CHAPTER 2: LITERATURE REVIEW

This chapter comprehensively reviews the existing research done in the area of celebrity endorsements in order to get the better understanding of the research subject.

2.1. Concept and Meaning

2.1.1. Endorsement Defined

According to the Federal Trade Commission (1980), an endorsement is defined as: Any advertising message (including verbal statements, demonstrations, or depictions of the name, signature, likeness or other identifying personal characteristics of an individual or the name or seal of an organization) which message consumers are likely to believe reflects the opinions, beliefs, findings, or expertise of a party other than the sponsoring advertiser. The party whose opinions, beliefs, findings, or expertise the message appears to reflect will be called the endorser and may be an individual, group or institution. Endorsements have shown to be successful in advertisements. For instance, a study by Hastak & Mazis (2003) factoring testimonials and disclosures in dietary supplement booklets, found that numerous testimonials about a product positively and effectively communicates that the product is successful in the uses described in the testimonials and that the product will work for at least half of people who use it (Hastak & Mazis, 2003). Although this may be true, endorsers used in advertisements have certain restrictions and guidelines that must be considered, according to the FTC (1980). “Endorsements must always reflect the honest opinions, findings, beliefs, or experience of the endorser” (FTC, 1980).

Additionally, a celebrity can be used as an endorser only when the advertiser has good reason to believe that the endorser continues to promise to the opinions presented. The endorser must have been a true user of the product at the time the endorsement was given and the advertisement can only be run for as long as the advertiser believes that the endorser still remains a user (FTC, 1980).
According to Friedman, Termini, and Washington (1976), there are four major different endorsers:

- The typical consumer,
- Professional expert
- Company president and
- Celebrity.

The typical consumer is a real person, not an actor, and a true user of the product. In fact, the only knowledge of the product is the result of the typical consumer’s use of the product. The company president is leader of the company’s product in which is being promoted and the professional expert is recognized based on their expertise within the product class that is being endorsed. This person’s special understanding or training of the product is more advanced than that gained by average people. The celebrity is a recognized individual who is known for their accomplishments in areas that are not associated to the product class that is being endorsed (Fredman, Termini & Washington, 1976).

### 2. 1. 2. 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).

A person who enjoys public recognition from a large share of a certain group of people and uses this recognition on behalf of a consumer good by appearing with it in advertisements is known as a “celebrity” (McCraeken 1989). They are usually known to the public for their accomplishments in areas other than the product endorsed by them. Friedman & Friedman (1979). This stands true for classic forms of celebrities such as actors like Shah Rukh Khan,
models like Milind Soman, Cricketer like Sachin Tendulkar and entertainers like Maliaka Arora Khan but also for less obvious groups such as businessmen like the Ambani’s or politicians like Rahul Gandhi.(Schlecht 2003).

According to Fredman, Termini and Washington, a celebrity is sometimes a sports figure, actor, comedian or other type of entertainer (1976). However, unlike heroic figures, the modern celebrity may not have achieved anything exceptional except, merely, public attention and a product of media representation (Tuner, 2004). This is evident in contestants from reality shows, such as Big Brother and Survivor.

2. 1. 3. 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. 4. 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”).

A firm that decides to employ a celebrity to promote its products or services has a choice of using the celebrity as:

**Testimonial:** If the celebrity has personally used a product or service and is in a position to attest its quality, then he or she may give a testimonial citing its benefits. For instance Aishwarya Rai endorses Lux by testifying the quality of the product as it forms a part of her consumption basket.

**Endorsement:** celebrities often lend their names to ads for product or services for which they may or may not be the experts For instance Sachin Tendulkar has been endorsing the Palio brand of Fiat.

**Actor:** A Celebrity may be asked to present a product or service as a part of character enactment rather than personal testimonial or endorsement. For instance Sweta Tiwari of
“Prerna fame” (Kasuati Zindagi ki ) enacts as a housewife for Nirma’s ad campaign. It has nothing to do with her on screen or off-screen image in fact she just enacts the character and expectations of a normal housewife from a detergent bar.

**Spokesperson:** A celebrity who represents a brand or company over an extended period of time often in print and TV ads as well as in personal appearances is usually called a company’s spokesperson. (Schiffman and Kanuk, 1997)

The reason for using celebrities a spokesperson goes back to their huge potential influences. Compared to other endorsers, types, famous people achieve a higher degree of attention and recall. They increase awareness of a company’s advertising create positive feelings towards brands and are perceived by consumers as more entertaining (Solomon, 2002) Using a celebrity in advertising is therefore likely to positively affect consumer’s brand attitude and purchase intentions. Cyber media research study published in business world unearthed different truths about celebrity endorsement. The study spread over 3 phases in different cities of India (Delhi, Mumbai, Chennai, Kolkata, Nasik, Coimbatore, Meerut) 12 focus group interviews, 6 expert instruments and 8 expert interviews with ad agencies were conducted. Besides this survey of 480 respondent in 4 cities and 3375 respondent in 8 cities helped to develop different insights on celebrity endorsements that are given as under:

- Over 80% of the people remembered the celebrity but forget about the brand.
- Different stars appealed to different geographic groups of customers (e.g., Aishwarya Rai had highest recall in down south as against ShahRukh Khan who had little appeal there.
- Research emphasized that ads without celebrity had a good a chance of working as one with them. For instance, Hutch ad did better jobs of building a brand then coke which had many big celebrity names associated with it.

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).

**Figure 1: Classical Conditioning Paradigm in Marketing Communications Context**

Unconditioned Stimulus  
Unconditioned Response

Conditioned Stimulus  
Conditioned Response

Application to Marketing Communications

Endorser  
Positive Feelings and Perceptions

Promoted Product  
Positive Feelings and Perceptions

Source: Adapted from Tom et al. 1992
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 Researchers 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.
2.5. Pros and Cons of Celebrity Endorsement Strategy

Although the potential benefits of utilising celebrity endorsers are significant so are the costs and risks. This section of the paper will first explore advantages of the celebrity endorsement strategy, and then potential hazards. Table 1 depicts potential advantages and hazards of celebrity endorsement strategy as well as providing some preventive tactics.

Table 1: 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>
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<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>
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<tr>
<td>Brand introduction</td>
<td>Image change and over exposure</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>
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<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>
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Increasing competition for consumer consciousness and new product proliferation have encouraged marketers to use attention-creating media stars to assist product marketing. Moreover, recent technological innovations such as remote control television, video control systems, and cable and satellite diffusion have served to increase consumer power over programmed advertisements (Croft, Dean and Kitchen 1996). This increased control or power makes advertising more challenging. Usage of celebrity endorsement strategy may ease this threat by helping create and maintain consumer attention to advertisements. Celebrities also help advertisements stand out from surrounding clutter, therefore improving communicative ability by cutting through excess noise in a communication process (Sherman 1985). If a company image has been tarnished, hiring a popular celebrity is one potential solution. At times a celebrity is chosen and a new product designed around the person since this strategy can pay huge dividends by giving products instant personality and appeal (Dickenson 1996). Some of the initial positioning strategies for products fail to draw expected interest from
consumers. Companies can hire celebrities who have necessary meanings to establish new positioning for existing products. Some of the most difficult aspects of global marketing to grasp are host countries' cultural 'roadblocks' such as time, space, language, relationships, power, risk, masculinity, femininity and many others (Mooij 1994; Hofstede 1984). Celebrity endorsements are a powerful device by which to enter foreign markets. Celebrities with world-wide popularity can help companies break through many such roadblocks. Pizza Hut International increased its global market share by utilising global celebrities such as supermodels Cindy Crawford and Linda Evingelista, and Baywatch star Pamela Anderson. Despite the preceding potential benefits, there are still many potential hazards in utilising celebrities as part of a marcoms campaign. Benefits of using celebrities can reverse markedly if they, for example, suddenly change image, drop in popularity, get into a situation of moral turpitude, lose credibility by over endorsing, or overshadow endorsed products (Cooper 1984; Kaikati 1987). It has been found that negative information about a celebrity endorser not only influences consumers' perception of the celebrity, but also the endorsed product (Klebba and Unger 1982; Till and Shimp 1995). While a celebrity can effectively draw attention to an advertisement his or her impact on other variables-brand awareness, recall of copy points and message arguments, brand attitudes, and purchase intentions-must also be considered (Belch and Belch 1995). A common concern is that consumers will focus their attention on the celebrity and fail to notice the brand being promoted (Rossiter and Percy 1987). As Cooper (1984) puts it "the product not the celebrity, must be the star." Embarrassment has occurred for some companies when their spokesperson or celebrity has become embroiled in controversy (Hertz Corporation and OJ. Simpson). Celebrities may disappear out of the media flashlights before the end of a contractual term as was the case in Schick Inc.'s relation with Mark Spitz, winner of seven Olympic gold medals (Ziegel 1983). It is not usual for celebrities to alter their image, but when this occurs it can spell failure for a campaign. Another important issue is that of celebrity greed and subsequent overexposure when a celebrity becomes an endorser for many diverse products (e.g. the Spice Girls in 1997). If a celebrity's image ties in with many brands, impact and identity with each product may lessen since the relationship between the celebrity and a particular brand is not distinctive (Mowen and Brown 1981). This can not only compromise the value of the celebrity in the eyes of star's fans (Graham 1989), but also can make consumers overtly aware of the true nature of endorsement which has less to do with brand/product attributes, and more to do with generous compensation for the celebrity, leading consumers to overt cynicism about their motives (Cooper 1984; Tripp, et al. 1994)). Because of these facts, companies and celebrities
alike must be careful not to kill the goose that may potentially lay golden eggs in case they become rotten. As can be inferred from this quick overview, selecting celebrity endorsers is not an easy task. Many scholars have attempted to construct models to aid in selecting celebrity endorsers. Carl I. Hovland and his associates presented one of the earliest models in 1953. Following his initial Source Credibility Model; three additional models are cited: the Source Attractiveness Model (McGuire 1985), the Product Match-Up Hypothesis (Forkan 1980; Kamins 1989, 1990), and the Meaning Transfer Model (McCracken 1989). The following section explains these models.

2.6. 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 (Erdoğan, 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. 7. 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 competes 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. 8. 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 moustache campaign is another major example featuring 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 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).

Not many people can remember all the brands that a celebrity endorses and the chances of losing brand recall increases if the celebrity endorses multiple brands. For example, in case of Sachin Tendulkar people recall Pepsi, TVS Victor and MRF, but might not remember brands like Britannia and Fiat. Similarly, for Amitabh Bachchan, consumers remember ICICI, Pepsi, Parker Pens, Pulse Polio and BPL. They might get confused in the endorsement of Nerolac or Asian Paints. Thus, for multiple endorsements where the same celebrity endorses several brands, it boils down to the strength of the brand and the advertising content.

2.9. Celebrity Endorsement: Risks Vs. Returns

The basic assumption underlying celebrity endorsement is that the value associated with the celebrity is transferred to the brand and therefore help create an image that can be easily referred by consumers. Consequently by association the brand can very quickly establish the creditability get immediate recognition and improve sales. However, there are many risks associated with such endorsers. The brand could slide down just as quickly as it moved up the consumers mind. There are many cases of brands failing in the market place despite famous celebrities endorsing them.

RISKS

- Celebrity overshadows the brand: In certain cases where the celebrity values category benefit and brand values are not closely linked. There are chances that the celebrity is remembered more than a brand. Cyber media research study reveals that 80% of the respondents approached for research remembered the celebrity but could not recall the brand being endorsed.
• **Necessary Evil**: Marketing have felt that once the brand rides the back of celebrity it becomes difficult to promote it without the star as it becomes difficult to separate the role of message and the role of the celebrity in selling the brand. The celebrity activity becomes an addiction and the task to find substitute becomes more and more difficult.

• **Celebrity creditability a question mark for the competent customer**: Today’s marketing endorsement has to deal with a competitive and knowledgeable customer who has begun to voice his opinion about their perception about endorsing a brand. Celebrity is said to befool the public as he is paid to sell and communicate good things about the brand. Hence the question of creditability of the celebrity being chosen to protect the brand is becoming pertinent.

• **Conflicting Image**: A mix match between the image of the credibility and the product can damage both. Unless there is a synergy between celebrities owns image and that of product category the strategy of endorsement is rendered futile.

• **Multiple Endorsements**: The poly endorsement has led to a celebrity clutter. Celebrity endorsing multiple products and multi brands in a category has left the customer confused and has lead to dilution in the celebrities’ value.

• **Influence of Celebrity scandals and moral violation on brands**: a number of entertainers and athletes have been involved in activities that could embarrass the companies whose products the endorsed. When the endorser’s image is finished. It actually leads to a greater fall in image for the brand. For instance Azharuddin was charge with betting and match fixing, which created negative feeling and repulsive thoughts among people for the products he was endorsing.

**RETURNS**

• **Build Awareness**: A new brand can benefit greatly if a celebrity endorses it. It can attract the customers’ attention and inquisitiveness to see what product is being endorsed. Research has shown consumers have a higher level of message recall for products that are endorsed by celebrities.

• **Connects Emotionally**: some celebrities like Shahrukh Khan, Amitabh Bachchan command great adoration among people. Such celebrities can positively influence their fans etc. A great extents and hence tend to even connect with the brand emotionally because of their star enduring it.
• **Quick Connect:** The communication process tends to hasten up due to the more presence of a celebrity. This is because the star carrying the message tends to click with the customer more. Because of likeability, recall attractiveness and creditability thereby helping the company to clearly and quickly pass on the message to the target customers.

• **Means of Brand differentiation:** using a celebrity is a source of brand differentiation. In a category where a brand is suing a celebrity the first that picks one up could use it differently itself in the market the same was done by Boost in the malted beverage category.

• **Source of Imitation and hence inducing increased product usage:** celebrities actually tend to become models or idols for the target audience who tend to start using the product just because the celebrity name is attached with it. For instance, Lux has been used by many as it is a beauty soap recommended by the beauty queen, Aishwarya Rai.

• **Better Brand Image:** the use of celebrities could also bring in positive image among the masses for brand. The credibility and authenticity attached with Amitabh Bachchan has inculcated trust for ICICI, Nerolac Paints and many others. (Clark, Robert C. and Horstman, Ignatius J. (2003) Celebrity Endorsements) (www.bu.edu/e.con/seminar/micro/pdffav) celebendorse.bu.pdf)

2. 10. **The Consumer**

McCracken (1989) describe a consumer that constantly moving symbolic properties out of consumer goods into their lives to construct aspects of themselves and the world. Not surprisingly, they admire individuals who have accomplished it well and celebrities are a proof that it works. The celebrities have once been where the consumer is going and has done what the consumer wants to do (Ibid).

The consumer is significant for the celebrity endorsement why we consider mentioning the McCracken definition of a consumer. The following topics: Association to celebrity endorsement/endorser, perception of association between brand/product and endorser and attitudes towards the endorser are all seen from a consumers’ point of view.
2. 10. 1. Association To Celebrity Endorsement

When utilizing a celebrity to endorse a product the consumer associates with the celebrity before purchase. Celebrity endorsement is most effective when the celebrity is closely associated in the consumer’s mind with the product (Daneshvary and Schwer, 2000). The fact of associating a company’s product with a celebrity or a well-known person acts to increase the positive view of the consumer. Not does the endorsement represent a third party’s use of the product but that person is a role model (ibid). Consumers believe that celebrities shares important values with them or they might want to copy a celebrity appearance (Miciak and Shanklin, 1994). For example Michael Jordan provides a powerful role model for youngsters who “want to be like Mike: (ibid). A constraint on the effectiveness of association endorsement is the extent to which the consumer associate with the endorsing body and the degree to which those consumers see the product advertised as connected to activities of that endorsing product (Daneshvary and Schwer, 2000). Consumer involvement with the endorsing association is important. Consumers who regularly attended for example an event are more influenced of the endorsement compared to infrequent consumers (ibid).

Stafford et al. (2003) have results which indicate that male celebrities are usually associated with visual plus verbal presentation style and female celebrities are associated more with the visual presentation style. Male celebrities endorsers are also associated more with products with functional benefits, while female celebrity endorsers are used more for a product that has psychosocial benefits (ibid).

If the company really want the consumer to be associated with the endorsed product it is important to choose an endorser that really uses the companies’ product and where that use is a reflection of professional expertise (Daneshvvary and Schwer, 2000). A top model endorsing make up is good, while a football player endorsing soap powder is less good (ibid0. According to Daneshvvary and Schwer, 2000 are individuals with lower levels of education more impressionable to association endorsement than individuals with higher education. Hence, education provides individuals with analytical skills and allowing them to decipher information from several sources prior to making a purchasing decision, making them less likely to purchase a product based on one source (ibid).

Celebrity endorsement is most effective if the consumer has an association to the celebrity. According to this the consumer is going to have greater purchase intention towards the
endorsed product. It is also important to choose a celebrity who uses the product himself. Consumers usually associate to the same gender as themselves.

If we as consumers already have an association to a special celebrity we are more likely to buy a product endorsed by that celebrity as it is easier to identify with someone you have an association to. We consider the Researchers Daneshvary and Schwers study about individuals’ education and their association to endorsement interesting and we agree with their statement regarding education and association. But we would like to add that it is most likely easier for a consumer who has studied economic or marketing to see the factors behind an advertising strategy and then be more careful before purchasing.

2.10.2. Perception of Association between Brand/Product and Endorser

In advertising practice, is it very common for a product or brand to be associated with one celebrity endorser over a long period of time (Hsu and McDonald, 2002)? According to Burroughs and Feinberg (1987) do individuals learn relationships between spokesperson and products through exposure in advertising media?

New Zealand practitioners acknowledge that positive consumer attitudes towards the celebrity could be transferred to the brand (Charbonneau and Garland, 2005). Results demonstrate that the presence of spokesperson names facilitated identification of products associated with those names (Burroughs and Feinberg, 1987). If the linkage between a product name and a spokesperson is highly important, presentation of a spokespersons name will significantly increase the likelihood that the product name will be called in mind (ibid). The outcome of Tripps et al. (1994) study showed that consumers often can identify the endorser and the product but they could not match them with each other.

When using celebrity endorsement it is important to choose the celebrities who best represent the appropriate symbolic properties (McCracken 1989). Once the celebrity is chosen an advertising campaign must then identify and deliver these meanings to the product, it must capture all meanings that it wishes to get from the celebrity and leave no relevant meanings unused. Then the connection between the celebrity and product suddenly is seen by the consumer, and they are prepared to accept that the meanings in the celebrity are in the product (ibid). But the exact association set for a given brand will vary from consumer to consumer and represents the knowledge structure that the consumer has for the brand (Till, 1998). According to Kahle and Homer (1985) attractive celebrities are more associated with
greater product recall. A study done of the company Edge showed that recognition measures, people who saw unlikable celebrities performed better. Women recognized Edge more with attractive sources and uninvolved people recognized Edge somewhat less often when it paired with unattractive celebrities (ibid). If celebrity becomes associated with several products the overexposure possible makes that the relationship between the endorser and each of the products less distinctive, which could lead to less positive influences to the endorser (Choi et al., 2005).

2. 10. 3. Attitudes Towards the Endorser
Despite that the consumer knows that the celebrity has been paid a lot of money to promote the product the consumer still has positive attitudes towards the product and celebrity endorser (Cronley and Kardes et al., 1999). They think an alternative explanation for this is that the consumers assume that the celebrity endorser likes the product whether they endorse the product or not. According to Cronley and Kardes et al., 1999 can consumers assume this without even seeing an advertisement featuring the celebrity. When the celebrity’s brand attitude becomes more favourable, Consumers’ attitudes toward the brand, the ad and the endorser increase in favourability (ibid). If initially positive attitudes toward the celebrity become more negative with increased exposures, initially negative attitudes toward the celebrity may also become more negative with greater exposure (Tripp et al., 1994). According to Priester and Petty (2003) are extreme attitudes associated with strong arguments, the attitudes formed from the advertisement endorsed by an untrustworthy endorser came to mind faster that the attitudes formed from the advertisement endorsed by trustworthy endorser.

2. 11. 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. 12. Types of Consumer Buying Behaviour

According to Assael (1981), There are there are four type 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:

2. 12. 1. 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.

2. 12. 2. 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.

2. 12. 3. 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.
2. 12. 4. 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. 13. 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. 14. How Celebrity Endorsements Influence the Consumer

The basis for the effectiveness of celebrity-endorsed advertising can be linked to Kelman's processes of social influence as discussed by Friedman and Friedman. According to Kelman, there are three processes of social influence, which result in an individual adopting the attitude advocated by the communicator:

**Compliance, Identification & Internalization**
These latter two processes are particularly applicable to celebrity-endorsed advertising.

**Compliance** infers that another individual or group of individuals influences an individual cause he or she hopes to achieve a favourable reaction from this other group. This process of social influence is not directly applicable to celebrity advertising because there is little, if any, interaction between the celebrity and the consumer.

**Identification** applies to the situation wherein the individuals emulate the attitudes or behaviour of another person or group, simply because they aspire to be like that person or group. This process is the basis for referent power. It was found that celebrities are more commonly liked than a typical consumer spokesperson.

**Internalization** as a process of social influence is said to occur when individuals adopt the attitude or behaviour of another person because that behaviour is viewed as honest and
sincere and is congruent with their value system. The effectiveness of celebrity advertising traditionally has not been strongly linked to this process, as a celebrity's reason for promoting a product can just as easily be attributed by the consumer to an external motive (i.e., payment of fee) as to an internal motive (i.e., the celebrity's true belief in the value and benefit of the product). An important issue of concern relates to the development of a strategy for use in Celebrity Advertising, which benefits from the dramatic impact of dual support of both the identification and internalization processes of social influence. Celebrities are well-liked, but the techniques that can be used to enhance their credibility as spokespeople, and therefore, tie-in more closely with the internalization process needs to be looked into.

2.15. Effectiveness of Celebrity Endorsement

Celebrity endorsements have been extensively used by marketers to heighten the appeal of their advertisements. Celebrities are believed to enhance the subject’s attentiveness to the advertisement, make the copy more memorable, credible, desirable, and effectively glamorise the product (Spielman 1981). Research suggests that celebrity endorsement is justified as it can be an effective strategy to gain and hold consumer attention (Atkin and Block 1983; Agrawal et al. 1995; Erdogen and Zafer 1999), enhance message recall (Friedman and Friedman 1979), increase believability of the ads (Kamins et al. 1989), and create positive word mouth (Bush et al. 2004). Moreover, celebrities can help brand attitude (Friedman and Friedman 1979; Kamins et al. 1989; Petty et al. 1983), increase purchase likelihood (Friedman and Friedman 1979; Kamins 1989), and increase brand loyalty (Bush et al. 2004). Celebrities have been found to produce more positive responses toward advertising and greater purchase intentions than a non-celebrity endorser (Atkin and Block 1983; Petty et al. 1983). Furthermore, according to Atkin and Block (1983) advertisements with celebrities are rated as more interesting, stronger and more effective.

On the other hand, it has been suggested that there are decreasing economic returns associated with using celebrity endorsements, as costs associated with endorsing celebrities are increasing (Koering and Boyd 2009). A celebrity does not automatically guarantee the success of an advertisement (Kamins and Gupta 1994). Moreover, negative publicity may be associated with celebrities, and endorsing multiple products or endorsing rival products may harm the brand (Agrawal et al. 1995; Tripp et al. 1994).
2. 16. Celebrity Characteristics and its Effects

Researchers have suggested that celebrities have attractive and likeable qualities (Atkin and Block 1983). Celebrity spokespeople can add value to the endorsed product due to a combination of physical attractiveness and their status in society (Friedman and Friedman 1979). Celebrity endorsers can transfer cultural meaning from the celebrity to the advertised product (McCracken 1986). Friedman and Friedman (1979) found that celebrity endorsers were most effective for products with high social or psychological risk, involving elements of good taste, self-image and opinion of others. Moreover, celebrity endorsers have been found to produce more positive responses towards advertising than non-celebrity endorsers (Atkin and Block 1983). Celebrities provide benefits that unknown endorsers cannot (Garland et al. 2006; Koering and Boyd 2009). Celebrities ‘cut through’ advertising clutter, hold viewer attention, contribute to brand name recognition and transfer positive qualities such as physical attractiveness and likeability to the brand (Charbonneau and Garland 2005; Ohanian 1991). Frieden (1984) tested four types of endorsers (celebrity, CEO, expert and typical consumer) and determined that in comparison to other endorser types, the celebrity endorser scored particularly well on dimensions such as trustworthiness, believability, persuasiveness and likeability. The source characteristics of a spokesperson, more specifically a celebrity spokesperson, have been studied by researchers for years since each characteristic influences audiences in their own unique ways (Marshall, 1997). “Who is shown in an advertisement can say much to the consumer about the intended users of a product and about the benefits resulting from product use” (Lynch & Schuler, 1994, p. 418). Therefore, these characteristics are important to briefly touch upon in order to entirely, comprehend the impact of a celebrity endorser.

2. 16. 1. Celebrity Attributes that Influence Endorsement Effectiveness

2. 16. 1. 1. Celebrity Performance

In the context of this study, celebrity performance refers to the level of achievement a celebrity attains at any given time in their chosen profession. Performance could refer to the level of athletic performance, acting success, musical success, etc. of any given celebrity. However, no guarantee exists that any celebrity can continuously produce popular music, act in financially successful movies, or win sports championships. In fact, depending on their level of performance, celebrities do rise and fall in popularity throughout their entire career (Agrawal &Kamakura 1995). When a celebrity fails to perform acceptably, as defined by
consumers, a celebrity endorser’s effectiveness tends to decline (Agrawal & Kamakura 1995).

2. 16. 1. 2. **Celebrity Expertise**

Erdogan (1999, p. 298) defines celebrity endorsers’ expertise as ‘the extent to which a communicator is perceived to be a source of valid assertions’. The literature investigating source credibility in settings involving persuasive communication generally indicates that a receiver’s perception of the source’s expertise positively influences source effectiveness (Ohanian 1990). Respondents’ actions in response to the source’s recommendations seem to vary directly with the source’s perceived level of expertise and the target person’s level of agreement with those recommendations. Subjects exposed to a source perceived as highly expert exhibit more agreement with the source’s recommendation than did those exposed to a source with low expertise (Ohanian 1990). The level of perceived celebrity expertise should predict celebrity endorser effectiveness.

Celebrity expertise refers to the extent of knowledge the celebrity is perceived to have regarding the subject on which he or she is communicating. Alba and Hutchinson (1987) define expertise as “the ability to perform product-related tasks successfully.” Studies done by Maddux and Rogers (1980) and Wood Kallgren (1988) conclude that a source high in expertise as compared to the one low in expertise leads to more positive attitudes towards the source. Individuals tend to exhibit more agreement with the expert’s advocated position than with individuals perceived as a source low in expertise (Crano, 1970).

2. 16. 1. 3. **Celebrity Trustworthiness**

“Trustworthiness refers to the general believability of the endorser”. Trustworthiness is the degree of confidence consumers place in a communicator’s intent to convey the assertions s/he considers most valid (Ohanian 1990).

Celebrity trustworthiness refers to the extent to which the source is perceived to provide information in an unbiased and honest manner.

Giffin (1967) describes favourable disposition, acceptance, psychological safety, and perceived supportive climate as favourable consequences of trust.

Numerous studies support the effect of trustworthiness on attitude change. For example, in the context of fear-arousing communications, Millers and Baseheart (1969) investigated the
impact of source trustworthiness on the persuasibility of the communication. The result indicated positive relationship between communicator’s perceived trustworthiness and attitude change.

Much of the literature supports the positive effect of trustworthiness on effectiveness (Chao et al. 2005). Miller and Baseheart (1969) found that a highly opinionated message from a highly trustworthy communicator produces an effective attitude change, while non-trusted communicators’ impact proved immaterial. Perceived communicator trustworthiness has also been shown to produce a greater attitude change than perceived expertise (McGinnies & Ward 1980). The extant literature on celebrity endorsers suggests that trustworthiness is an important predictor of celebrity endorsement effectiveness.

2. 16. 1. 4. Celebrity Credibility
Source credibility refers to the extent that a source is perceived to be believable with regard to expertise and trustworthiness (Mowen and Minor, 1998). The greater the expertise and trustworthiness of a source of information is, the more likely an observer will perceive that source as credible.

Researchers agree that source expertise and trustworthiness make independent contributions to source effectiveness. Thus, a source can be trustworthy even though it is perceived to have relatively low expertise. On the other hand, researchers Lafferty and Goldsmith (1999) pointed out the likelihood of respondents purchasing products when endorser credibility was perceived as high rather than low. Silvera & Austad (2004) noted that source credibility is the primary factor determining how influential the celebrity endorser is perceived. According to Goldsmith, Lafferty and Newell (2000), the credibility of the endorser, celebrity or not, is influential, especially on the attitudes towards the advertisement. Source credibility is classically seen as a function of trustworthiness and expertise (Silvera & Austad, 2004).

The most important aspect and reason for celebrity endorsement is credibility. In a research carried out among 43 ad agencies and companies, most experts believed that the most important dimensions of credibility are trustworthiness and prowess or expertise with regard to the recommended product or service. One of the most obvious reasons of Amitabh Bachchan endorsing plethora of brands is the credibility of the celebrity and his recognition across consumers. To site one of the most successful campaigns in which the celebrity’s credibility has had an indelible impact on the brand and has saved the brand is of Cadbury’s.
After the worm controversy, Amitabh Bachchan’s credibility infused into the brand through the campaign, helping it to get back on track. The campaign has won an award for the same.

2. 16. 1. 5. **Celebrity Attractiveness**

John Abraham endorsing Wrangler and Timex Sunglasses are some examples which portray the celebrities’ physical attractiveness that helps create an impact.

The terms used to measure celebrity attractiveness tend to be physically based adjectives, such as attractive, classy, beautiful, elegant, sexy, etc. (Ohanian, 1990). The study by Lang Meyer and Shank (1994) states that such constituents as values; habits, personality, and behaviour are the “soul” of beauty. Even though there is evidence to support the stand that celebrity attractiveness does enhance sales and that a person’s beauty is able to change attitudes towards products, there are still more matters to be considered. There are numerous definitions which can be used to operationalize attractiveness. For example, the construct has been defined both in terms of facial and physical attractiveness (Baker and Churchill, 1977; Caballero and Solomon, 1984; Patzer, 1983), “chic”-ness (Mills and Aronson, 1965), sexiness (Steadman, 1969), or sexiness and likeability (Maddux and Rogers, 1980). An attractive person enhances the image of a product offered (Baker and Churchill, 1977) and may be more effective in the interpersonal context of selling than an unattractive individual (Reingen, Gresham and Kernan, 1980). Miller (1970) found a significant difference in perceptions which associated the attractive individual with positive aspects or traits, whereas the unattractive individual was viewed consistently from a negative perspective. Baker and Churchill (1977) suggested that the gender and the physical attractiveness of an advertisement model influence people’s evaluations of the aesthetic qualities of the advertisement and are therefore important determinants of the attention-getting value of the ad and the subjects’ liking of the ad and, eventually, of the product.

Another source characteristic that has been of interest, in regards to celebrity endorsement research is source attractiveness. Source attractiveness has been argued to increase the likeability of the source and the advertisement. Most studies have shown that a physically attractive source assists in changing consumers’ attitudes (Baker & Gilbert, 1997; Caballero & Prince, 1984; Chaiken, 1979; Horai et al., 1974; Joseph, 1982; Kulka & Kessler, 1978; Mills & Aronson, 1965; Mills & Harvey, 1972; Petty & Cacioppo, 1980 as cited in Kahle & Homer, 1985; Silvera & Austad, 2004). However, researchers such as Benoy (1982) found source expertise to be more important than source attractiveness. When the source was
expert, [their] physical attractiveness made little difference in terms of subjects’ preferences; however, when she was inexpert, subjects agreed more with the high attractive source than with the medium or low attractive source. Apparently, when objective or task related source characteristics (e.g., expertise) are weak, subjects resort to “irrelevant” cues (such as physical attractiveness) to form opinions (p. 19).

Celebrity endorsement literature has indicated that attractiveness is an important indicator of effectiveness (Chao et al. 2005); however, the attractiveness construct is multi-dimensional in nature. Far from just encompassing aspects of physical attractiveness, which themselves are rather arbitrary, attractiveness also entails other characteristics such as personality and athletic ability (Erdogan 1999). Some Researchers suggest that physically attractive celebrities are a predictor of advertising effectiveness (Till & Busler 2000). Certainly, physically attractive celebrities are generally viewed more favourably on various personality traits than their less attractive counterparts (Kahle & Homer 1985; Eagly et al. 1991).

Joseph (1982) studied endorsers’ attractiveness beyond the level of personality traits. Specifically, he examined the impact of endorser attractiveness on opinion change, product evaluation, and other measures of effectiveness. The study concluded that attractive endorsers have a more positive impact on the products they endorse than less attractive endorsers. Baker and Churchill (1977), however, found that while attractiveness was effective in increasing positive advertisement evaluations, it was not effective in producing stronger purchase intentions. Similarly, Caballero et al. (1989) observed that endorser attractiveness had no effect on advertising effectiveness. Within the broader context of celebrity endorsement, endorser attractiveness is certainly a relevant construct. However, the nature and scope of the attractiveness construct remains uncertain, and therefore appears worthy of additional attention.

2.16.1.6. Celebrity Likeability

Celebrity likeability refers to the positive or negative feelings that consumers have toward a celebrity (Mowen and Minor, 1998). It can also be defined as the extent to which the source is viewed as behaving in a way that matches the desires of those who observe him or her. Thus celebrities are likeable because they act or espouse beliefs that are similar to those of the audience (Mowen and Minor, 1998). Numerous studies suggest that ad liking is one of the most important forecasters of brand liking, second only to in-going, or prior, brand attitude (Thorson, 1991). Brand liking is affected by a spokesperson’s likeability. Respondents tend
to like brands that are associated with the characters that they admire (Callcott and Philips, 1996). Meanwhile, Urde (1994) states that likable spokespersons increase attention toward a brand enhance brand liking and thus create a considerable impact on the consumers’ purchase behaviour and their loyalty towards the brand.

2. 16. 1. 7. Celebrity Meaningfulness

Celebrity is a cultural symbol. As such, celebrity embodies a host of meanings in people’s minds. By connecting celebrities with brands, advertisers can transfer those meanings to products. To sum up, when a celebrity endorses a product in an ad, the audience forms associations, and thus the cultural meaning of the celebrity is transferred to the product. Eventually, in the consumption phase, the cultural meaning is transferred from the product to the consumers (Mowen and Minor, 1998). Findings of a number of studies support the view that credibility and attractiveness dimensions can make independent contributions to source effectiveness (Weiner and Mowen, 1985).

Freidman and Friedman (1979) believe that trustworthiness is probably the major dimension underlying source credibility. Sereno and Hawkins’s research (1967) ascertained that, without trustworthiness, any other quality possessed by the communicator would not be effective in attempting the attitude change. Thus, an endorser aiming to induce attitude change should project a trustworthy image.

However, Ohanian (1991) disputes this claim. Though she agrees that such dimensions as attractiveness and trustworthiness are important factors in persuasive communication, they appear to have minimal impact in the source credibility studies. Since most celebrities are attractive, consumers do not have a mind-set in which attractiveness is a determining factor. Furthermore, with the widespread use of celebrities in paid commercials, the audience does not associate a high level of trustworthiness with individuals who get paid handsomely to promote a product. Therefore, trustworthiness is not an important determinant of the consumers’ likelihood to purchase a product. A number of theories have been put forward to explain why and how the perceptions of the characteristics possessed by a celebrity are formed in consumers’ minds.

2. 16. 1. 8. Negative Celebrity Information

Since repeated pairings of a brand and celebrity strengthen the associative link consumers establish between brand and celebrity, negative information about the celebrity may negatively impact the endorsed brand (Erdogan & Baker 2000). Till and Shimp (1998)
observed that a strong associative link between celebrity and product must be present before negative celebrity information lowers brand evaluations. Regardless of the strength of association consumers perceive between the celebrity endorser and the product, negative information about celebrity endorsers can put a firm’s products and image at risk. Pop star Michael Jackson’s child molestation indictment produced negative connotations. The resultant celebrity image transformation would have bottomed out Jackson’s endorsement effectiveness for Pepsi – had the company not long since opted out of Jackson as an endorser due to his prior alleged indiscretions.

2.16.1.9. Celebrity Appearance

This has been taken to heart by advertisers. One only needs to watch television or print advertising to ascertain this fact. Physical appearance seems to induce positive feelings toward the spokesperson and in some cases changes beliefs (Chaiken 1979). Spokespersons who are known to, liked by, and/or similar to consumers are attractive and to an extent persuasive (McGuire, 1985). Numerous studies have indicated the link between celebrity attractiveness and attitude changes toward issues, product, and advertising evaluations (Caballero and Pride, 1984; Chaiken 1979; Kahle and Homer, 1985). Others have suggested that when a celebrity's physical attractiveness "matches up" or is congruent with the presence and degree to which the product or service advertised enhances attractiveness (i.e., attractive celebrity linked with an attractiveness related product) there would be a positive impact upon product/service and advertisement evaluations (Kahle and Homer, 1985). On the other hand, if incongruence exists, then the evaluations of both the product/service and the advertisement will be lowered (Kamis 1990). However, not all the studies on physical attractiveness have found it to induce attitude changes.

For example, Cooper, Darley, and Henderson (1974) found that a deviant-appearing person, rather than an attractive person, was a more effective source of persuasion about income tax. Similarly, Maddox and Rogers (1980) found that "presence of arguments" and "expertise, influenced consumer attitude ratings toward sleep while "physical attractiveness" did not. Further, likeability had a greater impact on attitude change than other variables. Indeed, Freiden (1984) found that a celebrity spokesperson for a television set generated higher values for the likeability of the spokesperson when compared to advertisements featuring an expert a typical consumer or a CEO. However, measures related to the knowledge and believability of the spokesperson, product quality, trustworthiness of the advertiser and purchase intent did not provide favourable ratings.
2.16.1.10. Celebrity Familiarity and Likeability
In some studies, celebrity familiarity and likeability are treated as if each were analogous to attractiveness (Kahle & Homer 1985). Each celebrity attribute may, in fact, be subsumed within the attractiveness construct. But other studies address familiarity and likeability separately, investigating each construct’s effect on effectiveness as if each were distinct from endorser attractiveness (O’Mahoney & Meenaghan 1998). In the celebrity endorsement context, familiarity has been defined as ‘knowledge of the source through exposure’ (Erdogan 1999, p. 299). Likeability is defined as ‘affection for the source as a result of the source’s physical appearance and behaviour’ (Erdogan 1999, p. 299). On this basis, in this study the two constructs are treated as if each were distinct from attractiveness. This path was followed in an attempt to determine each construct’s value as a possible predictor of celebrity endorsement effectiveness.

2.16.1.11. Celebrity - Product Fit
The celebrity/product fit, also called the ‘match-up hypothesis’, refers to the harmony of the match between the celebrity endorser and the product being endorsed (Till & Busler 2000). Celebrity/product fit is thought to function as a key determinant of endorsement effectiveness (e.g. Friedman et al. 1978; Friedman & Friedman 1979; Kahle & Homer 1985; Kamins 1989, 1990; Kamins & Gupta 1994; Erdogan & Baker 2000; Till & Busler 2000; Erdogan et al. 2001; Batra & Homer 2004). Celebrity effectiveness does vary across different product types. Friedman and Friedman (1979) concluded that the better the celebrity/product fit, as perceived by consumers, the higher the level of endorsement effectiveness. Till and Busler (2000) found that celebrity/product fit was effective for only certain measures of effectiveness such as brand attitude, but not for other measures such as purchase intention. Regardless of the impact celebrity/product fit has on effectiveness; the absolute weight of the existing literature suggests that the phenomenon should play an important role in celebrity endorser effectiveness (Till & Busler 2000).

2.16.2. Examples of Celebrity Attributes that Influence Endorsement Effectiveness
1) Celebrity-Target Audience Match
Smriti Irani endorsing the WHO recommended ORS Campaign in India. Indian mothers can associate with Smriti Irani through the facets she projects on screen or in regular life which helps develop a connect with the target audience since mothers medicate their children with ORS.
2) Celebrity Values
Tabu endorsing Tetra Packed Milk, Shabana Azmi campaigning for AIDS Awareness, Amitabh Bachchan & Shahrukh Khan campaigning for Pulse Polio or Aishwarya Rai appearing in the Donate Eyes campaign are few examples, which reflect the transfer of celebrity values to the brand, creating an impact that generates recall.

3) Costs of Acquiring the Celebrity
Recently, a newspaper report showed how cola firms had gone beyond their advertising budgets to get the best celebrities. Small Firms which use celebrities’ services run greater risks if they invest large amounts. Although nobody is willing to say exactly how much celebrities get paid, industry sources say Sachin Tendulkar’s price is believed to be between Rs. 2.0 - 2.5 crores per endorsement, and musician A. R. Rehman, who had signed up with AirTel, is believed to have picked up Rs. 1.75 crores. Film-star Hrithik Roshan was rumored to have picked up Rs. 2 crores for the Fly With Hrithik campaign to push Close-Up, and Shahrukh Khan’s rate seems to be between Rs. 2.5 - 3.0 crores. Aishwarya Rai apparently picks up Rs. 1.25 crores for an endorsement and the Indian cricket captain M S Dhoni is believed to get between Rs. 2.5 – 3 crores, Virat Kohli makes 1.5 – 2 crores while film-star Aamir Khan apparently makes Rs. 1.5 crores per endorsement.

4) Celebrity Regional Appeal Factors
R. Madhavan endorsing Pepsi in southern India or Sachin Tendulkar endorsing in India are few examples of how celebrities are chosen to reach out to target audiences for brands in regional markets.

5) Celebrity-Product Match
Cyrus Broacha is the brand ambassador for MTV since both the celebrity and the brand are considered as friendly, young, moodboosting, humorous and outspoken. MTV’s brand personality overlaps Cyrus Broacha’s image as a brand. Some more examples of compatible celebrity product match in which celebrity brand attributes get transferred to the brand and increases the brand equity is of Govinda & Navratan Tel, Aishwarya Rai & Nakshatra, etc.

6) Celebrity Controversy Risk
The perfect example here is of Salman Khan and the controversy in which he crushed a man to death with his Pajero when he was driving under the influence of alcohol. Also, any act on the part of the endorser that gives him a negative image among the audience and goes on to affect the brands endorsed. The brand, in most instances, takes a bashing.
7) Celebrity Popularity
Celebrity Brand association like Garnier endorsed Tara Sharma & Simone Singh, Agni Diamonds & Riama Sen don’t get much brand recall, and even if they do, it’s difficult to attribute it to the celebrities’ endorsing the brand. On the other hand, HPCL has had increased popularity and share of voice due to the endorsement of the brand through Sania Mirza.

8) Celebrity Availability
In case of various brands, there are situations in which they prefer to go without a brand face, since there is no brand-fit between the celebrities available and the brand. Also, due to multiple endorsements by certain celebrities, brands refuse to adopt celebrity endorsement since they fear dilution of the brand image.

9) Celebrity Physical Attractiveness
John Abraham endorsing Wrangler and Timex Sunglasses are some examples which portray the celebrities’ physical attractiveness that helps create an impact.

10) Celebrity Credibility
The most important aspect and reason for celebrity endorsement is credibility. In a research carried out among 43 ad agencies and companies, most experts believed that the most important dimensions of credibility are trustworthiness and prowess or expertise with regard to the recommended product or service. One of the most obvious reasons of Amitabh Bachchan endorsing plethora of brands is the credibility of the celebrity and his recognition across consumers. To site one of the most successful campaigns in which the celebrity’s credibility has had an indelible impact on the brand and has saved the brand is of Cadbury’s. After the worm controversy, Amitabh Bachchan’s credibility infused into the brand through the campaign, helping it to get back on track. The campaign has won an award for the same.
2. 17. Theories on Celebrity Endorsement Effectiveness

Models for explaining celebrity endorsement effectiveness

2. 17. 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 by in terms of their personal attitude and value structures (Erdogan, 1999).

Table 2: Source Credibility Scale

<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 - Unknownable</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).

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 Researchers 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 has 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. 17. 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 superfluous 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. 17. 3. Product Match-Up Model

“Celebrities are an unnecessary risk unless they are very logically related to products”


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 compatibility 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 compatibility 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. 17. 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 Bachchan 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)**

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 demonstrate the importance of the consumer in the endorsement process. (McCraken 1989).

McCracken’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 Lang Meyer 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. Lang Meyer 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 (Erdoğan 1999).

2. 18. 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 2025 the Indian economy will grow at 9%, making it the world's fastest-growing economy by surpassing China and other developed countries (BBC). 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 (2012) reported strong advertising expenditures for the year 2011 in China and India suggest that the country will be an important destination for marketers and advertisers in the coming years.

**Celebrity Endorsement in India passes through following phases in India.**

**Phase 1: The Pioneering Phase (1950-1980)**

This phase was characterized by:

1. Limited channels of communication
2. Demand exceeded supply
3. Heavy regulation and governmental regulations some bigger companies from their global experience introduced the concept of celebrity endorsement. HLL has used Hindi film stars to endorse their beauty soap Lux since the fifties.


The introduction of television added a variable effective medium of communication. Indian stars going global with events like Asiads and World Cup victory. Vimal, Thums-Up, Gwalior and Dinesh are some of the other brands that used star-appeal in the early days of mass advertising. There was a spurt of advertising, featuring stars like Tabassum (Prestige Pressure-cooker), Jalal Agha (Pan Parag Pan Masaala), Kapil Dev (Palmolive Shaving Cream) and Sunil Gavaskar (Dinesh Suitings).

**Phase 3: Globalisation**

In highly competitive markets, the following realities about brand management exist:

1. Product differentiating factors are duplicable and imitable.
2. All long existing and successful brands imbue their products with a meaning.

**Phase 4: Celebrity as Brand**

In identical products and highly competitive markets, companies develop film stars, cricketers and others as individual brands due to vast fan followers. Brand Sachin Tendulkar, Dhoni introduces also in film celebrities Amitab Bachchan, Shahrukh Khan, Salman Khan, Aamir Khan, Deepika Padukone, Katrina Kaif, and many others evolved who have their
constant fan followings and they are loyal to the products endorsed by these famous celebrities. (www.rediff.com – article by Country head, O&M India)

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 there 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 to 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 Suiting) (Roy, 2006).

In the Indian context, it would not be bold to state that celebrity endorsements can enhance the overall brand. For instance, Coke example illustrates this claim. The Coke advertisement featured India film star Aamir Khan endorsing the brand. The result was a universally appealing Aamir cheekily stating “thanda matlab Coca Cola” (Katyal, 2007). The Parker pen brand, which by itself commands equity, used Amitabh Bachchan to revitalize the brand in India. According to Pooja Jain, Director, Luxor Writing Instruments Ltd (LWIL), post Bachchan, Parker's sales have increased by about 30 per cent (Katyal, 2007).

The tastes and preference of the Indian consumer and how they treat their celebrity is different when compared to countries like United States of America and the United Kingdom. According to a saying by Confucius all people are the same. It’s just the habits that are different. Hofstede (1991) in his research classified all the countries into 5 basic cultural dimensions. In his analysis Hofstede ranked India in having high Collectivism, having a more collective behaviour and individuals having close ties with each others. Along with this Hofstede also positioned India’s name in having high power Distance Index. This implies that the society emphasizes on the differences between citizen's power and wealth. Relating Hofstede’s finding to why Indians look up to their stars and want to be like them, makes for a better understanding. Today, India is one of the fast growing economies, and celebrity endorsing has become big business. India is one country, which has always idolized the stars of the celluloid world; therefore it makes tremendous sense for a brand to procure a celebrity for its endorsement (Katyal, 2007). Advertisers are offering stars like Shahrukh Khan, Aamir
Khan, Amitabh Bachchan and many others huge pay packages to get them on board with a certain brand. In India there is an exponential likelihood for a celebrity endorsement to be perceived as genuinely relevant, thereby motivating consumers to go in for the product (Kulkarni and Gaulkar, 2005).

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, Amitabh 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 Parle-G, Lifebuoy, Maruti 800, Close Up, Fevicol etc.
According to 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 Suiting. 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. 19. Review of related literature

Brand endorsements by celebrities are a widespread phenomenon in India and worldwide. For decades, the celebrities present in the Indian films have provided lifestyle cues to youth. Given the popularity, size and reach of the celebrities present in the film industry have the power to influence the attitude and behavior of millions of people, particularly the youth in India. The result of several discussions between strategic media work and WHO, after consulting with media experts, sociologists, films and television professionals and academics as well as scanned media reports, determines the impact of films and its consequent impact of celebrities on the youth. The country observed for the first time aggressive competition between new players and big established businesses with the opening of the new Indian economy in 1991. Consumer’s expectations and demands are continuously rising in today’s dynamic and competitive environment forcing marketers to adopt more creative advertising efforts such as celebrity endorsements to influence consumer brand choice and behaviour. (Malhotra 2005).

Over a period of time various researchers studied the impact of celebrity endorsements on brands. Their studies revealed that the impact of celebrity endorsements on brands varies with the celebrity and the product category and that most of the endorsements have a favourable impact (Balakrishna, 2011 and Ganesan et al., 2012).

Goel, Parul (2013) found in her study related to consumers’ opinion about celebrity endorsements in Delhi that Majority of the respondents are aware of celebrity endorsements and their buying decisions are influenced by factors like value for money, quality and price of the product. Also a major chunk of respondents do buy celebrities endorsed brands or
products because they think that endorsed products, services or brands carry high image and are of good quality. Majority of the respondents think that celebrity endorsement helps in brand promotion and help companies to increase their total revenue. At the same time most of respondents reported that celebrities do not use products endorsed by themselves and it is the sports celebrities who are most influential. In the light of findings of the study it has been found that celebrity endorsements can be utilized to achieve business goals in a numerous ways. Corporations can reap the financial benefits of celebrity endorsements in the form of increased revenue and brand promotion as respondents believed that endorsed products are of good quality and carry high status image. In today’s media cluttered environment most of the marketers are using famous face to grab consumer attention and making their products more visible.

Shah, Piyush & Pachariya, N. C., (2009) in their study Celebrity endorsement in India – An effective tool of sales promotion found that all the participants were very much aware of the fashion of celebrity endorsing products. There appeared to be a clear demarcation between consumers, one being the ‘celebrity enthusiast’ and the product enthusiast’. It was observed that even though celebrity endorsement as a marketing communication activity is viewed in a positive light since the consumers used terms like ‘glamorous’ and ‘eye catching’ to define it, the general view relating to opting for celebrity endorsed product as a personal choice was pessimistic. During the interviews, participants had articulated that in India the ‘middle and the lower class’ people were the ones for whom celebrity endorsement was of value in terms of their purchase decision, but it’s not meant for them. The results obtained in respect of multiple celebrity endorsements were quite unanticipated. The respondents showed tolerance towards this aspect of celebrity endorsement with the condition that same celebrity refrains from endorsing product from the same category. In the case of brand recall, respondents agree that the existence of celebrities does help in recalling the product faster and in some cases also leads to consumers going ahead and purchasing the goods. But in most of the incidences it does not result in inducing a purchase.

SRINIVAS, NAGUNURI in his study of Impact of Celebrity on consumer purchase intentions: A study with reference to selected mobile service providers in Hyderabad city found that:

- Reach of the product message, Motivation to buy and attractiveness, remembrances are High in the case of celebrity advertisement compared to the ordinary advertisement.
• As far the qualities of celebrities are concerned, the respondents (62 out of the 250) indicated that Credibility, likeability with highest rank followed by the charisma, energetic Recognition.

• All the respondents feel that sports celebrities creating high interest in the brand advertisement and followed by the Film stars, Spokes persons.

• The other interested findings are that the respondents are interested to see Politicians & Socially active people as Brand celebrities for these mobile services.

• Form the study observed that All-most all the respondents are having the positive opinion on the Brand Celebrities so The Brand celebrity Advertisement is positively increasing the purchasing intentions of the consumers.

Mukherjee, K & Choudhury, A. (2014) found in their study related to Celebrity Endorsement and its Impacts on Buying Behaviour towards Personal Care Products found that Celebrity endorsement is a powerful tool that magnifies the effects of the advertisement campaign. Celebrity endorsement, through mass media has become common phenomenon in the advertisement world and formed an integral part as marketing communication technique. Consumers are significantly influenced by celebrity and advertisement, more specifically the females, in all the three dimensions – Perception towards celebrity, Stimuli on buying decision and celebrity endorsement impact on buying decision. In attractiveness dimension females are more sensitive than males. Business houses are capitalizing on the behavioral changes of consumers owing to celebrity endorsement. Celebrity endorsement creates a favourable and positive impact on recall and purchase decision. Celebrity along with other combined factors and elements acts as Stimuli to change the buying behaviour of the consumers. The study indicates that both the male and female are highly positive towards celebrity perception as well as sensitive to the celebrity advertisements. However the outcome of the study is limited to the state of Assam and may not hold good for general inferences. Hence it is an emerging issue which needs further research with wider geographical areas, products and respondents.

Abhishek & Sahay, Arvind (2013) in their study, “Role of culture in celebrity endorsement: Brand endorsement by celebrities in Indian context” found the following things:

• Attitude towards a celebrity will be more positive in a society having higher power distance in comparison to society having lower power distance. Thus, the greater the
power distances in a society, the greater the likelihood of “congruence” between the celebrity and the consumer.

- In case of a celebrity endorsing multiple brands, the consumer attitude towards celebrity will be more positive in a society having higher power distance in comparison to society having lower power distance.
- In case of endorsement by local celebrity, the attitude towards celebrity will be more positive in a society having higher collectivism in comparison to society having higher individualism.
- When a celebrity endorses a brand which is facing negative news, the attitude toward a brand will turn more positive in a society having long term orientation in comparison to society having short term orientation.
- In case of negative news about a celebrity, its impact on attitude towards celebrity will be less negative in a society having higher power distance and long term orientation in comparison to a society having lower power distance and short term orientation.

Kumar, Amit (2010) in his study related to “Celebrity Endorsements and Its Impact on Consumer Buying Behavior - In Context to India” revealed that consumers find celebrity endorsements more attractive and influential as compared to non-celebrity endorsements. Moreover, the tested attributes show positive relationship with purchase intention. In other terms, celebrity attributes do impact the purchase intention of consumers. Finally, the results of the study prove that celebrity endorsements positively impact the purchase intention of the consumers.

Naresh, M. & Latha, K. Lavanya in their study “The Impact of Celebrity Endorsement on Purchase Decision of Telecom Users- A Case of Engineering Students” found that a impact of celebrities in advertisements on consumers (young) to Identify a Brand in India Telecom industry. The most important finding of the study is that celebrity endorsement is effective for marketing communication. The study found that interestingly young consumers (students) the potential market share holders in high population country like India were get impact more by celebrity endorsement strategy on their purchase decision. Age of the respondents plays a key role supposing to host a positive or negative attitude towards celebrity endorsement. It also declared a result that consumer would prefer celebrity based advertisement sources when they really don’t know about the brand.
Mathur, R. (1998) found that when public personality of the celebrity matches with the products and target audiences then celebrity endorsers are more effective than non-celebrity endorsers in creating positive attitudes towards advertising and endorsed brand, intentions to purchase, and actual sales. Celebrities can influence the attitude and purchasing decision of the consumers because of the reputation, credibility, trustworthiness and fan following enjoyed by them. Celebrity endorsement helps corporations to build up brand awareness and to gain acceptance.

According to research done by O’Mahony and Meenaghan, 1998), “The celebrity endorsement can have an impact on the consumers recall evaluations, attention and purchase intentions. At the same time it needs to be taken into consideration that although consumers might have a favourable disposition towards celebrities, this does not necessarily always translates into purchase intentions”. Advertisement is a process that intents to help the prospective consumers remember the products or services and advertisement with celebrity enhance the consumers recall possibilities even further.

Dash, Saroj Kumar & Sabat, Deepti (2012) in their study, “The impact of Celebrity endorsed TV commercials on demographic dynamics of attitude: AN INDIAN CONTEXT” found that the use of celebrity endorsers in TV commercials could be effective in influencing attitudes and purchase intentions. But the success of the use of celebrity endorsers varies across different products. More significantly the success of the use of the celebrity endorsers in the commercials depends on the fact that for which demographic segment the ad was meant—is it meant for the males or else; is it for the teenagers; is it for the white collar workers; is it for the housewives or for the students, i.e. for the financially dependents; or it is for the business personnel, for the reason that demography make a significant difference of the psyche of the consumers. So the marketers should go thoroughly about the psyche of the different demographic segment before finalizing the strategies with a long term perspective. Then only the marketing organizations can become able to satisfy their esteem need; fame, prestige in the consumers’ society can be gained. And this is the only way to reach at the top of Self-actualization Mountain—the ultimate destination of individual human being as an organization of different activities, the ultimate destination of a group of individuals with a rational perspective.

Sabunwala, Zohra, (2013) in her study related to Impact of celebrity endorsements on brand image and product purchases – A study for pune region of India found that Celebrity
Endorsements significantly impacts Brand Differentiation. Most of the beverage user associate themselves with the brand and establishes congruence between their personality and that of brand’s. The establish a linkage between their lifestyle and that of brand which prompts them to go for a particular brand disregards of price, availability or any other factor. The given finding is in line with the previous literature findings by several authors in the past. Various industry researches have also endorsed the findings that celebrities do create brand differentiation. Another major conclusion that can be drawn from the study is that Celebrity Endorsement significantly impact Brand Image. The several celebrities – brand pair was chosen to reflect the various personality types to which individual consumer can associate and to understand whether the celebrity really influences the image of the brand which ultimately attracts the consumer towards it. This finding has also been reported by many researchers and authors in the past and in several industries like automobiles, FMCG products they have proven how brand Image has been influenced by celebrity endorsements.

Ramaswamy, V.S, Namakumari, S., Marketing Management (1999) P-345 in their research found that, “Research has shown that source credibility is an important determinant of audience persuasion. Source factors such as level of expertise, trustworthiness, culture, age, and educational level usually decide the source credibility with the audience. Of all these factors, trustworthiness of the source is perhaps the most important aspect of source credibility. If an audience perceives the source as sincere, honest and trustworthy, the source will be effective in communicating the message.” Credibility of the celebrity is a key determinant to measure the effectiveness of the endorsement process and related to this study.

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 purchase the product. He also States that star power in India can be identified by the successful endorsements done by Shah Rukh Khan for three brands namely Santro, Clinic All-clear and Pepsi.

In a research done by Kamkura (2003) it is shown that 18% of all the tested commercials feature famous celebrities. In overall, this study shows that celebrities are used to grab attention, generate interest and involvement in the brand. Also, the “right” celebrity can add value by associations. A suggestion made by this research is that the celebrity should not overshadow the brand and instead be beneficial if the celebrity is used for what the brand is already famous for.
Giridhar, K. V. (2012, July) reported that there were no significant main effects of gender in her study of the impact of gender on consumers’ perceptions of a celebrity’s attractiveness, trustworthiness, or expertise, nor on the likelihood of purchasing a product that was endorsed by a celebrity. In that study, no effort was made to match the celebrities used, in terms of the domains with which they were associated (for example, matching male sport celebrity and female sport celebrity; matching male entertainment celebrity and female entertainment celebrity).

Batra (2002) examined the match-up hypothesis in conjunction with the role of physical attractiveness. He found that physically attractive endorsers significantly increased measures of endorser credibility and attitude toward the advertisement. For products that were unrelated to physical attractiveness, use of an attractive endorser had no significant effect on perceptions of the endorser, the advertisement, or the product endorsed. Although the use of an attractive model improved the perception of the ad and the endorser, it did not have a significant positive effect on purchase intent or brand belief for the endorsed product.

Ramaswamy, V. S. (2004) investigated the effects of gender matching between consumers and sports celebrity endorsers in an effort to determine whether this would affect consumers’ perceptions of the attractiveness, trustworthiness, and expertise of the celebrity. They found no significant effect on attractiveness or expertise, but a significant interaction on trustworthiness; women rated female endorsers more favorably than male endorsers, and men were more favorable in their evaluations of male endorsers. However, Boyd and Shank (2004) opined that there should be replication of their study before any kind of generalizations can be made, given certain shortcomings of that study.

2. 20. Research Gap:

The literature review discussed the main and relevant concepts regarding celebrity endorsements. The Researcher first made the concept clear by differentiating between Celebrity and Non-celebrity endorsements and how celebrities form aspirational reference groups. The Researcher has explained how marketers use celebrity endorsement strategy as a marketing tool to influence consumers buying behaviour. Further the Researcher has shed some light on Pros and Cons of using celebrities as endorsers. The Researcher 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 Researcher has narrowed this additionally by specially focusing on consumer buying behaviour in India.

The Researcher has structured, organised and analysed many earlier empirical studies conducted by different Researchers 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 Researcher 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 effect on consumer buying behaviour.

Alongside this, the last section of the chapter focussed on the prevalence of celebrity endorsement business in India. The Researcher has based and focussed this study on Gujarat (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 Researcher to conduct this research and no research in context to Gujarat.

This study investigates endorser effectiveness, which has not been extensively investigated in Gujarat and the effect of celebrity endorsers. Hence, opportunities exist in terms of examining the role of attractiveness, credibility and congruence of celebrity endorsers in the evaluation of products where there is a fit between the endorser and the endorsed product.

Moreover, there are many empirical studies already being conducted focussed on major markets like United States, United Kingdom, and China etc. but as far as from the literature review none of the research is done in context to the College Students. The main reason for choosing this topic is based on the fact that so far no study has been conducted in order to understand the effect of celebrity endorsements on students’ buying behaviour with reference to Gujarat.