CHAPTER- 7

Findings And Conclusion
7.1 Introduction

This chapter outlines the findings and conclusions that are derived from data analyzed in previous chapter. The findings also take into account various aspects studied through secondary data and literature. Findings of the study are Important for all the stakeholders of the endorsement process and help in designing appropriate strategies to the marketers.

7.2 Major Findings of the Study

The major findings of the study are outlined in the following sections

7.2.1 Top three brands recalled by respondents for all celebrities

The top three brands recalled by respondents endorsed by celebrities selected for the study are as follows:

- Amitabh Bachchan: Cadbury, Dabur and Reid and Taylor
- Rahul Dravid: Bank of Baroda, Pepsi and Hutch
- Aishwarya Rai: Lux, Nakshatra and Coke
- Sania Mirza: Sprite, Tata Tea and Club Hp

Certain products rank high on recall in terms of association with a particular celebrity. For example, Lux being recalled highest as a product endorsed by Aishwarya Rai, the reason could be attributed to the fact that this brand has always used beautiful film stars and even positioned itself as “Beauty soap for film stars”. Some time celebrity’s personality and image also influence the recall of brands. Same fact is exhibited here in case of Rahul Dravid and Sania Mirza. Rahul Dravid is known for his credibility and consistent performance. He is often referred as “The Wall” due to his consistent performance in his career, Bank of
Baroda was the brand most recalled as being associated with him by the respondents. Sania Mirza is known for her fighting spirit and carefree no-nonsense attitude and same is true for the brand sprite which ranked highest in terms of recall. Amitabh Bachchan seems to be most successful with all gender and across age groups and thus we find that brand endorsed by him are varied and many. When asked to recollect brands associated with the celebrity, respondents found it difficult to recollect the second and third brands as many respondents failed to mention second or third brand associated with a particular celebrity. One phenomenon that was unique and surprising was that people remembered the brand which is market leader along with the celebrity even though the celebrity is endorsing some other brand in the same product category. This fact has great implications for the marketers. If a celebrity is endorsing more number of products/brands than only few brands are able to make a place in consideration set of consumers. Secondly, if a celebrity endorses a brand in a product category then the market leader gets the advantage as well as the entire product category gets an advantage. Thus celebrity endorsements could be considered as a good way to fuel primary demand for the products.

Respondents were found confused by the field of celebrity. For example, many people mentioned brand Splendor associated with Rahul Dravid although the brand is endorsed by another cricketer Saurav Ganguly. Thus it can be said that the profession or the field the celebrity belongs to also have an impact on the brands recalled by the consumers. These findings draw support from the concept of vampirism quoted earlier in literature review which says that audiences generally remember the celebrity but not the brand. Some authors have also named this phenomenon as shadow effect. The overexposure of certain celebrities also creates confusion in mind of consumer as to which product they are actually associated with.

A general conclusion that can be drawn from the findings is that film celebrities are more recalled being associated with products related to personal grooming and sports celebrities are suitable to products where performance, energy, reliability
are important like tea, health drinks, telecom services. Similarly consumers relate male celebrities with clothing, telecom and financial services while female celebrities more with cosmetics and food products.

### 7.2.2 Important Feature of the advertisement

Message and story line of the advertisement and Punch Line/Slogan were considered as the most important feature/components of the advertisement. Celebrity were also considered as an important component but ranked after the above two along with execution style of the advertisement. 35% and 29% respondents considered celebrity as the important and most important feature of the advertisement.

The analysis reveals that although a good number of people like celebrities in the advertisements but other aspects of advertisements are also important. A right mix of appropriate theme, message, jingle, execution and celebrity will make maximum impact. Advertisers using celebrities as an alternative to creative ideas and execution will not benefit as it should. After selecting the celebrity, search for appropriate theme and other components should start. Creativity lies not in simply using the glamour and appeal of the celebrity but also showcasing the important aspect of the products and features so that the entire advertisement becomes effective. Celebrities can definitely draw attention of the audience and help increase the credibility of the message being presented in a creative manner. Marketers should highlight the brands in attention grabbing way and also in a manner that help them differentiate the brand from the competitors while using celebrity endorsers.

### 7.2.3 Effectiveness of different celebrities

Mean score of effectiveness as judged by source credibility scale (Ohanian 1991) were calculated. The scores revealed that effectiveness of film celebrities was high as compared to that of sports celebrities. Effectiveness of Male celebrities was found to be slightly high as compared to female celebrities. No major differences
were found in perception of male and female respondents towards male and female celebrities. Although there were differences on some dimensions and for some celebrities.

The objective of this analysis was to study perception of respondents towards different celebrities. As discussed earlier the celebrities selected for the study represented different gender, age groups and profession. The four celebrities selected namely Amitabh Bachchan, Rahul Dravid, Aishwarya Rai and Sania Mirza, though represent themselves as one of the best celebrity endorsers in their respective categories, yet are different from demographic and professional point of view. Thus if Amitabh and Aishwarya represent film celebrities Rahul Dravid and Sania Mirza represent sports celebrities. Obviously Amitabh and Rahul Dravid represent male gender and Aishwarya Rai and Sania represent female gender. Amitabh and Aishwarya represent experience and seniority in their respective gender likewise Rahul and Sania are relatively young in terms of age. Perception regarding effectiveness of celebrity endorsers was measured using source credibility scale – a standardized scale developed by Ohanian, 1990. The 15 point scale includes three sub dimensions viz. Attractiveness, Trustworthiness and Expertise containing 5 items each for all three dimensions. Differences in perception of respondents are judged on basis of overall effectiveness as given by mean score of the total scale and also on three sub dimensions as mentioned earlier. Differences are also judged in perception of respondents from different gender and age groups.

Perception regarding effectiveness of different celebrities amongst respondents was found to be significantly different. This analysis signifies that effectiveness of celebrity endorsements depends on the celebrity used for the advertisements and different celebrities are perceived differently by the people. Amitabh Bachchan was found to be the most effective celebrity by the respondents. The findings can be supported by assertions of Zajonc (1968)(“attitudinal effect of mere exposure”) who proposed a theory of exposure effect which states that simply being exposed frequently to person can increase one’s liking for that person. This explains the
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differences in view of respondents towards different celebrities. The four selected celebrities though represent themselves as best endorsers from their respective field but Amitabh’s visibility as an endorser is highest followed by Rahul Dravid. This frequent exposure in advertisements and through their professional work might have influenced the perception towards different celebrities.

Irrespective of respondent’s gender or age group, perception of respondents regarding effectiveness of male and female celebrity significantly differs. As evident from the mean scores, the male celebrities were perceived to be more effective as compared to female celebrities. The reasons could be attributed to the male dominated societal structure in our country where in most of the cases role models have been males rather than females. If we take a closer look at the success stories in both the film and sports arena male celebrities have always been more successful both in terms of professional success and popularity. The above mentioned facts raised the need for further investigation and thus similar analysis was done for three dimensions determining effectiveness viz. attractiveness, trustworthiness and expertise.

Significant differences in perception of respondents towards film and sports celebrities were found. Film celebrities were perceived to be more effective. Film celebrities appeal to all age groups and gender and it could be attributed as one of the factor responsible for the above mentioned perception. Again if we attribute this finding to Zajonc’s exposure theory we find that most commercials using cricketers are aired only during matches and sports season, which is for a limited period in a year. This gives advertisers limited time to get their message across. Film celebrities are evergreen with respect to time availability as there is no specific time period associated with them, although the frequency is generally high when a film of the endorser celebrity is on the screens or is about to release. One more factor responsible for the above mentioned fact is that people are emotionally more attached to sports. Thus win or loss of few matches might change perception towards celebrity endorsing the product in a negative manner, while in case of film celebrities even if the film fails to perform there is a
sympathy wave for the star. People don’t attribute a movie’s failure completely to the actors or stars. In case of sports celebrities the blame is generally on the players of the team and more on star players of the team. Generally limited number of sports endorser are in form at a given period of time and this also limits the availability of the celebrity endorser forcing advertisers to chase same celebrity for various products.

There is a significant difference in perception of attractiveness of male and female celebrity endorser amongst respondents. Female celebrities were perceived to be more attractive as compared to male celebrities taking scores of all the respondents. There is a significant difference in perception of attractiveness of film and sports celebrity endorsers. Film celebrities were perceived to be more attractive as compared to sports celebrities.

There is a significant difference in perception of trustworthiness of male and female celebrity endorser amongst respondents. Male celebrities were perceived to be more trustworthy as compared to female celebrities. There is a significant difference in perception of trustworthiness of film and sports celebrity endorser amongst respondents. Film celebrities were perceived to be more trustworthy as compared to sports celebrities.

There is a significant difference in perception of expertise of male and female celebrity endorser amongst respondents. Male celebrities were perceived to be more expert as compared to female celebrities. There is a significant difference in perception of expertise of film and sports celebrity endorser amongst respondents. Film celebrities were perceived to be more expert of their respective field as compared to sports celebrities.

As evident from the above findings it can be concluded that if we take scores of all the respondents in consideration, perception regarding overall effectiveness as well as attractiveness, trustworthiness and expertise of male and female celebrities was found to be significantly different. Same was true for film and sports
celebrities. Male celebrities were perceived to be more effective as compared to female celebrities and film celebrities were perceived to be more effective than sports celebrities on all the dimensions. It was found that in general female celebrities are considered more attractive as compared to male celebrities and male celebrities are considered more trustworthy and expert of their respective field as compared to female celebrities. The purpose of advertising is to create a preference for the brand being advertised and convert preferences into purchase decisions. This is possible only if the endorsement is perceived effective and influential. Only those consumers who liked a celebrity or believe them to be trustworthy and expert in that product category are likely to purchase the endorsed product. Those who find endorser ineffective or have a neutral view are unlikely to buy or try a product unless they are already using it, thus as a result of this study it can be said that male celebrities might be more effective in generating purchase intention or positive attitude towards the brand. Similarly film celebrities could lead to more sales as compared to sports celebrities.

7.2.4 Findings for gender wise analysis of overall effectiveness

Perception of male respondents was found to be significantly different towards male and female celebrities where male celebrities were perceived as more effective. Similarly perception of female respondents was found to be significantly different towards male and female celebrities but according to female respondents also male celebrities were found to be more effective (H3 and H4). Keeping gender of celebrity as a base and comparing responses of male and female respondents regarding their perception towards a particular gender celebrity no significant differences were found in scores of male and female respondents towards celebrities of a particular gender (H5 and H6). Thus it can be inferred that celebrities’ gender has a greater influence in creating positive perception rather than gender of respondents. Male respondents’ perception towards male celebrity and female respondents’ perception towards female celebrity was found to be significantly different where male respondents’ perception towards male celebrity’s effectiveness was found to be higher. Similarly while comparing male respondents’ perception towards female celebrities and female respondents’
perception towards male celebrity the differences were found to be significant with perception of female respondents towards male celebrities was found to be higher (H7 and H8).

There is significant difference in perception of male respondents towards film and sports celebrity where film celebrities are perceived to be more effective. There is significant difference in perception of female respondents towards film and sports celebrity where film celebrities are perceived to be more effective.

To further elucidate the phenomenon of gender of celebrity influencing the perception as evident from the findings above it can be said that when it comes to one particular celebrity, gender of respondents does not change perception towards that celebrity but when respondents have to compare or choose from celebrities of different gender then gender of celebrity does influence their perception of effectiveness. As we have seen in this study that respondents of different gender perceive celebrities of different gender differently. Support for this finding can be drawn from brand personality concept where we find that products are generally associated with member of one sex for example shaving cream or cigarettes are associated with male gender, while cosmetics and jewelry items are generally associated with female gender. Thus marketer should not only consider gender of the target market but also take care of supporting cues that associate a particular product with a gender and celebrities being source of the message might influence the gender associations of a product to a great extent. As discussed in literature review and meaning transfer model of Grant McCracken (1989) celebrities transfer certain meanings to the product and gender of celebrity might be an important dimension in this transfer of meaning from celebrity to brand and brand to consumer. It also draws support from Kamins (1990) product-celebrity match hypothesis that there should be congruence between the celebrity, product and consumer. This congruence makes a celebrity endorser an effective endorser.
Findings for gender wise analysis regarding attractiveness of celebrity endorsers

Perception of male respondents was found to be significantly different towards male and female celebrities where female celebrities were perceived as more attractive. Similarly perception of female respondents was found to be significantly different towards male and female celebrities but according to female respondents also female celebrities were found to be more attractive (H1 and H2). Keeping gender of celebrity as a base and comparing responses of male and female respondents regarding their perception towards a particular gender celebrity, no significant differences were found in scores of male and female respondents towards celebrities of a particular gender (H3 and H4). Thus it can be inferred that the celebrities’ gender has a greater influence in creating positive perception rather than gender of respondents. Male respondents’ perception towards male celebrity’s attractiveness and female respondents’ perception towards female celebrity’s attractiveness was found to be significantly different where female respondents’ perception towards female celebrity was found to be higher. Similarly, while comparing male respondents’ perception towards female celebrities and female respondents’ perception towards male celebrity, the differences were found to be significant with perception of male respondents towards female celebrities’ attractiveness was found to be higher (H5 and H6).

There is significant difference in perception of male respondents towards film and sports celebrity’s attractiveness where film celebrities are perceived to be more attractive by male respondents. There is significant difference in perception of female respondents towards film and sports celebrity where film celebrities are perceived to be more attractive.

The findings can be supported by reviewing social comparison theory proposed by Festinger (1954) that adolescents compare their physical attractiveness with that of models. In this study both male and female respondents found female celebrity more attractive. Two facts come up with these findings, first attraction of male
respondents towards celebrity of opposite gender, secondly female respondents’
tendency to compare their physical attractiveness with that of celebrities and
identifying themselves with the celebrities. Findings are supported by some earlier
studies (Martin and Kennedy 1994a, 1994b, “social comparison and beauty of
advertising models”, and “The measurement of social comparison to advertising
models: A gender Gap revealed”). Gender differences have been discovered in
earlier studies also where it was found that female’s self concept was derived from
attractiveness of body while male’s self concept was related more with
instrumental effectiveness. (Franzoi 1995, “The body as object Vs the body as
process, gender differences and gender considerations”)

Findings for gender wise analysis for trustworthiness of celebrity endorsers

Perception of male respondents was found to be significantly different towards
male and female celebrities where male celebrities were perceived to be more
trustworthy. Similarly perception of female respondents was found to be
significantly different towards male and female celebrities, but according to
female respondents also male celebrities were found to be more trustworthy (H1
and H2). Keeping gender of celebrity as a base and comparing responses of male
and female respondents regarding their perception towards a particular gender
celebrity no significant differences were found in scores of male and female
respondents towards celebrities of a particular gender (H3 and H4). Thus it can be
inferred that celebrities’ gender has a greater influence in creating positive
perception rather than gender of respondents. Male respondents’ perception
towards male celebrity’s trustworthiness and female respondents’ perception
towards female celebrity’s trustworthiness was found to be significantly different
where male respondents’ perception towards male celebrity’s trustworthiness was
found to be higher. Similarly while comparing male respondents’ perception
towards female celebrities and female respondents’ perception towards male
celebrity the differences were found to be significant. Perception of female
respondents towards male celebrities’ trustworthiness was found to be higher (H5
and H6).
There is significant difference in perception of male respondents towards film and sports celebrity's trustworthiness where film celebrities are perceived to be more trustworthy by male respondents. There is no significant difference in perception of female respondents towards film and sports celebrity’s trustworthiness. Thus both film and sports celebrities are perceived equally trustworthy by female respondents, this finding is unlike finding of attractiveness dimension where film celebrities were found to be more attractive.

**Findings for gender wise analysis for expertise of celebrity endorsers**

Perception of male respondents was found to be significantly different towards male and female celebrities where male celebrities were perceived to be more expert, similarly perception of female respondents was found to be significantly different towards male and female celebrities but according to female respondents also male celebrities were found to be more expert (H1 and H2). Keeping gender of celebrity as a base and comparing responses of male and female respondents regarding their perception towards a particular gender celebrity no significant differences were found in scores of male respondents but in case of female respondents female celebrities were considered more expert (H3 and H4). Male respondents' perception towards male celebrity’s expertise and female respondents' perception towards female celebrity’s expertise was found to be significantly different where male respondents’ perception towards male celebrity’s expertise was found to be higher. Similarly, while comparing male respondents’ perception towards female celebrities and female respondents’ perception towards male celebrity the differences were found to be significant. Perception of female respondents towards male celebrities’ expertise was found to be higher (H5 and H6).

It is important to note that significant differences were observed in perception of expertise between male and female respondents. Both male and female respondents have given higher scores for male celebrities. When we compare male
respondents’ evaluation of female celebrities, female respondents found female celebrity more expert. This could be attributed to the fact that there are products where only female celebrities are suitable and have expertise to endorse especially for female related products. While in case of male celebrity both male and female perceive them similar. Thus in case of expertise gender of respondent does influence perception towards a particular gender celebrity’s expertise.

It can be said that it is hard to imagine for a female respondent that a male celebrity can endorse products used by them or only female celebrities have knowledge and expertise to understand female specific products.

There is no significant difference in perception of male respondents towards film and sports celebrity’s expertise amongst male respondents. Thus it can be said that no differences were found in scores of male respondents towards film and sports celebrities’ expertise. Responses of female respondents towards film and sports celebrities were different where film celebrities were considered to be more expert as compared to sports celebrities by female respondents. Again this fact could be attributed to the type of products generally endorsed by the female celebrities.

7.2.5 Findings from age group wise analysis

Amongst the celebrities selected for the study, only in case of Rahul Dravid significant differences were found in perception of respondents of different age groups regarding celebrity’s effectiveness and expertise.

In case of male celebrities significant differences have been found in perception of effectiveness of respondents of different age groups. In other cases differences in perception of respondents of different age groups towards female, film and sports celebrities’ overall effectiveness were insignificant.

Findings for dimension attractiveness

Amongst the celebrities selected for the study, only in case of male celebrities, significant differences have been found in perception of respondents of different age groups towards attractiveness of different types of celebrities.
Findings for dimension trustworthiness
The differences found were insignificant in perception of respondents of different age groups for dimension trustworthiness.

Findings for dimension expertise
Amongst the celebrities selected for the study, only in case of male celebrities significant differences have been found in perception of respondents of different age groups regarding expertise of celebrities selected for the study.

7.2.6 Celebrity and product match
Different Celebrities were found suitable for different product categories. For example, Amitabh was found more suitable for banking services and clothing and apparel. Similarly Rahul Dravid was found more suitable for banking as well as personal grooming products and home entertainment products. Aishwarya Rai was found most suitable for Soap and Shampoo i.e. Cosmetics products and Apparels. Sania Mirza was found suitable for soap, shampoo and Food products. Strong associations were found between gender of celebrity and type of product endorsed by them. Male celebrities were found more suitable for banking, financial services and clothing. Female celebrities were found more suitable for cosmetics, soaps and food products. Thus it can be concluded that, gender of celebrity has influence on the type of product they are best suited for.

7.2.7 Reasons for Product suitability
In case of Amitabh Bachchan and Rahul Dravid, social status and personality were selected as most important reason for suitability of a celebrity for a particular category of product. In case of both female celebrities gender was stated as the most important reason. This finding suggests that male celebrities can find a bigger share in the endorsement market as gender of female celebrities on one side make them more suitable for female specific products but on other side also restricts the product categories they can endorse. Male celebrities seems to be
unaffected by these gender comparison. Consumers select brands on basis of congruence between their self image and the brand’s personality. Celebrities being source of message help shape the brand personality. These celebrities are role models for most of the consumers especially in young age group. Thus personality, image and gender make them suitable for endorsement of a particular category of product. These findings draw support from concept of reference group influence in consumer behavior. A reference group can be actual or imaginary institution, individual or group having a significant influence on the target audiences’ evaluation, aspiration or behavior (Batra, et. al). Celebrities act as reference group for many consumers and consumers are generally found to be more receptive to message given by members of the reference groups this influences their purchase behavior. The findings draw support from identification process as proposed by Kamins (1990). Identification process takes place when personality of the celebrity creates a need to identify with such celebrity endorsers. Because consumers like the celebrities, their personality and their image, they tend to emulate them in their behavior and actions including purchases. This phenomenon is also referred as basis referent power as mentioned in power and authority concept of Organization Behavior.

7.2.8 Reason why people buy products endorsed by celebrities

Increase in value perception and tendency to copy celebrities and their role model status were the factors found most important. Role model status of celebrity was given as an important reason why people intend to buy products endorsed by celebrities. Tendency to emulate or copy celebrities and their role model status leads to more purchases for the products that are endorsed by celebrities liked by them. This finding suggest that celebrities can be very effectively used for lifestyle products and brands related to clothing. The most important reason cited by respondents as reason for buying products endorsed by celebrities is increase in value perception of brands. Thus it can be said that celebrities can be very effectively used for premium brands as well as brands that are standardized with little or no differentiation. If a brand with little or no differentiation will use a
celebrity endorser, value perception of that brand will go up and might be considered a premium brand by the consumers.

7.2.9 Celebrity effectiveness and intention to purchase

More than 70% respondents intended to buy products endorsed by the celebrities. Based on the analysis it can be said that there may be some relationship between respondent’s perception regarding celebrity’s effectiveness and buying intention of respondents. The fact is supported very strongly in case of Amitabh Bachchan but in case of other celebrities the above hypothesis goes wrong and thus it can not be concluded strongly that there is any relationship between effectiveness of a celebrity and buying intention. No significant relationship is found between effectiveness of celebrity and buying intention in case of all other celebrities. Thus it can not be conclusively said that perception of high celebrity effectiveness leads to more purchases by the consumers. But it might hold true if the celebrity is extraordinarily persuasive as in case of Amitabh Bachchan. Over the years Amitabh has established himself as the role model by his consistent and successful career. This makes him a more credible and effective endorser. The findings can also be correlated with findings of age group wise analysis regarding effectiveness of a celebrity endorser. Amitabh is perceived equally effective by respondents of all age groups but in case of Rahul Dravid the fact that comes up is that he is perceived to be more effective by young age group respondents as compared to old age group respondents. Thus other celebrities might very well attract attention and gain recall but when it comes to buying intention they would like to follow someone who is more consistent, and perceived to be more attractive, trustworthy and expert. Amitabh ranks high on all these qualities. The exposure effect proposed by Zajonc (1968) could also be one of the reason for this finding as Amitabh is more visible not only through his movies but also through his brand endorsement as he is the celebrity who endorses highest number of brands at time of this study.
7.2.10 Impact of negative information about celebrity

Majority respondents agreed that negative information about the celebrity affect their purchase decision and value perception of the brand. Thus celebrities and companies need to be very careful to manage their image. Any negative publicity can harm their standing in the endorsement market. Career performance can also affect the endorsement process as negative information regarding the celebrity reduces their credibility and thus effectiveness as an endorser. Perception of lesser credibility and effectiveness might pass on to the brands, they are endorsing as stated by the meaning transfer model. Negative information might change buying intention and value perception of consumers for a brand.

7.2.11 Impact of multiple product endorsements

Regarding multiple product endorsement by celebrity endorser opinion was divided amongst the respondents. Thus it can be said that people have mixed reactions towards multiple product endorsements by the celebrities. There are two sides to this phenomenon. It is observed that multiple brand endorsements are generally received by celebrity who is more successful not only in career performance but also as an endorser. This image increases value perception of the brand and leads to more sales and this increase in sales and success make celebrity further successful leading to more endorsement contracts. There are people who believe that multiple endorsements reduce the credibility of the claim made by the endorser and thus reduce the effectiveness of the endorser, which in turn might affect sales. These findings can be correlated with findings in section 7.2.2, where relative importance of various advertisement components was judged along with use of celebrity. As discussed earlier message theme, and presentation of advertisement ranks higher in terms of liking of the respondents. So it is important for advertisers to make their advertisement more creative as multiple products are endorsed by celebrities now a days. Brands should not suffer in terms of less recall by the audience. Thus showing brand differentiation in the advertisement is very important for marketers.
7.3 Conclusion

Thus from the above findings it can be concluded that brands and advertisement recalled by consumers have strong association with celebrity personality, image, profession and gender. The analysis reveals that although a good number of people like celebrities in the advertisements but other aspects of advertisements are also important. A right mix of appropriate theme, message, jingle, execution and celebrity will make maximum impact. Celebrities more exposed to audiences through their profession and advertisements are perceived to be more effective as well as more attractive, trustworthy and expert. It can be concluded that male celebrities are found to be more influencing than female celebrities. Similarly film celebrities were perceived to be more effective. Female celebrities were perceived to be more attractive by the respondents. Male celebrities were perceived to be more trustworthy and expert taking into consideration scores of all the respondents. Film celebrities were perceived to be more attractive, trustworthy and expert as compared to sports celebrities. Gender and age group differences are found in perception of the respondents with few exceptions. Male celebrities were found to be more effective by respondents of both the genders. Similarly film celebrities were found to be more effective by respondents of both the genders. Respondents of both the gender found female celebrity to be more attractive as compared to male celebrities. Respondents of both the gender found film celebrities more attractive as compared to sports celebrities. Male celebrities were found to be more trustworthy by respondents of both the genders. In case of film and sports celebrity, no differences were found in responses of female respondents thus female respondents found both film and sports celebrities equally trustworthy. Although expertise score of male celebrities were higher by both male and female respondents. Female respondents found female celebrity more expert as compared to male respondents. No differences were found in perception of male respondents towards film and sports celebrities both were found to be equally expert, but in case of female respondents film celebrities were considered to be more expert. Thus it can be concluded that while considering either male or female celebrity endorser alone gender of respondents was not found to be an influential
factor in shaping the perception of respondents, but when celebrities of both the gender are considered simultaneously then gender of respondents influenced perception towards celebrities. In age group wise analysis differences were seen in case of male celebrities, especially for Rahul Dravid who represent young celebrity endorsers also. Thus it can be said that age group of respondents influence their perception of celebrity to some extent. Male celebrities were found more suitable for banking, financial services and clothing and female celebrities were found more suitable for cosmetics, and household fast moving consumer goods. Personality, image and gender were found to be the most important factors that make them suitable for endorsement of a particular category of product. Increase in value perception of a brand and tendency to copy celebrities as their role models were the factors found most important for buying products endorsed by the celebrities. Role model status of celebrity was given as an important reason why people intend to buy products endorsed by celebrities. Negative information about celebrity affects purchase decision and value perception of the brand in a negative manner. Regarding multiple product endorsement by celebrity endorser opinion was divided amongst the respondents. It can not be conclusively said that perception of high celebrity effectiveness leads to more purchases by the consumers. But it might hold true if the celebrity is extraordinarily persuasive and more exposed to the audiences.