CHAPTER – I
INTRODUCTION AND DESIGN OF THE STUDY

1.1 INTRODUCTION

The study is entitled as “Impact of Celebrity Endorsement on Brand Building and Buying Behaviour of Consumers with Special Reference to Kerala State”.

The present day market economy is unreliable, brawny and coupled with intense competition on account of enlarged globalization. As such it is becoming more difficult for an enterprise to maintain long-term success. Conventional techniques such as simply upholding, low costs or free coupons and discounts have lost their significance. That is a prominent reason for the implication and connotation for the brands are...
mushrooming in recent times. The brand is a deliberate source of weapon for every firm to face stiff competition. Creating a brand image, perceptive ways to keep and manage it well are becoming keys to triumph in the market and a source of competitive advantage. In order to pick up the visibility of a brand and also to augment its presence or likeness, advertisement has turned out to be one of the most imperative tools. Celebrity endorsement has been established as one of the most popular tools of advertising in recent times. It has developed into an inclination and apparent as a captivating modus operandi for product marketing and brand building. Among the various methods of brand building techniques, through advertisement, celebrity endorsement has become a novel and most accepted technique among the business fraternity. In fact, the rush for celebrity endorsement was in full swing as a notable trend in late 1990’s and currently, it is abound with an indispensable prerequisite, even while the firms continuing with a galore of advertisements and sales promotion activities. Celebrities enjoy public acknowledgment and mostly they are the connoisseurs of their fields and having wider influence in public life. "A sign of a celebrity is that his name is often worth more than his services” was a famous observation. Traits like pleasant appearance, astonishing life style and unique skills can be associated with them. People's fascination with celebrities isn't fading away. The use of celebrities is here to stay. But in what form is the open question.

---

1 www.academia.edu

2 Catherine Roche, Patrick Ducasse, Carol Liao, and Cliff Grevler, “Consumer Products Retail Competing In The New World of Luxury”, June, 2010,p.48
Organisations consider that celebrity endorsement strappingly sway the consumer’s buying behaviour in an affirmative way, leading to improvement in brand equity and improved brand. For every firm, it is critical to establish a favourable attitude from the consumers for their product. The advertising budget depends on who the celebrity would be, their accessibility, their settings, travel and preferences, and their recognition. Consumers are over-exposed to the media nowadays. An individual living in a country like India will be exposed to a plethora of advertisements. However, the viewers are inclined to disregard 80 percent of the information within 24 hours. In order to deal with this, marketers use celebrities to support the marketing message, by selecting a celebrity as an endorser as they have some irresistible attraction which allow people to remember them. Companies tend to become renowned as a consequence of the celebrities endorsing their brand and hence they dole out a larger amount to them for the progress of their brand image. One of the prominent method is by having celebrities promoting their brand.

According to McCracken, a celebrity could be defined as, “any individual who enjoys public recognition and who uses this recognition when they appear in the advertisement in front of the consumers”. They include well-known people from the world of sports, movies, entertainment, arts, music, media and thus they are generally associated with a positive image. The status and fame of the celebrities is exploited

---


along with the brand, accordingly by supporting the brand further. The brand gets speedy and broad consideration from the populace as they see a popular face in the advertisements. “Beauty is a greater recommendation than any letter of introduction” was what Aristotle had stated. This assertion rightly accepted because many products across the world today depend on celebrity endorsements to advertise their products. Business firms spend millions on celebrity endorsements.

Celebrities play a vital role in Kerala business advertisements and it is hard to locate an advertisement without the presence of a celebrity. Majority of the brands were endorsed by the celebrities from the film industry. Jewellery brands named Malabar Gold was endorsed by Mohanlal, Francis Alukkas by Jayaram, Kalyan Jewellers by Dileep, Cochin Haneefa and Aswathy, Atlas Group by Atlas Ramachandran, Josco Jewellers by Mukesh and Karthika, Chunkath Jewellery by Santhosh Palee, Parakkat Jewellers by Ayilya, Geeri Pai Jewellery by Kavya Madhavan, Jos Alukkas by Meena and Sneha and Choice Jewellery by Nayan Thara. Food Brands named Mohanlal Taste Buds and Kannan Devan were endorsed by Mohanlal, Melam Curry powder by Bhanu Priya, Nirapara by Lakshmi Rai and Nirmal coconut oil by Meera Jasmin. Different brands of construction field named Oceanus was endorsed by Mohanlal, Jairaj Builders by Jayaram, Shanthimadam Villas by Kaviyoor Ponnamma, Sukumari and KPAC Lalitha. Health or Ayurveda brand Pankaja Kasthuri was endorsed by Mohanlal. Finance brands like South Indian Bank was endorsed by Mammootty, KSFE Chit Funds

http://thinkexist.com/quotations
by Sreenivasan and Muthoot Group by Sreeshanth. Public service brands Kerala IT Mission was endorsed by Mammootty and KSEB by Suresh Gopi. Textile brands named MCR was endorsed by Mohanlal and Sarath, Uathayam by Mammootty, Ramraj Cotton by Jayayaram, Raymonds by Amithab Batchan and Otto Shirts by Dulquer Salmaan. Textile showrooms named Kalyan Silks by Prithvi Raj, Chennai Silks by Dileep, Coral Gold by Innocent, Seematti by Shwetha and Sujatha, Pulomooottil Silks by Bhavana, Jolly Silks by Vidya Balan, Emmanuel Silks by Gopika, Lakshmi Rai and Rambha, Parthas by Reema Kallingal, Sree Vijayalakshmi Silks by Thamanna and Pothys by Mammootty and Trisha Krishnan. Househols brands named Wipro Smart Life was endorsed by Jayaram, Gopu Nandilath by Jagathy, Harpic by Sharath and Preethi Mixi by Meera Vasudev. Beauty and health brands named Matha Herbal Oil was endorsed by Sreenivasan, Mavila Paste by Thilakan, Gateway Hair Fixing by Siddique, Parachute After Shower by Sree Santh, Anna Tone by Ambili Devi, Fairever by Asin, Dhathri Face Pack and Parachute advance by Kavya Madhavan, Chandrika by Mamtha, Kumari Kalpam by Menakshi, Date Riche by Muktha, Dhathri Hair Oil by Nadiya Moidu, Dhathri Shampoo by Revathi and Samyuktha Varma, Priyanka Facial by Sukanya and Fat Free by Vaani Viswanath. Calender brand Manorama Calender was endorsed by Thilakan. Lottery brands named Sikkim Manipal Lottery and Dear weekly were endorsed by Jagathy. Educational Magazines like School Master was endorsed by K S Pradeep and Malayala Manorama Thozilveedi by Sharanya Mohan. Opticals Lens and Frames was endorsed by Vineeth. Footwear brands named VKC was
endorsed by Kavya Madhavan, Lunar Lite by Lakshmi Rai and Rubco by Mallika Sukumaran.

Kerala is currently considered to be one of the fastest growing states in India and its growth characteristics can be compared to even some western countries. The companies take an opening of it by introducing new products with celebrities. The psychology of people is varying as they are getting attracted to their favourite celebrity and the product they use. The culture of celebrity endorsement is on the increase in the advertising market. The value of accepting the power of celebrity endorsement and its impact on brand building and the buying behaviour of consumers in contemporary markets in Kerala is crucial for the health and promotion of the businesses. Endorsing brands of the products through a familiar personality has turned out to be very important these days as they offers instantaneous credit and transfers their goodwill to the brand. Strategic alliance of a brand with celebrity endorsement can result in tremendous recall and recognition. The broad conviction among advertisers is that advertising messages delivered by celebrities can endow with a higher degree of appeal and consideration than those delivered by non-celebrities in generating actual sales from the consumers. Celebrity endorsement has the supremacy to instigate, stimulate, enlighten, infuriate, amuse and alert the consumer. This has encouraged the extensive use of celebrities in advertisements over the decades. However, celebrity endorsements could become a 'double-edged sword' at times because , a star can help in improving the brand recall.

---

6  http://www.keralabiz.blogspot.com

7  http://www.forbes.com
At the same time, if the star gets into trouble in his or her personal or professional life, this affects the brand also negatively. Often, firms are forced to withdraw advertisements in such situations. Nevertheless, the mainstream of firms think that celebrity endorsements enhance their brand image and increases sales.

Many of the studies done so far in this area had conducted on celebrity endorsement but did not cover the area relating to textile brands and showrooms in Kerala. So the scope of this study is limited to the textile brands and showrooms in which the celebrities who are the film stars come as endorsers. A textile brand is textile product manufactured by a particular company under a particular name. A textile showroom is an establishment or premises where the principal business carried out is textile retail trade or where people can bring goods for repair or other treatment.

The textile industry is one of the largest and the most vital sectors in the Indian economy in terms of output, foreign exchange earnings and employment. The Indian textile industry is an important pillar of the Indian economy. The size of the textile industry in 2010-2011 was worth Rs.640 billion. As per the 2011-2012 data by Ministry of Textiles, Government of India, the Indian textile industry contributed about 11 per cent to industrial production, 14 per cent to the manufacturing sector, 4 per cent

---

8 http://www.icmrindia.org/- The Siyaram Celebrity Endorsement Experience

9 www.businessdictionary.com


11 https://www.crisilresearch.com/
to the GDP, and 17 per cent to the country’s total export earnings\(^\text{12}\). It provides direct employment to over 35 million people and is the second largest provider of employment after the agricultural sector\(^\text{13}\). Thus the growth of this sector has a considerable impact on the national economy. Nowadays, textile firms spend huge funds for celebrity endorsements to promote their brands. Because it is believed that it is a captivating formula for brand reflection and product marketing. Everyday consumers are exposed to thousands of voices and images in magazines, newspapers and on billboards, websites, radio and television\(^\text{14}\). Every brand endeavours to pinch at least a fraction of a person’s time to update him or her of the astonishing and diverse traits of their product at hand. The ruse of the marketer is to find a hook that will hold the subject’s attention, which is possible through the use of celebrity endorsers and this is a widely exploited textile marketing strategy. In order to study the impact of the celebrity deployment in the textile industry, textile brands and showrooms were selected for the study.

1.2 STATEMENT OF THE PROBLEM

The mechanism of celebrity endorsement has nowadays become a inevitable element in advertising. Celebrity endorsement can give a brand a touch of glamour\(^\text{15}\).

\(^{\text{12}}\) www.ministryoftextiles.gov.in

\(^{\text{13}}\) http://www.cci.in/pdfs/surveys-reports/textile-industry-in-india.pdf


The advertisers see this as an opportunity to grab and work on so as to expand their operations and promote their product. If a company negotiates a deal with a celebrity who may be a film star, sports athlete, models, business persons or famous personalities, to appear in an integrated advertising campaign consisting of magazine, television, radio and social media advertisements. The celebrity will give a short presentation to the audience that explains the benefits of using their product. Various companies are signing deals with celebrities in the hope that by using them, they can accomplish a unique and relevant position in the minds of the consumers.

The celebrity actually helps in accelerating the brand image formulation process. At the same time advertisements argue that celebrities come with loads of liabilities that are hard to ignore. The decision of selecting the best endorser is thus a pertinent issue fixed by manufacturers and retailers for their brand promotion. All efforts are to be taken to select an ideal celebrity as brand endorser who is able to infuse and bring about a change in the fortunes of a brand.

The manufacturers and retailers believe that there are many benefits in using a celebrity for their advertising campaign. The ability to build brand equity is a valuable asset. One of the strongest reasons for using a celebrity for a product endorsement is that it can link the product to the celebrity's skills. A manufacturer or retailer wants to use the celebrity in advertising their product to help the product stand out in competition. Marketers spend enormous amounts of money annually on celebrity

\[^{16}\text{ibid}\]
endorsement contracts based on the belief that celebrities are effective spokespeople for their products or brands. The company hopes that the campaign can attract new consumers and increase their market share. At the same time, while fixing a celebrity as endorser of the product, the manufacturers and retailers must be very careful about the different attributes of celebrity endorsement like celebrity-target audience match, celebrity-product match, celebrity controversy risk, celebrity physical attractiveness, celebrity credibility, celebrity popularity, celebrity availability, celebrity values, costs of acquiring the celebrity and celebrity regional appeal factors. The success of a brand through celebrity endorsement is a cumulative effect of these attributes.

Brand equity creates product or brand differentiation from the other competitors in the market. Another benefit of celebrity endorsement is that it increases consumer's remembrance of the advertisement. This will motivate the customer to search and purchase the specific product which results in additional sales. This depends on the public image and public relation maintained by the celebrity. When a celebrity's public image changes due to notoriety that leads to negative perception from consumers. In such cases there is a possibility that the consumers may dislike or reject the concerned product endorsed by that particular celebrity. When multiple celebrities endorse one product or multiple products endorsed by one celebrity dilutes favourite celebrity impact and it creates suspicion about the quality of the product also.

The textile markets are in severe competition for grabbing consumers’ attention. Most of the textile brands have at least one celebrity endorser; an artist, singer or a young model. Therefore, considering the present state of affairs, the influence of
celebrity is a real issue on the growth of textile brands and showrooms and also the buying pattern of people. By analysing it, one could clearly understand that, whether roping in a celebrity to endorse a textile business will provide its required benefits to the investor or not. If the company uses a celebrity endorser who cannot engender the public consciousness and consumer-based brand equity, investment on celebrity endorser would be futile. Thus it is significant to study the impact of celebrity endorsement on consumer behaviour, their assortment, association of products and the buyer behaviour of textile products.

The market escalation of the celebrity endorsed textile brands and showrooms and the impact of the same has to be analyzed in this context. The present situation in the field of textile business needs attention. A worthwhile study can be undertaken through a detailed analysis of their perceptions, experiences and a better understanding of their views are of utmost importance in formulating strategies. The present research work is an attempt to study whether the celebrity endorsement truly contributes to the information search of consumers about a textile brand or showroom, its influence on their attitude and its impact on brand building and buying behaviour. Hence, the study is entitled: as “Impact of Celebrity Endorsement on Brand Building and Buying Behaviour of Consumers” with special reference to Kerala State.

1.3 OBJECTIVES OF THE STUDY

The objective of the present study is to analyse the “impact of celebrity endorsement on brand building and buying behaviour of consumers” with special reference to Kerala. The specific objectives of the study in this regard are the following:
1. To study the characteristic features of celebrity endorsement

2. To ascertain the consumers preferences of a favorite celebrity on textile endorsement

3. To identify the influencing factors of celebrity endorsement on textile consumers.

4. To study the impact of celebrity endorsement on brand building and buying behaviour of textile consumers.

5. To summarize the findings and offer suitable suggestions

1.4 HYPOTHESES

In order to analyse the impact of celebrity endorsement on brand building and buying behaviour of consumers, the following hypotheses are framed.

1. There is no significant relationship between personal factors of respondents and occasion to buy textiles.

2. There is no significant relationship between personal factors of respondents and frequency of buying textiles.

3. There is no significant relationship between personal factors of respondents and favorable textiles showrooms.
4. There is no significant relationship between personal factors of respondents and favorable type of celebrities.

5. There is no significant relationship between personal factors of respondents and the influencing features of the celebrity endorser.

6. There is no significant relationship between personal factors of respondents and influencing factors of textile advertisement.

7. There is no significant relationship between personal factors of respondents and the most accepted brand.

8. There is no significant relationship between personal factors of respondents and their recalling abilities on the celebrity endorsed textile advertisement.

9. There is no significant relationship on the brand building and buying behaviour with the attitude of consumer towards variables such as price, quality, lifestyle, brand, gift and discount before and after celebrity endorsement.

1.5 SCOPE OF THE STUDY

This study will be particularly useful to the business sector where a plethora of advertisements are made exploiting the celebrity status of film stars, cricket players, social workers, and popular people living on the mainstream of life. The government sector also uses it to promote their aids campaign, family planning campaign etc. Even educational institutions and real estate sector are also resorting to it. Therefore using celebrity popularity to promote their business or any other programme has become a
mighty advertisement dynamo which cannot be dispensed with forever. Hence it is all
the more necessary to probe the very many ramifications of this tool. The study will be
useful to government policy makers, business sector, government departments,
academics and for the lay men alike

1.6 REVIEW OF LITERATURE

A brief sketch of previous studies and surveys in these areas is presented in the
following section.

Kamran Jawaid et al\textsuperscript{17} had observed that the celebrity attraction is the first contact
between the customer's eye and the visuals of advertisement of mobile phone brands.
Although other factors of mobile phone buying behaviour related to pricing, warranty,
specifications and advertising frequency exists, attractive celebrity is the first door to
invite the customer for finding other factors related to the mobile phone brands.

\textsuperscript{17} Kamran Jawaid, Khalid Noor Panhwar, MubinaPathan, BarkatullahQureshi, Muhammad Ali
Pasha, Iqbal Ahmed Panhwar, Impact of Celebrity Endorsement on Mobile Phone Buying
2015, pp. 13453-13478
Sachin Sharma et al\textsuperscript{18} had stated that the effectiveness of celebrity endorsements in India is not properly explained by existing theories. There are instances of successful and unsuccessful celebrity endorsements, film stars and cricket players that dominate the celebrity endorsements and the changing demographic profile with predominantly young customers profile can have an impact on the strategies for celebrity endorsements.

Goksel Simsek\textsuperscript{19} had viewed that instead of creating an advertisement around a celebrity in demand at the time, using a celebrity that fits the concept of the advertisement and feeds the concept rather than replaces it, that is celebrity endorsement, will lead to more striking and positive results.

Naveed Ahmed et al\textsuperscript{20} had seen that in celebrity endorsement, credibility of endorsing the celebrity matters for the consumer before the endorsed product and also the experience of the celebrity with that product usage. Companies using celebrity endorsement strategy for their promotion must carefully select the endorsing celebrity with relatively high credibility.


**Ajai Krishnan, G, et al**\(^{21}\) concluded that the phenomenon of celebrity endorsement was found to be influencing. The results maintain that consumers were motivated to purchase gold not only because of the celebrities who appear in the advertisements but also on the celebrity-product association.

**Daniel Francis et al**\(^{22}\) concluded that celebrity endorsement can be a truly profitable advertisement for retail companies, if the company knows about the star power and the image of the celebrity in relation to the power and the functions of the brand, it wishes to be associated with. This is possible, as long as those companies realize that the brand should be bigger than the celebrity itself, otherwise it will overshadow the product, and it defeats the purpose of brand awareness and exposure. The companies will have to also consider when it is the right time to carry out the endorsement strategy based on the current season and trends. The customer perception and attitude towards the celebrities also has an influence in whether the brand is truly to be followed by consumers for brand recall, or just another ploy to gain more sales. To restore a failing brand, increase sales, or to further boost the image, celebrity endorsement can bring more glitz towards the retail brand’s marketing strategy.

---


Ammar Asad\textsuperscript{23} had indicated that there was no significant difference between celebrity advertisement and non-celebrity advertisement with respect to attitude towards advertisement, attitude towards brand, purchase intentions and advertising attributes.

Radha, G, et al\textsuperscript{24} had concluded that the respondents considered quality of the product as an important factor while purchasing a product. They were able to recollect the brand that is endorsed by the celebrity and they got a positive image if their favourite celebrity endorses a product.

Adeyanju Apejoye\textsuperscript{25} had suggested that celebrity endorsed advertisement has a significant influence on students’ purchase intention. The study therefore recommended that the various elements involved in producing both celebrity endorsed and non-celebrity endorsed adverts should be carefully mixed together in order to achieve desired results. Likewise, the image of a celebrity should be scrutinized before such a celebrity endorses an advert in order to not cast the product in negative light.


Kara Chan et al\textsuperscript{26} had found that celebrity endorsers whom they considered attractive were funny and expressive. They identified popularity, a good image, and congruence between the celebrity's image and that of the brand as important factors for marketers to consider in selecting celebrity endorsers. They had perceived that using a celebrity in an advertisement would increase brand awareness, attract the celebrity's fans, encourage trial, and enhance purchase confidence.

Wei, Khong Kok et al\textsuperscript{27} had stated that the source attractiveness and credibility were essential for celebrity endorsement effectiveness. They also showed that the fit between the endorser and the product did not have a significant impact on consumers' behavioral intentions. They concluded by reminding that the corporate should be cautious in choosing appropriate celebrity endorsers as there are risks involved, such as overshadowing the brand because of negative publicity associated with the endorser. Therefore, celebrities can also be seen as a tool to build brand image.

Jayswal Rachita M et al\textsuperscript{28} had advised to advertisers that the more attractive the single celebrity endorser is, the more easily one can influence the consumer’s brand choice.

\textsuperscript{26} Kara Chan, Yu Leung Ng, Edwin K. Luk, Impact of celebrity endorsement in advertising on brand image among Chinese adolescents, \textit{Young Consumers}, ISSN 1747-3616, Vol. 14 No: 2,2013, pp.167 - 179


behaviour and when using multiple celebrity endorsements consumer’s brand choice
behaviour was largely influenced by celebrity product match-up, while multiple
celebrity endorsement’s attractiveness variable was not significant.

Pratiksinh Sureshsinh Vaghela had stated that the main findings were celebrity
endorsement is the most important strategy for brand building. They also suggest that
the respondents have positive attitude about celebrity endorsement and as far as
effectiveness of celebrity endorsement is concerned. They had also viewed that
celebrity endorsement is likely to influence their purchase intention, Bollywood star
endorsers were more effective than sports stars and female endorsers were more
effective than male star endorsers. The perception of respondents about endorsed
product quality is good.

Bimal Anjum et al in their study had revealed that celebrity endorsers had used by
the companies for brand equity. It also showed that consumer think that celebrity
endorsed advertisement are reliable and they have the knowledge. Consumers feel
associated and it has also helped in influencing the demand of the products.

---

29 Pratiksinh Sureshsinh Vaghela, A Study on Consumer Attitude Perception about Celebrity
Endorsement, *International Journal of Marketing and Technology*, ISSN: 2249-1058, Vol 2,
Issue 12, December 2012, pp.150-158

30 Bimal Anjum, Sukhwinder Kaur Dhanda, Sumeet Nagra, Impact of Celebrity Endorsed
Advertisements on Consumers, *IRJC ,Asia Pacific Journal of Marketing & Management
Review*, ISSN 2319-2836 ,Vol.1 No. 2, October 2012, pp.22-33
Chia-Ching Tsai\textsuperscript{31} had indicated that the celebrities often endorse multiple brands, when the consumers were watching the endorsement ad of the celebrity; they have already seen other advertisements of that celebrity.

Sridevi, J\textsuperscript{32} had concluded that celebrity endorsement enhances product information and creates awareness among consumers. It helps them to recall the brands at the time of purchase. The purchase attitude of consumers is influenced by the celebrity endorsement factors, like better brand recognition more weightage, truth in testimonials and satisfied feel.

Pughazhendi et al\textsuperscript{33} had pointed out that the respondents were influenced by celebrity endorsed product in terms of buying decision process. Differences in celebrity’s gender were found to be varied with respect to the endorsed products and the target audience characteristics.

Pughazhendi et al\textsuperscript{34} had provided useful insight into the influence of athlete’s endorsers on young students and suggest athletes should be considered as appropriate influential

\textsuperscript{31} Chia-Ching Tsai, The Conditioning Effect on Celebrity Multiple Endorsements, \textit{World Academy of Science, Engineering and Technology}, Vol.6, No.6, 2012, p.28


\textsuperscript{34} Pughazhendi A., Sudharani Ranvidran, D., Sathish M., Balamurugan, R.N., A Study On Athlete Celebrity Endorsed Product Influence on Young Student Consumer in Chennai City
spokesperson for brands. This study was a significant step in providing useful information about how young consumers respond to the use of sports celebrities in advertising.

Ogunsiji had found that power of a brand in the market springs forth from a cumulative function of the effectiveness of the whole endorsement process reflecting high profile brand market acceptability convergent on identifiable brand scope characterised by both the cognitive, effective and behavioural attitudes of the endorser. This convergence did not reflect not only consistency in repeat preference but also centrality and high intensity, in the promotion on brand value, nearing brand addiction. This paper however recommended a global brand management team for marketing organizations adopting multiple endorsements.

Anitha R. Natekar had shown that consumer report higher self-brand connections for brands with images that are consistent with the image of a celebrity that they aspire to be like, particularly in the case when the images of the celebrity and the brand match. Celebrity endorsement effects are moderated by brand symbolism, such that brands that communicate something about the user yield stronger effects that brands do not. In the case of aspirational celebrities, the positive effect of image congruency is stronger for

---


those brands that are perceived to communicate something symbolic about the brands user compared to those brands that do not. Celebrity endorsement if used effectively, makes the brand stand out, galvanizes brand recall and facilitates instant awareness. To achieve this, the marketer needs to be really disciplined in the choice of a celebrity.

Ganesan, D, et al\textsuperscript{37} had stated that celebrity endorsed television commercials are having much fame and charisma than other form of advertisements.

Saumendra Das et al\textsuperscript{38} had viewed that though there is a positive or negative impact on celebrity endorsement on a brand, the complete observation stated that the celebrity may lure the attention of different consumers at different time. The dominance by the celebrities of Bollywood or cricket is rapidly increasing to capture the attention. They had concluded that the celebrity impact is more in different advertisements than that of any other advertisement techniques.

Aida Bejaoui et al\textsuperscript{39} had revealed that using famous persons in the advertising image has considerable effects on consumer. These stars constitute an emotional lever for increasing the brand’s renown. Celebrity marketing thus strengthens the company’s


image and gives it an imposing dimension which confers an advantage over its competitors. However, the advertisers’ choice of celebrities must be carefully considered, since the risks associated with an unsuccessful pairing (brand/celebrity) can be hard.

Saroj Kumar Dash et al\textsuperscript{40} had indicated that our country is a place where people not only love the celebrities, but they worship celebrities. The marketers are well aware of this fact and that’s why they use the celebrities to not only to target and retaining their existing consumers but the potential ones too. The overall conclusions from this study are that the organizations should go for celebrity as endorser in TV ads with a clear demographic perspective of the target audiences. Obviously it brings the brand more media exposure than other forms of endorsements but subject to the considerations of the demographic factors of the prospects.

Mohammad, O. Al Zoubi et al\textsuperscript{41} the most important research findings of the study was the television advertising, which used celebrities, who were attractive.

\textsuperscript{40}Saroj Kumar Dash, Deepti Ranjan Sabat, The impact of Celebrity endorsed TV commercials on demographic dynamics of attitude: An Indian context, \textit{IRACST- International Journal of Research in Management & Technology (IJRMT)}, ISSN: 2249-9563 Vol. 2 No.2, April 2012, pp.192-204

\textsuperscript{41}Mohammad, O. Al Zoubi, Mohammad, Bataineh T, The Effect of using Celebrities in Advertising on the Buying Decision "Empirical Study on Students in Jarash Private University", \textit{American Journal of Scientific Research}, ISSN 1450-223X Issue 13 2011, pp.59-70
Kailasam Tamizhjyothi et al\textsuperscript{42} had pointed out that the consumers like advertisements featuring both cine stars and sportspersons and their purchase intention has a positive relationship with the multiple celebrity endorsements.

Varsha Jain et al\textsuperscript{43} had observed that national celebrities were found to create more favorable consumer attitudes than regional celebrities. The study suggested that celebrity endorsements were useful but the nature of the product also has an influence on the success.

Pughazhendi, A., et al\textsuperscript{44} had revealed that the celebrity’s convincing endorsement motivates them to materialize the purchase of durables and the consumers are induced significantly by the celebrity endorser when the target is on quality and price and the purchase attitude is influenced by the celebrity endorsement factors, product evaluation and brand recognition.


\textsuperscript{43} Varsha Jain, Subhadip Roy, Abhishek Kumar, Anusha Kabra, Differential Effect of National Vs. Regional Celebrities on Consumer Attitudes, \textit{Management & Marketing Challenges for Knowledge Society}, Vol. 5, No. 4, 2010, pp. 121-134

\textsuperscript{44} Pughazhendi A., Thirunavukkarasu R., Susendiran S., A Study on Celebrity Based Advertisements on the Purchase Attitude of Consumers towards Durable Products in Coimbatore city, Tamil Nadu, \textit{Far East Journal of Marketing and Management}, Vol. 1, No. 1, December 2011, pp. 16-27
Amit Kumar\(^{45}\) had stated that it was proved 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 proved that celebrity endorsements positively impact the purchase intention of the consumers.

Debiprasad Mukherjee\(^{46}\) had observed that celebrity endorsement is always a two-edged sword and it has a number of positives. If properly matched it can do wonders for the company, and if not it may produce a bad image of the company and its brand.

David H Silvera et al\(^{47}\) had viewed that product attitudes were predicted by inferences about the endorser's liking for the product and by attitudes toward the endorser.

Muthukumar N,\(^{48}\) had viewed that there was a significant difference between the age-groups of respondents with regard to the celebrities physical attraction. The age-group of 21-25 years differed significantly from others in this regard because the former reads

\(^{45}\) Amit Kumar, Celebrity Endorsements and Its Impact on Consumer Buying Behaviour, *SSRN* [http://dx.doi.org/10.2139/ssrn.1802531, April 2011, PP.121-133]


\(^{48}\) Muthukumar N., Celebrity Endorsement Through TV Medium- A Study With Reference To Virudhunagar District, *Kalasalingam University, Published Thesis*, January 2014
newspapers and magazines and watch television more often. The study also revealed
the fact that rural people differed from urban people in their attitude towards celebrities.
As far as celebrities are concerned, female respondents differed from male respondents
in their opinion of the image of celebrities. Advertisements are termed successful only
if they lead to purchase decisions. The purchase intention created by celebrities causes
consumers to purchase the product. The main objective of the advertiser is to sell the
product, which is fulfilled through the use of celebrity endorsers. When movie stars
appear as celebrity endorsers on Television, the purchase intention created is high.
Similarly, sportspersons are successful in advertisement related to health drinks and
other products promoting human well-being.

Au-Yeung Pui Yi, Priscilla had found that males’ purchase intentions tended to be
positively aroused by the celebrity endorsers who were experts and experienced in
fashion. But sexy and beautiful celebrities were not able to trigger their purchase on
fashion apparel products. For females, their purchases were relatively easier to be
triggered by knowledgeable celebrities. On the whole, females’ purchase intentions
were easier to trigger by most of the attributes than males, especially attractive,
beautiful and sincere celebrities. However, sexy celebrities were not able to prompt
their purchase intention.

---

49 Au-Yeung Pui Yi, Priscilla, Effects of Celebrity Endorsement on Consumer Purchasing
Intention of Apparel Products, Published thesis, Institute of Textiles & Clothing, The Hong
Kong Polytechnic University, 2012
Emma Lofgren et al\textsuperscript{50} had concluded that confirming neither brand loyalty nor attitudinal loyalty is proved to be created by famous endorsers. Although, not bearing brand loyalty in mind, it can be seen that the endorsers help consumers to get to know a brand better. The findings also suggested that the cost of using celebrity endorsement is not reasonable in relation to gaining respondents’ attitudinal loyalty. It was positively confirmed that both behavioural and attitudinal loyalty should be included when measuring actual brand loyalty concerning cosmetics brands.

Dinesh Kumar Gupta\textsuperscript{51} had observed that celebrity endorser influenced consumer buying behaviour and brand building but while using celebrity endorser, marketer had to take care of all the aspects that whether the brought personality and image of celebrity matches or not, whether celebrity endorsee has deep penetration among the masses or not, whether he is considered as credible source or not etc.

1.7 RESEARCH GAP

So far it was seen in the review of literature that the majority of the studies conducted on celebrity endorsement did not cover the area of its impact on brand building and buying behaviour of textile consumers. Textile brands and showrooms are working in the competitive and tumultuous environment, hence every textile brand and

\textsuperscript{50} Emma Lofgren, Juan Li, Brand Loyalty: A Study of the Prevalent Usage of Celebrity Endorsement in Cosmetics Advertising, \textit{UMEA University, Published thesis}, May 2010

\textsuperscript{51} Dinesh Kumar Gupta, Impact of Celebrity Endorsement on Consumer Buying Behaviour and Brand Building, \url{http://dx.doi.org/10.2139/ssrn.1203322}, \textit{Haryana School of Business, Published thesis}, January 2007
showroom is given top most precedence to adopt new modus operandi and strategies so as to draw the fancy of potential consumers and hang on to existing consumers. For achieving this goal, textile brands and showrooms adopt diverse measures to attract and retain consumers through loyalty and satisfaction. The new phase of transformation in the textile brands and showrooms has attracted the attention of many researchers. Hence, an attempt has been made to study the same.

1.8 METHODOLOGY

The rationale of the present investigation is to study the impact of celebrity endorsement on brand building and buying behaviour of consumers. The present study attempts to find the various answers on the concerned area.

1.8.1 Method Adopted

In order to study the impact of celebrity endorsement on brand building and buying behaviour of consumers, the researcher had collected both primary and secondary data. Primary data were collected from textiles consumers through a well drafted interview schedule. Copy of the interview schedule can be seen in Appendix A.

Besides primary data, secondary data were also used. The secondary data were collected from various publications of the State Planning Board, Department of Economics and Statistics, Department of Textile, published and unpublished reports, documents, articles, working papers, published and unpublished research dissertations and from the relevant websites.
1.8.2. Samples selected

The method of securing a sample which adequately represents the larger population from which it is drawn, has long been recognised. As per the records available from the textiles shops, the per day consumers of six leading textiles shops in Kerala had been taken as the total population.

In order to arrive at the sample the following criteria had been adopted. The confidence level had been fixed as 95 per cent; Confidence Interval for the above study four per cent; Level of significance five per cent; Z value=1.96. The formula applied for finding sample size is –

\[
 n = \frac{NZ^2 \times \text{Confidence Interval}}{\text{Level of significance}^2 \times (N-1) + (Z^2 \times \text{Confidence Interval})}
\]

The total number of population considered shop-wise and the proportionate samples selected are presented in Table 1.1

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Name of Shop</th>
<th>Population/day</th>
<th>Proportionate sample</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Pothys</td>
<td>24500</td>
<td>167</td>
<td>28.02</td>
</tr>
<tr>
<td>2</td>
<td>Parthas</td>
<td>13300</td>
<td>87</td>
<td>14.60</td>
</tr>
<tr>
<td>3</td>
<td>Jolly Silks</td>
<td>16100</td>
<td>107</td>
<td>17.95</td>
</tr>
<tr>
<td>4</td>
<td>Sree Vijayalakshmi Silks</td>
<td>13720</td>
<td>94</td>
<td>15.77</td>
</tr>
</tbody>
</table>
The size of the sample was worked out by considering the mean number of consumers who visited to the above textiles showroom during the season, normal and off season. The total sample size of the respondents selected was 596. The samples selected for the present study belonged to Kerala state. From 2010-2014, the number of textile advertisements showed in television or in print media using celebrities (film stars) as endorsers, were thirteen for six textile shops. The researcher selected six textile shops, five textile brands in which the popular film stars appeared as endorsers in the advertisement and six popular film stars who appeared in the textile advertisement were taken as samples for the study. For selecting the samples from the state, the investigator relied on proportionate random sampling technique.

1.8.3 Pilot Study

The structured interview schedule meant for collecting primary data from the respondents was pre-tested with 75 respondents who visited the textile shops. After pre-testing necessary modifications were made and used for survey.

1.8.4. Statistical Techniques Used

The following were the statistical techniques employed for the present study:
1. Computation of percentages to analyse the views and opinion of the respondents.

2. Chi-square test was used to conduct cross tabulation to analyse the relationship between the personal factors of respondents with occasion to buy textiles and frequency of buying textiles.

3. Brown-Forsythe- Robust Tests of Equality of Means was used to find out the relationship between personal factors of respondents and favourite textile showrooms, favourite celebrities, type of celebrities, influencing features of celebrity endorser, influencing factors of textile advertisements, most accepted textile brands, number of textile advertisements and number of celebrities recalled by the respondents.

4. Factor analysis was done for finding the factors considered by the respondents while selecting a textile shop.

5. Pair wise t-test was used for analyzing the impact of celebrity endorsement on brand building and buying behaviour of consumers.

The statistical analysis was done with the help of computer using SPSS 22 Version.

1.9 OPERATIONAL DEFINITIONS OF THE KEY TERMS
Celebrity - A celebrity is a person who is widely recognized in a given society and commands a degree of public and media attention. The word is derived from the Latin word celebritas and from the adjective celeber ("famous," "celebrated").

Celebrity endorsement - A form of brand or advertising campaign that involves a well-known person using their fame to help promote a product or service.

Consumer buying behaviour - The process by which individuals search for, selecting, purchasing, using and disposing of goods and services, in the satisfaction of their needs and wants.

Celebrity endorsed advertising - Celebrity endorsement advertising is defined as a well-known person using his or her fame to help promote a product or service.

Brand - Unique design, sign, symbol, words, or a combination of these, employed in creating an image that identifies a product and differentiates it from its competitors.

Brand Building – Enhancement of a brand’s equity directly through advertising campaigns and indirectly through promotions.

Brand Equity - A brand’s power derived from the goodwill and name recognition.

Brand recall - A qualitative measure of how well a brand name is connected with a product type or class of products by consumers.

Brand awareness - Extent to which a brand is recognized by potential customers, and is correctly associated with a particular product.
**Brand name** - Legal name for a brand is trademark and, when it identifies or represents a firm, it is called a brand name.

**Brand image** - The impression in the consumers' mind of a brand's total personality.

**Textile showroom** - Establishment or premises where the sole or principal business carried out is retail trade.

**Film Star** - a famous person who is very well known to the public or to appear as a main character in a film or play.

**Model** - a person whose job is to wear new clothes to show them to possible buyers.

**Sports athletes** - used for describing a sports player who is faster or more agile than his or her opponent.

**Life style** - A way of living of individuals, families and societies, which they manifest in coping with their physical, psychological, social, and economic environments on a day-to-day basis.

### 1.10 CHAPTER SCHEME

The report has been divided into six chapters:

**Chapter I** The introductory chapter deals with the context of the study, introduction, followed by, statement of the problem, objectives of the study, hypotheses, scope of the study, review of related literature and studies, research gap, methodology adopted, operational definitions of concepts and chapter scheme.
Chapter II gives a brief account of the theoretical framework of celebrity endorsement, brand building, buying behaviour, textile market, celebrities, textile brands and textile showrooms.

Chapter III deals with the consumers preference of favourite celebrity on textile endorsement.

Chapter IV deals with the influencing factors of celebrity endorsement on textile consumers.

Chapter V deals with the impact of celebrity endorsement on brand building and buying behaviour of textile consumers.

Chapter VI gives summary of findings, conclusion, suggestions and scope for further research.

CHAPTER – II

CELEBRITY ENDORSEMENT- AN OVERVIEW

2.1 INTRODUCTION

In this chapter, an attempt has been made to present the characteristic features of celebrity endorsement, its current trends, the nature of textile market, profile of selected textile brands, showrooms and celebrities.

2.2 ADVERTISING AND CONSUMER BEHAVIOUR

Marketing is developing quicker than ever before. Not because of technology itself, but because of markets and consumers, the structures and priorities, expectations