or has been established between the sender and receiver.
E. Noise—throughout the communications process the message is subject to noise which refers to factors that can distort or interfere with adequate reception or comprehension. Noise can occur during the encoding, transmission, or decoding of a message. Noise can also occur because of a lack of common ground or understanding between the sender and receiver.

F. Response/Feedback—response refers to the reaction the receiver has after seeing, hearing and/or reading the message. These responses can range from non-observable actions such as storing information in memory to taking immediate actions such as ordering a product seen in a direct response advertisement. Feedback is the part of the receiver’s response that is communicated back to the sender and takes a variety of forms. Feedback provides the sender with a way of monitoring how the message is being decoded and received by the target audience. (Belch, 2003)³

3.4 Consumer perception, Response process and buying decision process

Consumer’s perception and preferences are said to influence how they respond to marketing communications by the companies. This response process has bearing on buying decision process. Celebrities are said to create a favorable image for the brand and thus shape preferences. In order to understand how consumers respond to different types of marketing communication it is required to explore their perceptions, preferences and probable responses to marketing stimuli.

3.4.1 Consumer perception

As said by Ries and trout “Marketing is a battle of perceptions” it is imperative to understand consumer psyche in order to come up with suitable marketing and promotional strategies. Perception could very well be used as a reason to develop brand images. As defined by S Ramesh Kumar “Perception in simple words is an important psychological process in which as individual adds meaning to what has been sensed by his sensory organs. This is the reason that two individuals will
have different kinds of perception about products, brands ideas, places or persons”. Schiffman and Kanuk have defined perception as “the process by which an individual selects, organizes and interprets stimuli into meaningful and coherent pictures of the world”. In marketing context the stimulus could be brand name, advertisement, sounds and packages. Perception concept has close linkages with Source Attractiveness models, Research by Debvec and Keman showed that attractive model prove more persuasive and have more positive impact on consumer attitudes and behavior towards a brand. This has implications for selection and use of celebrity endorsers for use in advertisements.

3.4.2 Response Process

The most important aspect of developing effective communication programs involves understanding the response process the receiver may go through in moving towards a specific behavior like purchasing a product. In this process it is important to understand importance of the promotional efforts in changing consumer responses.

Traditional Response hierarchy models – A number of models have been developed to depict the stages a consumer may pass through in moving from a state of not being aware of a company, product or brand to actual purchase.

The AIDA Model was developed to represent the stages a salesperson must take a customer through in the personal selling process.

The hierarchy of effect model shows the process by which advertising works a basic premise of this model is that advertising effect occur over a period of time. Advertising communication might not lead to immediate behavioral response or purchase rather a series of effect must occur with each step fulfilled before customer can move to next stage in the hierarchy. The model is widely used for objective setting and measurement of advertising effect.(lavidge, 1961)  

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The Information processing model of advertising effect is developed by William McGuire. McGuire’s model includes a stage not found in other models: retention or the receiver's ability to retain that portion of the comprehended information that he or she accepts as valid or relevant. This stage is important since most of the promotional campaigns are designed not to motivate consumers to take immediate action but rather provide information they will use later when making a purchase decision. The persuasion matrix by William McGuire can help advertisers to assess how the independent variables like source, message, and medium interact with the consumer response process. Not only is it important for a company to select the right spokesperson to deliver a persuasive message but also appropriate media. The model assumes receiver in a persuasive communication situation. (McGuire, 1978)\(^5\)

**The alternate response hierarchies** – Show deviations that are observed in consumer response process in different situations

The standard learning hierarchy- in standard learning model the information and knowledge acquired or learned about the various brands are the basis for developing affect or feeling that guide the action. Active participation and active learning is assumed from consumers in this model. This hierarchy is likely when consumer is highly involved in the process and there is much differentiation among the competing brands. Examples include computers, camera, appliances, cars etc.

The dissonance/attribution hierarchy- in this response hierarchy a consumer first act (purchase on basis of recommendation of a non media source) then develops attitude or feeling and then learns or process information that supports the behavior. The consumer gets into selective learning and looks for the information that supports the behavior. This reduces any post purchase dissonance or anxiety the consumer may experience resulting from doubt over the purchase.

The Low involvement hierarchy-learn-do-feel sequence characterizes low consumer involvement in purchase process. Receiver of message passes from cognition to behavior and then to attitude change. This hierarchy tends to occur...
when there are minimal differences among the brands and mass media advertising is important. (Ray, 1973)\(^6\)

The FCB Planning model provides four primary advertising planning strategies—informative, affective, habit formation and self satisfaction. The informative strategy is for high involvement and thinking products like car, house new products. Similarly affective strategy is for high involvement and feeling products like jewelry, cosmetics and bikes. The habit formation strategy is for low involvement and thinking products like food and household items and the last self satisfaction is for low involvement /feeling products such as cigarette, liquor, candy (Vaughn, 1980)\(^7\). The model provides useful way to analyze consumer–product relationships and develop appropriate promotional strategies. Consumer research can be used to develop effective creative options such as using rational versus emotional appeals, increasing involvement level or even getting consumer to evaluate a think type product on basis of feelings. From creative strategy point of view in both the feeling situation celebrity endorsement works best as in affective strategy as part of creative Strategy executional impact is important and celebrities provide that similarly in self-satisfaction strategy i.e. reactors attention is important, use of celebrities provide instant attention towards the advertisement and the brand.

**The Cognitive response approach**

Assessment of cognitive responses i.e. the thoughts that occur to them while reading, viewing or hearing a communication is a good method of examining consumers’ cognitive processing of advertising message. Researchers have identified three basic categories of cognitive responses—product/message, source oriented and advertisement execution thoughts.

One of the most important types of response in this category is towards source of communication. If there are positive thoughts towards the spokesperson or organization it might lead to favorable attitude towards the brand. On other side if there are negative thoughts for source it might lead to reduction in message
acceptance. Thus most advertisers attempt to hire spokespersons that are likable and trustworthy.

**The Elaboration likelihood model**

The model explains the process by which persuasive communication such as advertisement lead to persuasion by influencing attitude. The model suggests that attitude formation or change process depends on amount or nature of elaboration or processing of relevant information in the advertisement. (Petty 1983) High elaboration means careful consideration thinking and evaluation of information. Similarly low elaboration means no active information processing rather receiver of information draw inferences on basis of positive or negative cues. The elaboration likelihood is function of two elements motivation and ability to process the message. Motivation to process information is dependent on factors such as involvement and individual needs. Ability depends on individual’s knowledge, intellectual capacity and opportunity to process the message.

According to this model there are two basic roots to persuasion or attitude change, the central route to persuasion (high motivation and ability to process and understand the message) and Peripheral route to persuasion (receiver is lacking in motivation or ability to process the information). (Aaker and Batra, 1996) Rather than evaluating the information presented in the message the receiver relies on peripheral cues or cognitive short cuts such as a celebrity endorser. Favorable attitude may be formed if the endorser in the advertisement is viewed as an expert or is attractive and or/likable or if the consumer like certain execution aspects of the advertisement. Peripheral cues may also lead to rejection of message for example if the endorser used are not well liked or lack credibility or the advertisement is not executed well due to budget problems.

An interesting test of Elaboration Likelihood Model (ELM) showed that the effectiveness of a celebrity endorser in an advertisement depends on the receiver’s involvement level. In low involvement situation celebrity had a significant effect on attitude. When receiver’s involvement was high use of celebrity had no effect on brand attitudes. (Petty, 1983)
3.4.3 Buying decision process and intention to buy

Customer decision making process is influenced by external influences which include Firm's marketing efforts like product, promotion, price and channel of distribution at the same time socio-cultural environment plays a major role in shaping customer preferences and attitudes towards a brand. These external environment elements act as input in the decision making process. The socio cultural environment includes Family, social class, culture and subcultures. The stages in decision making process include need recognition, pre-purchase search, evaluation of alternatives, purchase and post purchase evaluation. While recognizing the need motivation, perception, learning, personality and attitude play a major role. Evaluation of alternatives and post purchase evaluation is influenced by experiences with the product of one self and others. (Shiffman and Kanuk, 2004). Opinion leaders, celebrities along with marketing communication and socio cultural factors are found to be influencing consumer decision making process. In some cases the prospective buyer thinks that if I use a particular product that is being endorsed or used by a celebrity I will be like him/her. Indians are emotional and servile to celebrities as they make demi-gods out of them.

3.5 Brand recall and persuasion

While evaluating potential alternatives consumers generally try to recollect brands and then the criteria they will use to evaluate each brand and select one. The list of brands from which consumers want to make their purchase is called as evoked set or consideration set. It is paramount for a marketer to place its brand in the evoked or consideration set. A brand might be in consideration set due to prior experience or repeated exposure through advertisements. Marketer's efforts are directed towards placing and sustaining their brands in mind of consumers. Celebrity endorsement can lead to top of mind recall for a brand due to its association with a particular celebrity. To create persuasive communication cognitive models contend that exposure to a message leads to interest and desire for the product and ultimately to buying behavior. Selecting the appropriate target audience and then
proper message and media strategy leads to persuasion and thus purchase by the consumer.

<table>
<thead>
<tr>
<th>Dependent Variables: The Communications Components</th>
<th>Source</th>
<th>Message</th>
<th>Channel</th>
<th>Receiver</th>
<th>Destination</th>
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<td>steps in being persuaded</td>
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<td>Comprehension</td>
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<td>Retention</td>
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<td>Behavior</td>
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**Figure 3.2 Persuasion Matrix**

(Source Belch and Belch Advertising and promotion, Tata McGraw-Hill 6th Edition)

3.6 The **Source Factor-Effectiveness of celebrity endorsements**

As defined by Belch (2005) A person who is involved in communicating the marketing message whether in direct or indirect manner is known as the source. The process of social influence results in an individual adopting the attitude advocated by the communicator. The process takes place in three stages and this process gives source its influence. The three stages are compliance, identification, and internalization (Kelman 1961 cited by Kamins, 1989). The sender or source of a communication could be a person or organization that has information to share with another person or group of people. The individual could be a salesperson of the company or hired spokesperson such as a celebrity who appears in a company’s advertisements. Receiver’s perception of the source (spokesperson
or celebrity) influences how the communication is received thus marketers must be careful to select a communicator. If the receiver believes the communicator is knowledgeable, trustworthy, and identifiable, receptivity to the intended message increases (Belch 2006)\(^\text{12}\). Source attributes have been extensively studied by researcher since a long time. Herbert Kelman developed three basic categories of source attributes: Credibility, Attractiveness and Power.

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<th>SOURCE ATTRIBUTE</th>
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<td>POWER</td>
<td>COMPLIANCE</td>
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<tr>
<td>ATTRACTIVENESS</td>
<td>IDENTIFICATION</td>
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<tr>
<td>CREDIBILITY</td>
<td>INTERNALIZATION</td>
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3.6.1 *Effectiveness of celebrity endorsements with respect to expertise, trustworthiness and attractiveness of celebrity endorser*

Research in area of celebrity endorsement is directed towards two general models: The Source credibility Model and The Source attractiveness model.

*Source Credibility Model*

Source credibility is a term that suggests positive characteristics of a communicator or source that increases receiver’s acceptance of the message. There are two important dimensions to credibility – **expertise and trustworthiness**.

Howland, Janis and Kelley (1953) defined expertise as “the extent to which a communicator is perceived to be a source of valid assertions” and trustworthiness...
as "the degree of confidence in communicators intent to communicate the assertion he considered most valid. In terms of persuasion a communicator seen as knowledgeable and expert in one's own field is more persuasive than one with less expertise similarly a communicator is seen as unbiased or has no underlying motive for advocating a communication is supposed to be more reliable.

The process by which information from a credible source influences opinion; attitude or behavior is called **internalization**. When receiver of the message adopts the opinion or belief expressed by the communicator as he/she perceives it to be accurate it is called internalization.

A highly credible communicator is important in case recipients have a negative position towards product, service, company or issue. It has happened many times when companies have used celebrity endorser with lot of credibility to improve image of the company and products examples include Cadbury and coke. When Cadbury got into controversy of worms in its chocolate celebrity endorsement by Amitabh Bachchan helped it come out of it similarly when Coke got into controversy of pesticides in its soft drink beverages Aamir Khan was used to establish trust in the brand.

Perceived expertise of the celebrity endorser was found to be a significant factor in explaining purchase intentions then their attractiveness or trustworthiness. Thus for celebrity spokesperson to be truly effective they should be knowledgeable, experienced and qualified to talk about the product.(Ohanian, 1991)¹³

While expertise is important the target audience must also find the source believable. Source trustworthiness in general sense is listeners trust in the speaker. It is difficult to establish trustworthiness in case of celebrity endorsers as consumers know that the endorser is being paid for advocating the message in such situations source trustworthiness can be increased by use of publicity and events. There have been instances where instead of using celebrity in advertisements they were roped in various events and product launch parties where they talked in general sense about the product on television and chat shows to make message more credible.
In some cases corporate leaders are used as spokesperson in order to enhance source credibility. Examples include endorsement by Narayanmurthy of Infosys and CEO of Pespsi India. Not all CEO's have necessary qualities to be effective company spokesperson. The fact that they are CEO's does not mean that they will automatically be highly persuasive spokesperson. When CEO credibility is high and product or company image positive, the use of CEO may have an enhancing effect. When CEO image is positive and company/product image negative CEO might be able to move product/company image in a positive direction but attention should be given to the effect of advertising. There is every possibility that continued use might further increase CEO credibility and have no effect on company image. (Reidenbach et.al 1986)14

A Study by Freidman et. Al. showed that using a company president as an endorser can help improve subjects rating of the commercial as well as trust for the commercial and message. (Friedman et. al.,1982)15 A source with high or low Credibility are effective when they are communicating something which is opposed to their own best interest. (Chaiken et al., 1975)16

**Source Attractiveness Model**

The Source attractiveness model has its origin in the social psychological research and has emerged as component of Source Valence model of McGuire. (McGuire 1985)17. The attractiveness model contends that effectiveness of a source depends on source being familiar, likable, similar and attractive. Familiarity is defined as knowledge of the source through exposure and likability is the affection for the source as a result of the source’s physical appearance and behavior and similarity is supposed resemblance between the source and the receiver of the message. This model holds that sources that are known to consumers, liked by consumers, and/or similar to the consumer are attractive and thus become persuasive. The more familiar an endorser, the more likely consumers are to buy the endorsed product (Miciak & Shanklin, 1994)18. While determining the effect of attractiveness on eliciting attitudinal change, both Chaiken (1979)19 and Horai et al (1974) found main effects on subject’s agreement with the overall position of the
communication. It was found that attractive communicator elicited greater agreement from targets than did unattractive communicator. Similarly, Khale and Homer (1985)\textsuperscript{20} discovered that participants who saw an endorsement by an attractive celebrity liked the product more than participants who saw an unattractive source.

Source attractiveness leads to persuasion through a process of identification. Consumers are more likely to attend to and identify with people they like and find similar to them. Similarity and likability are the two most important source attractiveness characteristics.

It is due to similarity dimension that companies appoint athletes or sports personalities to endorse sports gears, shoes or energy drinks.

Likability is the most important reason for using celebrities for advertising. The idea is to hire some one (movie star, TV star, sports star, musician and other popular public figures) who is admired amongst a large number of audience. A study by Friedman et. al.(1978)\textsuperscript{21} found that celebrities who are liked will be trusted product endorser. Thus individuals accept influence from an attractive/likable celebrity because of desire to identify with this person.

**Decorative model**

It has been hypothesized by many authors that use of a physically attractive person can lead to favorable evaluations of both the advertisement and the product as compared to use of a less attractive model. (Joseph 1982)\textsuperscript{22}

Although there are studies that construe that an attractive model draws attention towards the advertisement but does not lead to message recall or comprehension. Thus advertisers must ensure that viewers attention go beyond the model or celebrity endorser (Chestnut (1977))\textsuperscript{21}, Reid (1983)\textsuperscript{24}

There have been studies by several authors that suggest that women have negative feelings when comparing themselves with beautiful models (Amanda, 2001)\textsuperscript{25}. This fact might have an impact on product evaluations also.
Source Power

The power dimension of Kelman influences communication through a process called compliance. The Source power exists when the source can reward or punish the receiver. In Advertising context it is very difficult to use source power directly but an indirect way could be to use authoritative personality example could be Amitabh Bachchan for polio eradication advertisement campaign. In this campaign Amitabh is portrayed as a Big Brother and he tries to persuade audience for participation in Polio Eradication programme.

Consumers select brands because of the congruence between their self image and the brand’s personality. Some time the selection of brand is affected by the reference group. A reference group can be an actual or imaginary institution, individual or group having significant relevance on the target individuals evaluations, aspirations, or behavior (Batra, et.al.,1995)\textsuperscript{26} Celebrities act as a reference group for many customers and it has been observed that consumers are more receptive to reference group influence.

3.6.2 Effectiveness amongst consumers of different age groups

One of the most important factors while selecting celebrity is match between the individual and the target audience. Many celebrities have favorable image amongst a specific group of target audience. Endorsers like Sachin Tendulkar and Rahul Dravid are more popular amongst kids and teens being their favorite sports star. Similarly John Abraham and Fardeen khan appeal more to youth. Study by Atkin (1983)\textsuperscript{27} revealed that college students or youth were more likely to have a positive attitude towards a product endorsed by a celebrity as compared to older consumers. The Youth market is important to marketers not only because it is lucrative and one of the biggest segment in India but also because many consumption patterns held throughout life are developed during this time. (Moschis and Churchill, 1979)\textsuperscript{28} According to exposure theory consumers form their preferences on basis of elements such as liking, feelings and emotions
induced by an advertisements or familiarity triggered by mere exposure to the advertisement rather than product or brand attribute (Vakratsas and Ambler, 1999)²⁹

3.6.3 Effectiveness amongst consumers of different gender

Study by Mishra (2001)³⁰ has shown that the gender of celebrity has some influence on the judgments of adolescents regarding celebrity’s attractiveness, trustworthiness and expertise. As indicated by the findings the celebrities offer variety of cues through their personality, achievements, and other attributes, their gender can be rightly seen as an important variable affecting advertisement effectiveness. As per Wilkie (1995); Shermach (1995) consumers still tend to impute sex or gender to the products and for this reason in the light of ‘cultural meaning transfer’ proposition it is reasonable to argue that advertisers should not only consider the sex of target market but also the cues associated with the products which transfer certain meanings influencing the perceived sex of the product category.

3.7 Focus of the Present Study

The present study primarily focuses on the effectiveness of celebrity endorsements amongst consumers with respect to attractiveness, trustworthiness and expertise of celebrity endorsers. The Study aims to explore related issues like buying intentions, reasons for liking of celebrity and Influence of negative information and multiple product endorsements by celebrities. The study also tries to explore gender and age group wise differences regarding perception of effectiveness of celebrity endorsers amongst the consumers.

3.8 Significance of the Study

Studies like this help marketers and advertisers to take informed decisions. Consumer behavior has always been a challenging area of research to marketers
and research scholars due its vast scope and mysterious nature yet studies like this serve purpose of bridging the gap between theory and practice.

3.9 **Contributions of the Study**

The Findings of the present study are expected to fill the vacuum in the area of celebrity endorsements. It is also likely to set at rest all the intuitive speculations about the applications of celebrity endorsement concept across various product categories and services in Indian context. Further it is expected to provide an answer to the questions regarding psychological processes that result in recall, recognition and persuasion by use of celebrity endorsers. The outcomes of this study are likely to provide guidelines for selection of celebrity endorsers, which will be of great help to the practitioners in particular for formulating advertising strategies by using celebrity endorsers and to the academicians in general to venture in to new areas of research.
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