6.1. Summary of Findings

Everyday consumers are exposed to thousands of voices and images in magazines, newspapers, and on billboards, websites, radio and television. Every brand attempts to steal at least a fraction of an unsuspecting person’s time to inform him or her of the amazing and different attributes of the product at hand. The challenge of the marketer is to find a hook that will hold the subject’s attention. In helping to achieve this, use of celebrity endorsers is a widely used marcom strategy.

The promotional features and images of the product are matched with celebrity image, which tends to persuade a consumer to fix up his choice from a plethora of brands. Although this sounds pretty simple, but the design of such campaigns and the subsequent success in achieving the desired result calls for an in-depth understanding of the product, the brand objective, choice of a celebrity, associating the celebrity with the brand, and a framework for measuring the effectiveness.
The person who is involved in communicating the marketing message in either a direct or an indirect manner is known as the source. A direct source is a spokesperson that delivers a message and/or demonstrates a product or a service, e.g. a tennis star endorsing a company’s tennis rackets. An indirect source, say a model, does not actually deliver a message but draws attention to and enhances the appearance of the advertisement. Some advertisements use neither a direct nor an indirect source; the source is the organization with the message to communicate. Since most research focuses on individuals as a message source (Belch and Belch, 2001), our examination of source factors follows this approach. Source and endorser are synonyms and also the word sender is sometimes used for this variable that is part of the communication process.

Today, the use of celebrity advertising for companies has become a trend and a perceived winning formula of corporate image building and product marketing. This phenomenon is reflected by the recent market research findings that eight out of 10 TV commercials scoring the highest recall are those with celebrities’ appearances. Today both theory and practice prove that the use of superstars in advertising generates a lot of publicity and attention from the public.
The reason behind the popularity of celebrity advertising is marketers’ belief that the viewers’ attention level is much higher, which will result in greater sales. Generally, celebrities are used for their unique attributes, accomplishments and expertise which make advertisements more believable to consumers.

There is a myth that celebrity endorsement is used to give a brand advantage over its competitors. However, choosing a celebrity for this purpose requires considerable amount of calculations. There should be something common between the brand and the celebrity promoting it. Let us come to the main question as to why marketers use celebrities to promote their brands. Is there a real need to associate a celebrity with the product? Yes seems to be the resounding answer. This is because a company needs to create awareness and interest in the consumers mind when it unveils a new brand or product. To be successful, brands need to convince consumers that they carry a different image and value from other competing products. In other words, brands have to show their true personality to the potential consumer(s).

Celebrities increase brand awareness and define values and new dimensions of the brand. Marketers use this approach to capture mind and
market spaces for their brands. The underlying reason for any celebrity endorsement has to be more sales, with more consumers using the brand.

Celebrity endorsement advertising has been a prevailing advertising strategy. This advertising strategy is widely spread, and as much as 20 per cent of all advertising use some type of a celebrity endorser. Furthermore, when celebrities are recognized with brand names, it creates a positive attitude toward the brand and a distinct personality for the endorsed brand. The era of permission marketing will force brands to ensure that they are wanted. An association with a desired celebrity will create the necessary consumer pull. Recent reports suggest, however, that there are decreasing economic returns associated with using celebrities in advertising.

Celebrities play a key role in the brand and product marketing and promotional activities. The objective of endorsing the celebrities is to grow its brand recall as it goes national in its distribution reach and fuel business growth. The primary role of the celebrity is to personify the values intrinsic to the brand and evoke the dreams associated with owning the product. As such, he or she must demonstrate a trend of increasing popularity and notoriety in the markets where the advertising and promotion will be visible in order to reach the projected target groups effectively.
Celebrities are people who enjoy public recognition and who often have distinctive attributes such as attractiveness and trustworthiness. Advertisers spend billions of dollars on celebrities in hopes that they will cut through the clutter of advertising and bring positive effects such as increased brand awareness and advertising recall, favorable attitudes toward the advertised brand and increased sales and profits. In addition, celebrity endorsements can also generate extensive effects on purchasing behaviour of consumers and provide an opportunity for the new brand be known to the public.

The importance of celebrity endorsers, however, does not lie in the fact that they are used by firms who wish to increase revenue, but in how these celebrities add value to a company, brand or product. The celebrities add value through the process of meaning transfer that celebrities develop a persona through the types of roles they play in society as well as how they are portrayed in the media.

Therefore, it is necessary to examine the impact of celebrity endorsed advertisement on consumers and celebrities endorsing in single and multiple products with the following specific objectives i. To study the socio-economic condition of the consumers. ii. To understand the awareness and
recallness of consumers on celebrities endorsement and their impact on consumers’ purchase iii. To ascertain matching of celebrities with advertisement and extent of brand image created through celebrity endorsements iv. To analyse the comparison of celebrity advertisement and non celebrity advertisement v. To study the effects of multiple product endorsement by celebrities on consumers’ purchase and vi. To suggest appropriate strategies and policy implications for improving the behaviour of consumers for celebrity endorsed products.

Among the different cities in Tamil Nadu, the Madurai city is purposively selected for the present study since the Madurai city is the most important market for South Tamil Nadu. Based on the information access and exposure, the Madurai urban is again purposively selected. The respondents were selected by adopting multi-stage random sampling technique.

The respondents were interviewed through direct interview method and the sample size is 500. The data and information were collected through well-structured interview schedules and it is pre-tested and filed level survey has conducted. Hence, the present study is carried out from the primary data source. The data are collected from various journals, magazines,
newspapers, websites and reports. The data and information collected pertains to the year 2009-2010.

In order to understand the socio-economic conditions of consumers, celebrity endorsed products and frequency of purchase, the descriptive statistics, percentage analysis and frequency distribution are worked out.

The matching qualities of celebrity and advertisement, perceptions about a brand, consumers’ attitudes for buying behavior based on celebrities in the advertisement and purchase intention due to celebrities and advertisements are analyzed by calculating weighted mean score.

In order to examine the differences in variation among the personalities of celebrities in advertisement and attitudes influencing the purchasing behavior of consumers based on celebrity in advertisement, the analysis of variance (ANOVA) has been employed.

In order to identify the relationship between matching qualities of celebrities and advertisement and purchasing intentions due to celebrity and advertisement, the Spearman’s rank order correlation was worked out.

In order to study the differences between brand features and perception of the consumers, the Chi-Square Test has been employed.
In order to identify the factors determining the celebrity in advertisement and attitudes influencing the buying behavior of consumers based on celebrity in advertisement, the factor analysis has been employed with principal component extraction with varimax rotation. To assess the internal consistency of scale “Coefficient of Internal Consistency (Cronbach alpha) has been computed.

In order to analyze appearance of celebrities and non celebrities in the advertisement, the binary logit regression model was employed.

The major findings of the present study as follows:

The results showed that about 66.60 per cent were males while the rest of 33.40 per cent were females. The results indicated that about 61.00 per cent belonged to the age group of 21-30 years followed by 31-40 years (15.60 per cent), less than 20 years (11.20 per cent), 41-50 years (8.80 per cent) and more than 50 years (3.40 per cent). It was clear that about 48.00 per cent were post graduates followed by graduates (26.80 per cent), higher secondary (14.80 per cent), secondary (4.40 per cent), primary (2.20 per
cent), M.B.A.(1.60 per cent), Diploma(1.40 per cent) and polytechnic(0.80 per cent).

It was apparent that about 39.40 per cent were working in private services followed by government services(22.60 per cent), home maker(10.80 per cent), student(9.80 per cent), own business(8.20 per cent), agriculturist(5.00 per cent), professionals(3.00 per cent) and pensioner(1.20 per cent). It was inferred that about 55.60 per cent belonged to the income group of Rs. less than 10000 followed by Rs.10001-20000(21.60 per cent), Rs.20001-30000(15.20 per cent), Rs.30001-40000(3.82 percent) and Rs. 40001-50000(2.20 per cent).

The material status showed that about 58.60 per cent were unmarried while the rest of 41.40 per cent were married. The results indicated that about 47.40 per cent of consumers have the family size of four followed by three (21.40 per cent), five (13.00 per cent), two (8.40 per cent), six (5.20 per cent) seven (4.00 per cent) and eight (0.60 per cent).

It was observed that about 96.00 per cent of consumers purchased directly from the market while only four per cent was not purchased directly from the market and it was clear that about 36.80 per cent of consumers visited the market weekly once followed by monthly (32.20 per cent),
occasionally (26.80 per cent), fortnightly (3.40 per cent) and twice a week (0.80 per cent).

It was very clear that about 99.20 per cent of consumers were watching the advertisements while only very meager of 0.08 per cent were not watching the advertisements. The results showed that about 70.00 per cent of consumers felt that the television was the major source of advertisement followed by news paper (18.60 per cent), radio (10.60 per cent) and internet (0.80 per cent).

The results indicated that about 76.80 per cent of consumers were attracted by celebrity while the rest of 23.20 per cent were not attracted by celebrity in the advertisements. It was observed that about 66.60 per cent of consumers were males followed by females. Among the gender, about 36.64 per cent of males and 37.13 per cent of females visited market weekly once.

The results showed that that about 41.46 per cent of consumers having own business visited market weekly once followed by 53.33 per cent visited monthly once. About 54.88 per cent of consumers in government services visited weekly once while 36.04 per cent of consumers in private sectors visited occasionally. Cent per cent of pensioner visited monthly once while 48.15 per cent home makers visited weekly once. Besides, 40.82 per cent of
student visited monthly once while 48.00 per cent of agriculturist visited market occasionally.

It was observed that about 75.60 per cent of consumers having own business and 86.66 per cent of professionals, 49.56 per cent of government services and 77.66 per cent of private services felt that televisions was their major source for advertisement. About half of the pensioners felt that newspaper was the major source for advertisement while, 72.23 per cent of homemaker, 77.55 per cent of students and 76.00 per cent of agriculturists felt that the televisions was the major source of advertisement.

The results indicated that about 58.20 per cent of consumers were aware and recalled that Vijay has endorsed with Coco-Cola while 42.80 per cent of the consumers were not aware of celebrity endorsement of Vijay with Coco-Cola. The results indicated that about 28.80 per cent of the consumers purchased Coco-Cola due to influence of Vijay appeared in the advertisement while the rest of 71.20 per cent of consumers felt that their purchasing behaviour of Coco-Cola was not influenced by Vijay.

The results showed that about 41.00 per cent of consumers were aware and recalled that Madhavan has endorsed with different products while 59.00 per cent of the consumers were not aware of celebrity
endorsement of Madhavan with different products. The results also indicated that about 26.60 per cent of consumers were aware of Madhavan has endorsed with Pepsi followed by Airtel (13.60 per cent) and Anacin (0.80 per cent). The results also indicated that about 27.20 per cent of the consumers purchased products due to influence of Madhavan appeared in the advertisement while the rest of 72.80 per cent of consumers felt that their purchasing behaviour of products was not influenced by Madhavan.

The results showed that about 47.60 per cent of consumers were aware and recalled that Surya has endorsed with different products while 52.40 per cent of the consumers were not aware of celebrity endorsement of Surya with different products. It was inferred that about 27.00 per cent of consumers were aware of Surya has endorsed with Aircel followed by Navarathna oil (7.40 per cent), Dermi Cool (5.60 per cent), TVS Star City (4.00 per cent), Sun feast (1.20 per cent), Fanta, Bharathi cement and Saravana Stores (0.80 per cent) and it was also observed that about 22.80 per cent of the consumers purchased products due to influence of Surya appeared in the advertisement while the rest of 77.20 per cent of consumers felt that their purchasing behaviour of products was not influenced by Surya.
The results showed that about 43.20 per cent of consumers were aware and recalled that Sherya has endorsed with different products while 56.80 per cent of the consumers were not aware of celebrity endorsement of Sherya with different products. It was inferred that about 30.20 per cent of consumers were aware of Sherya has endorsed with Idea followed by Saravana Stores (13.00 per cent) and it was also observed that about 35.60 per cent of the consumers purchased products due to influence of Sherya appeared in the advertisement while the rest of 64.40 per cent of consumers felt that their purchasing behaviour of products was not influenced by Sherya.

The results showed that about 32.40 per cent of consumers were aware and recalled that Trisha has endorsed with different products while 67.60 per cent of the consumers were not aware of celebrity endorsement of Trisha with different products. It was inferred that about 13.80 per cent of consumers were aware of Trisha has endorsed with Colgate followed by Vivel(6.60 per cent), Tata Indicom(5.60 per cent), TVS Scooty(4.00 per cent) and Fanta (2.40 per cent) and it is clear that about 30.40 per cent of the consumers purchased products due to influence of Trisha appeared in the advertisement while the rest of 69.60 per cent of consumers felt that their purchasing behaviour of products was not influenced by Trisha.
The results showed that about 37.80 per cent of consumers were aware and recalled that Asin has endorsed with different products while 72.20 per cent of the consumers were not aware of celebrity endorsement of Asin with different products. It was indicated that about 24.80 per cent of consumers were aware of Asin has endorsed with Mirinda followed by Fair Ever(10.80 per cent), Close Up(1.40 per cent) and All Clear (0.80 per cent). And it was clear that about 21.40 per cent of the consumers purchased products due to influence of Asin appeared in the advertisement while the rest of 79.60 per cent of consumers felt that their purchasing behaviour of products was not influenced by Asin.

The results indicated that about 26.80 per cent of consumers were aware and recalled that Sneaha has endorsed with different products while 73.20 per cent of the consumers were not aware of celebrity endorsement of Sneaha with different products. It was indicated that about 12.40 per cent of consumers were aware of Sneaha has endorsed with Dots Puppets followed by Ashirwad (5.20 per cent), Saravana Stores (4.80 per cent) and Sri Devi (4.40 per cent) and it is observed that about 28.40 per cent of the consumers purchased products due to influence of Sneaha appeared in the advertisement while the rest of 71.60 per cent of consumers felt that their purchasing behaviour of products was not influenced by Sneaha.
The results indicated that about 24.40 per cent of consumers were aware and recalled that Thamana has endorsed with different products while 75.60 per cent of the consumers were not aware of celebrity endorsement of Thamana with different products. It was clear that about 9.40 per cent of consumers were aware of Thamana has endorsed with Sun Direct followed by Power Soap (6.80 per cent), Saravana Stores (4.00 per cent) Raj Mahal (2.60 per cent) and Chinney’s pickle (1.60 per cent) and it was also observed that about 18.40 per cent of the consumers purchased products due to influence of Thamana appeared in the advertisement while the rest of 81.60 per cent of consumers felt that their purchasing behaviour of products was not influenced by Thamana.

The results showed that about 15.40 per cent of consumers were aware and recalled that Kushboo has endorsed with different products while 84.60 per cent of the consumers were not aware of celebrity endorsement of Kushboo with different products. It was clear that about 3.80 per cent of consumers were aware of Kushboo has endorsed with Trophy Roll Rice followed by Everest Masala (3.40 per cent), Jos Alukas Jewellery and Henko (2.80 per cent) and Aachi Masala (2.60 per cent) and it is observed
that about 10.80 per cent of the consumers purchased products due to influence of Kushboo appeared in the advertisement while the rest of 89.20 per cent of consumers felt that their purchasing behavior of products was not influenced by Kushboo.

The results indicated that about 34.80 per cent of consumers were aware and recalled that Amitabh Bachchan has endorsed with different products while 65.20 per cent of the consumers were not aware of celebrity endorsement of Amitabh Bachchan with different products. It was observed that about 30.40 per cent of consumers were aware of Amitabh Bachchan has endorsed with Dairy Milk followed by Dabour Honey(1.40 per cent), Eveready, Emami and Parker (0.80 per cent) and Navarathna Oil (0.60 per cent) and it was also observed that about 33.60 per cent of the consumers purchased products due to influence of Amitabh Bachchan appeared in the advertisement while the rest of 66.40 per cent of consumers felt that their purchasing behaviour of products was not influenced by Amitabh Bachchan.

The results indicated that about 25.80 per cent of consumers were aware and recalled that Shahrukh Khan has endorsed with different products while 74.20 per cent of the consumers were not aware of celebrity endorsement of Shahrukh Khan with different products. It was observed that
about 17.60 per cent of consumers were aware of Shahrukh Khan has endorsed with i 10 followed by Dish TV (4.20 per cent), Santro (2.40 per cent) and Navarathna Oil and Reynolds pen (0.80 per cent) and it was also observed that about 9.60 per cent of the consumers purchased products due to influence of Shahrukh Khan appeared in the advertisement while the rest of 90.40 per cent of consumers felt that their purchasing behavior of products was not influenced by Shahrukh Khan.

The results indicated that about 36.20 per cent of consumers were aware and recalled that Aiswarya Rai has endorsed with different products while 63.80 per cent of the consumers were not aware of celebrity endorsement of Aiswarya Rai with different products. It was observed that about 33.20 per cent of consumers were aware of Aiswarya Rai has endorsed with Lux followed by Nakshatra Diamond (1.60 per cent) and Tanishq diamond (1.40 per cent) and it is also observed that about 17.20 per cent of the consumers purchased products due to influence of Aiswarya Rai appeared in the advertisement while the rest of 82.80 per cent of consumers felt that their purchasing behavior of products was not influenced by Aiswarya Rai.
The results indicated that about 13.40 per cent of consumers were aware and recalled that Devayani has endorsed with different products while 86.60 per cent of the consumers were not aware of celebrity endorsement of Devayani with different products. It was observed that about 6.40 per cent of consumers were aware of Devayani has endorsed with Aachi Masala(6.40 per cent), Sakthi Masala(4.00 per cent), Sowbagya Wet Grinder(2.20 per cent) and Preethi Mixi(0.80 per cent) and it is also observed that about 12.00 per cent of the consumers purchased products due to influence of Devayani appeared in the advertisement while the rest of 88.00 per cent of consumers felt that their purchasing behaviour of products was not influenced by Devayani.

The results indicated that about 52.00 per cent of consumers were aware and recalled that Sachin Tendulkar has endorsed with different products while 48.00 per cent of the consumers were not aware of celebrity endorsement of Sachin Tendulkar with different products. It was observed that about 49.40 per cent of consumers were aware of Sachin Tendulkar has endorsed with Boost followed by RBS (1.00 per cent), Adidas(0.80 per cent) and Aviva Life Insurance(0.80 per cent) and it was also observed that about 21.20 per cent of the consumers purchased products due to influence of Sachin Tendulkar appeared in the advertisement while the rest of 78.80 per
cent of consumers felt that their purchasing behavior of products was not influenced by Sachin Tendulkar.

The results indicated that about 65.00 per cent of consumers were aware and recalled that MS Dhoni has endorsed with different products while 35.00 per cent of the consumers were not aware of celebrity endorsement of MS Dhoni with different products. It was observed that about 28.00 per cent of consumers were aware of MS Dhoni has endorsed with Aircel followed by TVS Victor(9.60 per cent), Boost(8.40 per cent), Khaitan fan(6.40 per cent), Cello pen(3.60 per cent), Tiger Biscuit(3.40 per cent) and Sonata and Speed Petrol(2.80 per cent) and was also observed that about 21.20 per cent of the consumers purchased products due to influence of MS Dhoni appeared in the advertisement while the rest of 78.80 per cent of consumers felt that their purchasing behavior of products was not influenced by MS Dhoni. The purchase frequency was varying from always (12.60 per cent) to fortnightly (1.00 per cent) for the products of endorsed by MS Dhoni.

The results of the matching of celebrities with advertisements indicated that the attribute of i stop buying a brand if its celebrity involved in a scandal was the major matching criterion between the celebrity and
advertisement followed by celebrity and product are perfectly match to each others, it was more worthy to buy a brand with celebrity endorsement, celebrity gives a positive image to the endorsed brand, i am more confident of the brand with celebrity endorsement i buy a brand if my favorite celebrity advertise the product and it makes me look similar to the endorsing celebrities in the order of preference by the consumers.

The relationship between matching qualities of celebrity and advertisement, the Spearman rank order correlation was computed and the results showed that similarity was positively correlated with identity and confident at one per cent level of significance while similarity was negatively associated with positive image and attractiveness at one per cent level of significance.

The attribute of identity was positively correlated with confident while it was negatively associated with favourite, scandal and positive image at one per cent level of significance and it was negatively correlated with attractiveness at five per cent level of significance. The confidence was positively correlated with brand, favourite and scandal while it was negatively associated with attractiveness, perfect match and celebrity value at one per cent level of significance.
The brand was positively associated with favorite and scandal while it was negatively correlated with celebrity value at one per cent significance level and the favorite was positively correlated with scandal and it was negatively associated with perfect match and celebrity value at one per cent level of significance.

The scandal was negatively correlated with attractiveness at five per cent level of significance and it was also negatively associated with celebrity value at one per cent level of significance. The positive image was positively correlated with perfect match at five per cent level of significance.

The attractiveness was positively correlated with perfect match and celebrity value at one per cent level of significance while perfect match and celebrity value were positively associated at one per cent level of significance.

The features of brand image noticed by the consumers were analyzed by computing weighted mean score and the results indicated that in overall, the brand features of celebrities help me to remember the brand, creditability of the brand, quality of the brand, advertisement of the brand and price of its products were noticed by the consumers. The results also indicated that noticing of celebrities help me to remember the brand, quality of the brand,
advertisement of the brand and price of its products were agreed while creditability of the brand was neither agreed nor disagreed.

The relationship between brand features and level of agreement was analyzed by computing Chi-Square test and the results showed that the Pearson Chi-Square value was 0.0196 and the likelihood ratio was 193.365 indicating that the test statistic was significant at five per cent level of significance thus, there was a significant differences among the level of agreement of the consumers about brand features as noticed by them.

In order to identify the factors determining the celebrity in advertisement, factor analysis (principal component analysis) was carried out on 15 variables. There were four independent groups of dimensions which were extracted accounting for a total of 60.74 per cent of variations on 15 attributes. Each of the four factors contributed to 23.98 per cent, 15.94 per cent, 11.97 per cent and 8.86 per cent respectively.

**Factor-I:** Out of 15 variables, five attributes have their high, relatively tightly grouped factor loadings on factor-I. These variables were classy, expert, experienced, qualified and skilled. These five variables together were named as “EXPERTISE”.
**Factor-II:** This factor was formed with beautiful, honest, reliable, sincere and trustworthy. These variables were named as “PERSONALITY”.

**Factor-III:** This factor included elegant and knowledge. These variables were named as “FAMILIARITY”.

**Factor-IV:** This factor was formed with sexy and this factor was named as “SEXY”.

The personalities of celebrities in advertisement were analyzed by computing ANOVA and the results showed that the F-value was 0.0012 indicating the significance at five per cent level. Hence, it was inferred that there was a significant differences between the personalities of celebrities in advertisement.

In order to identify the appearance of celebrities and non-celebrities, the logit regression was carried out and the results showed that Cox and Null $R^2$ was 0.59 indicating the goodness of model. The likeability, favorable, positive image, creditability and effectiveness of the advertisements were significantly differentiated the celebrities and non-celebrities in the advertisements by consumers.
The attitudes for buying behavior of the consumers based on the celebrities in advertisement were analyzed by calculating the weighted mean score and the results indicated that in over all, the consumers were agreed with all the attitudinal dimensions. It was inferred that buying branded products is important to me, i know the price i pay for most of the goods i buy, i make purchase decisions based on advertisement, i buy based on quality, not price, a celebrity endorsement may influence my to consider or buy a product, i buy brands that reflect my style before making a purchase, i prefer products that offer the latest in new technology, my children have a significant impact on the brands i choose and my spouse has a significant impact on the brands I choose with attractive advertisements were agreed.

Besides, the rest of attitudinal dimensions of i like to shop around before making a purchase, my favorite grocery store offers low prices on all products every day, i often seek the advice of others before making a purchase, people often come to me for advice, i always check the ingredients and nutritional content and i like to change brands often for the sake of variety and novelty and also advertisements were neutral with the consumers.
In order to identify the attitudes influencing the buying behavior of consumers based on the celebrities in advertisement, factor analysis (principal component analysis) was carried out on 15 variables. There were five independent groups of dimensions which were extracted accounting for a total of 57.41 per cent of variations on 15 attributes. Each of the five factors contributed to 12.57 per cent, 12.31 per cent, 12.20 per cent, 10.73 per cent and 9.60 per cent respectively.

**Factor-I:** Out of 15 variables, three attributes have their high, relatively tightly grouped factor loadings on factor-I. These variables my favorite grocery store offers low prices on all products every day, my children have a significant impact on the brands i choose and my spouse has a significant impact on the brands i choose with attractive advertisements. These three variables together were named as “BUYING INFLUENCE”.

**Factor-II:** This factor was formed with buying branded products is important to me, i buy based on quality, not price and I always check the ingredients and nutritional content. These variables were named as “QUALTIY”.

**Factor-III:** This factor included a celebrity endorsement may influence me to consider or buy a product and i like to change brands often for the sake of
variety and novelty and also advertisements. These variables were named as “BRAND SHIFT”.

**Factor-IV:** This factor was formed with i make purchase decisions based on advertisement, i like to shop around before making a purchase and people often come to me for advice and this factor was named as “BEHAVIOUR”.

**Factor-V:** This factor was formed i know the price i pay for most of the goods i buy and i often seek the advice of others before making a purchase and this factor was named as “CLARITY”.

The attitudes influencing the purchasing behavior based on celebrity in advertisement were analyzed by computing ANOVA and the results showed that the F-value was 78.797 indicating the significance at five per cent level. Hence, it was inferred that there was a significant differences between the attitudes influencing the purchasing behavior based on celebrity in advertisement.

The purchase intention of consumers due to celebrities and advertisement was analyzed by computing the mean score and the results indicated that social adoptability was the major purchase intention criterion
followed by decorum, expertise, differentiation, relevance and trustworthiness in the order of perception by the consumers.

In order to study the relationship among purchase intentions due to celebrity and advertisement, the Spearman rank order correlation was computed and the results indicated that attractiveness was positively correlated with expertise at one per cent level of significance while attractiveness was negatively associated with esteem, differentiation and decorum at one per cent and attractiveness was also negatively correlated with trustworthiness at five per cent level of significance.

The trustworthiness was positively correlated with expertise while it was negatively associated with likeability and esteem at one per cent level of significance. The expertise was positively correlated with relevance at five per cent level, while it was negatively associated with decorum and recallness at five per cent level and it was also negatively correlated with social adoptability at one per cent level of significance.

The likeability was positively associated with esteem at one per cent level, while it was negatively correlated with decorum at five per cent significance level and it was also negatively correlated recallness and social adoptability at one per cent level of significance.
The relevance was positively correlated with differentiation and decorum at one per cent level of significance where as esteem was positively associated differentiation at one per cent level of significance and differentiation was correlated with decorum at one per cent level. The decorum was positively correlated with recallness and social adoptability at one per cent level of significance. Besides, the recallness was positively correlated with social adoptability at one per cent level of significance.

The results showed that about 48.60 per cent of consumers were aware and recalled that Madhavan has endorsed with multiple products while 51.40 per cent of the consumers were not aware of celebrity endorsement of Madhavan with multiple products. The results also indicated that about 47.80 per cent of consumers were aware of Madhavan has endorsed with both Airtel and Univercell followed by Pepsi and Univercell (0.80 per cent). The results also indicated that about 18.80 per cent of the consumers purchased products due to influence of Madhavan appeared in the multiple advertisements while the rest of 81.20 per cent of consumers felt that their purchasing behavior of products was not influenced by Madhavan.
The results showed that about 8.60 per cent of consumers were aware and recalled that Surya has endorsed with multiple products while 91.40 per cent of the consumers were not aware of multiple product celebrity endorsement of Surya with different products. It was inferred that about 4.60 per cent of consumers were aware of Surya has endorsed with multiple products of Aircel and Emami followed by Aircel and Fair and Handsome(2.40 per cent), Aircel and Navartha and Aircel and TVS Star City(0.80 per cent) and it was also observed that about 7.60 per cent of the consumers purchased products due to influence of Surya appeared in the multiple advertisement while the rest of 72.40 per cent of consumers felt that their purchasing behavior of products was not influenced by Surya.

The results showed that about 3.20 per cent of consumers were aware and recalled that Sherya has endorsed with multiple products while 96.80 per cent of the consumers were not aware of celebrity endorsement of Sherya with different products. It was inferred that about 3.20 per cent of consumers were aware of Sherya has endorsed with both Saravana Stores and Idea and also observed that about 2.60 per cent of the consumers purchased products due to influence of Sheraya appeared in the multiple advertisement while the rest of 97.40 per cent of consumers felt that their purchasing behavior of products was not influenced by Sheraya.
The results showed that about 25.80 per cent of consumers were aware and recalled that Trisha has endorsed with multiple products while 74.20 per cent of the consumers were not aware of celebrity endorsement of Trisha with multiple products. It was inferred that about 13.80 per cent of consumers were aware of Trisha has endorsed with Tata Indicom and Colgate followed by Colgate and TVS Scooty(8.00 per cent) and Tata Indocom and TVS Scooty(4.00 per cent). and it was also clear that about 21.40 per cent of the consumers purchased products due to influence of Trisha appeared in the multiple advertisement while the rest of 78.60 per cent of consumers felt that their purchasing behavior of products was not influenced by Trisha.

The results showed that about 1.60 per cent of consumers were aware and recalled that Asin has endorsed with multiple products while 98.40 per cent of the consumers were not aware of celebrity endorsement of Asin with multiple products. It was indicated that about 0.80 per cent of consumers were aware of Asin has endorsed with Mirinda and Fair and Lovely and Spin Talk and Clinic Plus and it is also clear that about 1.60 per cent of the consumers purchased products due to influence of Asin appeared in the multiple advertisements while the rest of 98.40 per cent of consumers felt that their purchasing behavior of products was not influenced by Asin.
The results indicated that about 37.80 per cent of consumers were aware and recalled that Sneaha has endorsed with multiple products while 62.20 per cent of the consumers were not aware of celebrity endorsement of Sneaha with multiple products. It was indicated that about 34.60 per cent of consumers were aware of Sneaha has endorsed with Dots, Ashirwad and Sri Devi followed by Sri Devi and Saravana Stores( 2.40 per cent) and Saravana Stores, Ashirwad and Dots(0.80 per cent) and it is also observed that about 21.00 per cent of the consumers purchased products due to influence of Sneha appeared in the multiple advertisements while the rest of 79.00 per cent of consumers felt that their purchasing behavior of products was not influenced by Sneha.

The results indicated that about 2.00 per cent of consumers were aware and recalled that Thamana has endorsed with different products while 98.00 per cent of the consumers were not aware of celebrity endorsement of Thamana with multiple products. It was clear that about 0.80 per cent of consumers were aware of Thamana has endorsed with Saravana Store and Power and Raj Mahal followed by Sakthi Masala and Raj Mahal and Sun Direct, Raj Mahal and Sakthi(0.60 per cent) and it was also observed that about 2.40 per cent of the consumers purchased products due to influence of Thamana appeared in the multiple advertisement while the rest of 97.60 per
cent of consumers felt that their purchasing behavior of products was not influenced by Thamana. The purchase frequency was varying from always, twice a week and fortnightly (0.80 per cent) for the multiple products endorsed by Thamana.

The results showed that about 0.80 per cent of consumers were aware and recalled that Kushboo has endorsed with multiple products while 98.20 per cent of the consumers were not aware of celebrity endorsement of Kushboo with multiple products. It was clear that about 0.80 per cent of consumers were aware of Trophy Roll Rice and Henko and it also observed that about 10.80 per cent of the consumers purchased products due to influence of Kushboo appeared in the advertisement while the rest of 89.20 per cent of consumers felt that their purchasing behavior of products was not influenced by Kushboo.

The results indicated that about 5.20 per cent of consumers were aware and recalled that Amitabh Bachchan has endorsed with multiple products while 94.80 per cent of the consumers were not aware of celebrity endorsement of Amitabh Bachchan with multiple products. It was observed that about 2.80 per cent of consumers were aware of Amitabh Bachchan has endorsed Dabor Honey and Dairy milk followed by Eveready and
Parker (1.60 per cent) and Daily Milk and Emami (0.80 per cent) and it is also observed that about 5.00 per cent of the consumers purchased products due to influence of Amitabh Bachchan appeared in the multiple advertisement while the rest of 95.00 per cent of consumers felt that their purchasing behavior of products was not influenced by Amitabh Bachchan.

The results indicated that about 18.40 per cent of consumers were aware and recalled that Sharukh Khan has endorsed with multiple products while 81.60 per cent of the consumers were not aware of celebrity endorsement of Sharukh Khan with multiple products. It was observed that about 17.60 per cent of consumers were aware of i 10 and Dish TV (17.60 per cent) and Santro and i10 (0.80 per cent) and it is also observed that about 15.40 per cent of the consumers purchased products due to influence of Sharukh Khan appeared in the multiple advertisement while the rest of 84.60 per cent of consumers felt that their purchasing behavior of products was not influenced by Sharukh Khan.

The results indicated that about 2.40 per cent of consumers were aware and recalled that Aiswarya Rai has endorsed with multiple products while 97.60 per cent of the consumers were not aware of celebrity endorsement of Aiswarya Rai with multiple products. It was observed that
about 2.40 per cent of consumers were aware of Aiswarya Rai has endorsed with Nakshatra and Tanishq Diamond (2.40 per cent) and also observed that about 1.60 per cent of the consumers purchased products due to influence of Aiswarya Rai appeared in the multiple advertisement while the rest of 98.40 per cent of consumers felt that their purchasing behavior of products was not influenced by Aiswarya Rai.

The results indicated that about 3.20 per cent of consumers were aware and recalled that Devayani has endorsed with multiple products while 96.80 per cent of the consumers were not aware of celebrity endorsement of Devayani with multiple products. It was observed that about 2.40 per cent of consumers were aware of Devayani has endorsed Amirta and Sakthi followed by Aachi and Sowbaya(0.80) and it was also observed that about 2.80 per cent of the consumers purchased products due to influence of Devayani appeared in the advertisement while the rest of 97.20 per cent of consumers felt that their purchasing behavior of products was not influenced by Devayani.

The results indicated that about 12.00 per cent of consumers were aware and recalled that Sachin Tendulkar has endorsed with multiple products while 88.00 per cent of the consumers were not aware of celebrity
endorsement of Sachin Tendulkar with multiple products. It is observed that about 9.60 per cent of consumers were aware of Sachin Tendulkar has endorsed with Boost and Reynolds followed by MRF and RBS (2.40 per cent) and it was also observed that about 11.60 per cent of the consumers purchased products due to influence of Sachin Tendulkar appeared in the multiple advertisements while the rest of 78.80 per cent of consumers felt that their purchasing behavior of products was not influenced by Sachin Tendulkar.

The results indicated that about 13.60 per cent of consumers were aware and recalled that MS Dhoni has endorsed with multiple products while 86.40 per cent of the consumers were not aware of celebrity endorsement of MS Dhoni with different products. It was observed that about 4.60 per cent of consumers were aware of MS Dhoni has endorsed with Boost and Aircel and Tiger and Cello Pen followed by Boost and Tiger (2.00 per cent) and it is also observed that about 8.60 per cent of the consumers purchased products due to influence of MS Dhoni appeared in the multiple advertisements while the rest of 91.40 per cent of consumers felt that their purchasing behavior of products was not influenced by MS Dhoni.
6.2. Conclusion and Recommendations

The celebrities in advertisements are positively perceived by consumers and perfect matching qualities between celebrities and products are critical qualitative characteristics influencing the consumers’ purchasing behaviour. On the other hand, an endorser who may not match up perfectly with the product, but who is viewed positively may still have an effect on the consumer, although the effect will probably be smaller than with a properly matched endorser.

The strong inter relationship between the endorser and the product gives a strong message out to the consumer. If the celebrity endorse multiple products the risk of confusion among the consumers increase as it is easier for the consumer to identify with one celebrity and one product. To strengthen the effectiveness of celebrity endorsement it is important to choose a celebrity who the consumers can associate and identify with.

Consumers are more likely to purchase if the endorsement are described with a strong argument. Before purchase the consumer goes through several stages, they learn something about the product, modify their attitudes on the basis of that learning, and then act on their revised attitudes. A celebrity
endorsing a few products perceived more trustworthy than a celebrity endorsing several products.

Celebrity endorsement has worked well in some consumer segments while failing in others. Few celebrities have been more successful than those with almost parallel fame. The level and the magnitude of the effect vary with the celebrity and the product category but most endorsements have a favorable impact.

The consumer looks for a variety of aspects from the endorsement like the credibility and likeability of the endorser. When one endorser endorses many brands, then the recall of the endorsement depends entirely on the power of the brand. There are definitely some brands that go unnoticed and the recall for those stands is at a bare minimum. The company can heighten the advertising content because that grabs a special place in the mind space of the consumer. Since celebrities have the impetus to market the product quickly, they have the advertisers running behind them for various benefits including brand credibility, creating interest; thereby, creating a win-win situation.
6.3. Future Research

From a theoretical standpoint this study only focuses on impact on celebrity endorsed advertisement. It does not take into account the cost of using endorsers. It is likely some celebrities will charge a very high fee and the cost of the advertising with the endorser could be too much to be profitable. There might be a way to model the condition under which the endorser may not be feasible.

Therefore we recommend further research within these areas along the following lines:

- Comparative research concerning how consumers perceive the celebrity endorsers against non-celebrity endorsers on the market.
- Research on how celebrity endorsers are used and quantitative methods to measure the effectiveness in the market.
- Research on cultural aspects as gender, age, religion, nationality and how celebrity endorsement is affected by these factors.
- To investigate how companies handle the risk aspect of having a celebrity as an endorser.
- Research could be done on the comparative study of the impact of foreign celebrity endorsers in rural and urban region.
• Research might focus on measuring the effectiveness of using celebrity endorsers across the marketing mix.