APPENDIX - I

Key Terms and Terminologies

Consumer:

A consumer is “any person who buys any goods or avails services for personal use for a consideration”.

In this study, the term consumer refers to a person who has been purchasing essential goods.

Brand:

“A name, term, sign, symbol, or design, or a combination of them, intended to identify goods or services of one seller or a group of sellers and to differentiate them from those of competitor”.

Endorsement:

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

“Celebrity endorser is an individual who is known by the public for his or her achievements in areas other than that of the product class endorsed”. So, in the Coco-Cola advertisement; actor Amir Khan is the celebrity endorser for the product or brand called Coke, and this process is referred to as Celebrity Endorsement.

Any person who is publicly known and who appears in an advertisement with a product with the purpose of promoting the products.

Multiple-Celebrity Endorsers:

Entails making use of more than one celebrity to advertise a single product.

Multiple Product Endorsers:

The celebrity is endorsed with more than one products / brands.

Credibility:

It refers to a celebrity’s believability and dependability.
Expertise:

Expertise is defined as the perceived level of knowledge, experience or skills possessed by an endorser.

Familiarity:

Familiarity refers to knowledge of the source through exposure.

Likeability:

Likeability is affection for the source as a result of physical appearance, behaviour or other personal traits.

Similarity:

Similarity is a supposed resemblance between the source and the receiver of the message.

Trustworthiness:

Trustworthiness refers to the honesty and integrity of the spokesperson.
APPENDIX -II

IMPACT OF CELEBRITY ENDORSED ADVERTISEMENTS ON THE CONSUMERS OF MADURAI CITY

Interview Schedule

1. Name of the Respondent : 

2. Address : 

3. Gender : Male/Female

4. Age : 

5. Education : Primary/Secondary/ Higher Secondary/ Graduation/
Post-Graduation/ Others

6. Occupation : 

7. Income : 

8. Marital Status : 

9. Family Size : 

10. Do you purchase any product directly in the market? 
	Yes/No

11. Frequency of visiting the market : 
	Weekly/Fortnightly/Monthly/Occasionally/Others…………………………

12. What is your major source of advertisement?
	News Paper/Radio/TV/ Films/ Hoardings/Magazines/ Others …………………
13. Do you attract by any celebrity to buy a product/brand in the past 3 months?

Yes/No

14. Please mention the celebrity and the product.

<table>
<thead>
<tr>
<th>Celebrities</th>
<th>Products</th>
<th>Frequency of Purchase</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Actors</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Vijay</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Madahavan</td>
<td></td>
<td></td>
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<tr>
<td>3. Surya</td>
<td></td>
<td></td>
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<tr>
<td>4. Shraya</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Trisha</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Asin</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Sneha</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8. Thamana</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9. Kushboo</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10. Amitabh Bachchan</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11. Sharhruk Khan</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12. Aiswarya Rai</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Television Personalities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Devayani</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sports Persons</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Sachin Tendulkar</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. M.S.Dhoni</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
15. What do you feel about the matching of the celebrity and advertisement? Please rank

1. It makes me look similar to the endorsing celebrities

2. It gives me a sense of identity

3. I am more confident of the brand with celebrity endorsement

4. It is more worthy to buy a brand with celebrity endorsement

5. I buy a brand if my favorite celebrity advertise the product

6. I stop buying a brand if its celebrity involved in a scandal

7. Celebrity gives a positive image to the endorsed brand

8. Celebrity can attract me to buy a product

9. Celebrity and product are perfectly match to each others.

10. Advertisement is increasing the celebrity value.
16. What make you notice a brand? (1= strongly disagree, 5= strongly agree)

a. Celebrities help me to remember a brand.  

b. Creditability of the brand

c. Quality of the brand

d. Advertisement of the brand

e. Price of its products

17. The celebrity in the advertisement is:

Not attractive 1 2 3 4 5 attractive

Not classy 1 2 3 4 5 classy

Ugly 1 2 3 4 5 beautiful

Plain 1 2 3 4 5 elegant

Not sexy 1 2 3 4 5 sexy
| Un dependable | 1 2 3 4 5 | Dependable |
| Dishonest     | 1 2 3 4 5 | Honest     |
| Unreliable    | 1 2 3 4 5 | reliable   |
| Insincere     | 1 2 3 4 5 | sincere    |
| Untrustworthy | 1 2 3 4 5 | trustworthy |
| Not an Expert | 1 2 3 4 5 | expert     |
| Inexperienced | 1 2 3 4 5 | experienced |
| Unknowledgeable | 1 2 3 4 5 | knowledgeable |
| Not qualified | 1 2 3 4 5 | qualified  |
| Unskilled     | 1 2 3 4 5 | skilled    |

18. To me, the appearance of celebrities and non celebrities in the advertisements are...
<table>
<thead>
<tr>
<th>Particulars</th>
<th>Celebrities</th>
<th>Non-Celebrities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boring-Exiting</td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>Not Interesting-Interesting</td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>Non Appealing-Appealing</td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>Not Needed-Needed</td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>Irrelevant-Relevant</td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>Not Important-Important</td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>Dislike- Like</td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>Unfavourable-Favourable</td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>Negative-Positive</td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>Not Credible- Credible</td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>Ineffective-Effective</td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>Uninformative-Informative</td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>Useless-Meaningful</td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
</tr>
</tbody>
</table>
19. We are interested in your attitudes about a number of buying and style based on advertisement and celebrities. Please indicate how much you agree or disagree.

1- Disagree mostly  
2- Disagree somewhat  
3- Neutral  
4- Agree somewhat  
5- Agree mostly

1. Buying branded products is important to me.  
2. I know the price I pay for most of the goods I buy.  
3. I make purchase decisions based on advertisement.  
4. I like to shop around before making a purchase.  
5. I buy based on quality, not price.  
6. My favorite grocery store offers low prices on all products every day.  
7. A celebrity endorsement may influence me to consider or buy a product.
8. I often seek the advice of others before making a purchase.

9. I buy brands that reflect my style before making a purchase.

10. People often come to me for advice.

11. I prefer products that offer the latest in new technology.

12. I always check the ingredients and nutritional content

13. My children have a significant impact on the brands I choose.

14. My spouse has a significant impact on the brands I choose with attractive advertisements.

15. I like to change brands often for the sake of variety and novelty and also advertisements
20. Please rank your purchase intentions due to the advertisement and celebrities.

1. Attractiveness of the celebrity
2. Trustworthiness of the celebrity
3. Expertise on the celebrity
4. Likeability
5. Relevance
6. Esteem
7. Differentiation
8. Decorum
9. Level of Recallness
10. Social adoptability

21. Please give your opinions about consumers’ behavior for celebrity endorsed products.