Review of Literature
CHAPTER II
REVIEW OF LITERATURE

An attempt has been made to pursue the literature of earlier studies. A few studies have been conducted in the field of brand celebrities and celebrity endorsement. Consumer behaviour is the important aspect of every producer and marketer of products. For the purpose of review, some studies conducted on celebrity endorsement are studied. The methodology and findings of these research works had been carefully studied and analyzed. Useful hints were drawn from these studies which helped in framing the present research work in a proper perspective. The gist of some of the relevant research studies and research papers on celebrity endorsement are presented in this chapter.

Hershey, Santeramo and Linda Friedman (1979)⁶, in their study examined the attributes which are correlating with the trustworthiness of the celebrity. Two studies were conducted with different population and types of celebrities. In the first study, the sample size of 110 undergraduate marketing students were asked to rate 33 celebrities by considering six attributes such as awareness, trust, likeableness, similarity, lifestyle and personal attractiveness. In the second study, sample sizes of 75 members under one group were asked to rate 20 celebrities with the same. It was found that among the various types, only three types of endorsement were widely used in celebrity endorsements. Celebrity endorsements were generally attractive and likeable by the media personalities. It was concluded that celebrity was more effective in the promotion of the products.

Robert Swerdlov (1984)⁷ in his study entitled “The Effectiveness of Celebrity Advertisement” revealed that the effectiveness of celebrity advertisement by celebrity and category of products with two components i.e. Cognitive recall and consumer purchasing behaviour having a sample of 393 respondents. Celebrities were grouped into product and were classified into durable, semi-durable and consumables. It was found

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that the percentage of perfectness of celebrity products were associated. Celebrities’ credibility expressed in terms of trust worthiness and expertness appeared to have little importance in the evaluation of a product.

Kahle, Lynn and Mhomor (1985), in their study on “Physical attractiveness of Celebrity Endorser: A Social Adoption Perspective” have explained the assured social adaptation perspective with the sample of 20 undergraduate students to test the effect of the celebrity source in advertisements on recall recognition attitude and purchases intention, they were attempted to replicate petty et al’s 1983 study of the source effectiveness. Unlike petty al., the likeability and attractiveness dimensions were different in their study. These factors manipulate the celebrity source physical attractiveness, celebrity source likeability, consumer product involvement. Attitudes and purchases intentions are changed to celebrity-source attractiveness but not celebrity source likeability.

Mc Cracken (1989), in his study on “The Effectiveness of the Endorsement Process” suggested that the meaning of transfer model is an attempt to explain the celebrity endorser process. According to the model celebrity effectiveness as endorser stems from cultural meaning with which they are endorsed. In this process there were three stages, process of meaning transfer involved the formation of celebrity image, transfer from celebrity to the brand and finally from the brand to the consumer was suggested. In the best of all possible worlds, the market advertising firm the symbolic properties sought for celebrity and the meaning they made available and taking into choice, celebrity who best responses the appropriate symbolic properties. The author has concluded that the image of the celebrity must fit or should be congruent with the product. As the congruence is considered as the one of the major factors in celebrity advertising effectiveness that this issue was examined from theoretical perspective using a social cognition framework.


Michael A. Kamins et al. (1989)\textsuperscript{10}, in their study on “Two-Sided Versus One-Sided Celebrity Endorsements: The Impact on Advertising Effectiveness and Credibility”, examine celebrity endorsements in advertising. They used a two-sided framework in terms of the internalization and identification processes. The two-sided execution was designed to increase viewers’ perception towards the advertiser credibility. Their results showed that when compared to a traditional one-sided celebrity endorsement, the two-sided communication elicited significantly higher advertising credibility and effectiveness ratings, higher evaluation of the sponsor in terms of perceived overall quality of service, as well as a significantly intention to use the advertised service. From the analysis it was suggested that the use of celebrity appeal in two-sided form is an effective advertising strategy.

Kamins and Michael (1990)\textsuperscript{11}, in their study on “An Investigation into the Match-up Hypothesis in Celebrity Advertising, when beauty may be only skin deep”, have analyzed the match up hypothesis of celebrity and buy the product by using their physical attractiveness. Hypothesis of their study stated that physical attractiveness of celebrity was suitable for attractive products and not suitable for products with less attraction. It was found that the attractiveness related product use of physically attractive celebrity was observed to significantly enhance measures of spokesperson credibility and a positive attitude towards an advertisement in comparing to the use of physically unattractive celebrity. Alternatively, physical attractiveness of a celebrity was a celebrity was found to have no effect on the product and advertisement in related to the physically unattractive celebrity has an attractiveness of unrelated product.

Jagdish Agrawal and Wagner. A. Kamakura (1995)\textsuperscript{12}, in their study on “The Economic Worth of Celebrity Endorsers: An Event Study Analysis”, focused on their theories explaining how celebrity endorsements influence consumers' attitudes and intentions. The authors assessed the impact of celebrity endorsement contracts on the


expected profitability of a firm by using event study methodology. Their approach assumed that the announcement of a celebrity endorsement contract, usually widely publicized in the business press, is used as information by market analysts to evaluate the potential profitability of endorsement expenditures, thereby affecting the firm's expected return. Announcements of 110 celebrity endorsement contracts were analyzed. Their results indicate that, on average, the impact of these announcements on stock returns is positive and suggest that celebrity endorsement contracts are generally viewed as a worthwhile investment in advertising.

Brain D.Till and Terence A. Shimp (1998)\textsuperscript{13}, in their study examined “Endorsers in Advertising: The Case of Negative Celebrity Information”. The use of celebrity endorsers is a popular executional device, but it is not without risk. Three studies have been reported examining how negative information about a celebrity can affect the brand the celebrity endorses. Using an associate network model of memory as a theoretical framework, they considered four moderating variables: the size of the association set for the brand, the size of the association set for the celebrity. In the first two studies, they used a fictitious but realistic celebrity endorser and in the third they used an actual celebrity. Negative information about a celebrity resulted in a decline in attitude towards the endorsed brand only for the fictitious celebrity. That general relationship was moderated in varying degrees by the association of set size, timing of the negative information, and the strength of the link between brand and celebrity.

A study on “Celebrity Endorsement: Advertisement Agency Manager’s Perspective” conducted by Erdgan, Baskar and Michael (1999)\textsuperscript{14}, revealed that they explored the attitudes of the advertising agency managers concerning celebrity endorsement strategy. Although a number of researchers concentrated on the strategy, their research pointed on the characteristics of effective celebrity endorsers. They have employed deductive approaches in deriving hypothesis from the communication theory (e.g. Source of effect


http://Fulltext.aussport.gov.94/fulltext/1999/cjsm
theory) and empirically tested with student samples. It was provided another perspective to the celebrity endorsement strategy by using semi-structured in-depth interviews with twelve advertising agency managers. It was found that the attitude of celebrity like attractiveness, likeability and trust worthiness were very important criteria in the selection of the celebrity for the advertisement.

Andrew Redenbach (1999)\textsuperscript{15}, in his article examined “A Multiple product Endorser can be a Credible Source”. Taking source credibility and multiple product endorsement into account, when assessing the effects on purchase intention. The quantitative research was conducted using a stimulus and the questionnaire. The research was implemented using a convenience sampling technique. The sample was drawn from an Undergraduate class at Griffith University. The sample consisted with a relatively even distribution of males (n = 50) and females (n = 58). The majority of the sample were under the age of 24 years (n = 44). The author found that a multiple product endorser could be a more effective source than a single product endorser.

A study on “The Impact of Corporate Credibility and Celebrity Credibility on Consumer Reaction to Advertisement and Brands” conducted by Goldsmith, Lafferty and Newall (2000)\textsuperscript{16}, revealed that the impact of endorser and corporate credibility on attitude-towards the advertisement, attitude- towards the brand and purchases intention. The authors surveyed 152 adult consumers who viewed a fictitious advertisement for Mobile Oil Company. They rated the credibility of the advertisement endorser, the credibility of the company, attitude-towards the advertisement, attitude-towards the brand and purchases intention. Path analysis confirmed that endorser credibility has its strongest impact on the advertisement while corporate credibility has its strongest impact on the attitude towards brand. Authors found that the corporate credibility plays an important role on the consumers credibility has the strongest impact in the advertisement.

\textsuperscript{15} Andrew Redenbach,“A Multible product Endorser can be a Credible Source”, Cyber – Journal of sports Marketing, Griffith University, 1999, pp.1-10.

Mishra Prashant, Dhar Upinder and Raotiwala Saifuddin (2001)\textsuperscript{17}, conducted a study on “Celebrity Endorser and Adolescent: A study on Gender Influences”. The study was focused at differences among the adolescents’ perceptions and about the effectiveness of male and female celebrities. The survey approach was used to collect the data from the respondents to explore the influence of gender and adolescent on the perception about celebrity endorsers. A quasi-experimental design was used to analyze the data obtained through survey. The final sample consisted of equal number of male and female adolescents. The average age of the sample was 16 years for male adolescents (N=100) and 15 years for female adolescents. The subject was chosen from prominent English Medium Higher Secondary Schools. The findings of the study revealed that male adolescents’ perception of female celebrity’s attractiveness, trustworthiness, and expertise is significantly higher in comparison to their perception of male celebrity. Even on cumulative influence, female celebrity is found to be more influencing than the male celebrity.

Solomon Michael (2002)\textsuperscript{18}, in his study on “Consumer Behaviour: Buying, Having and Being” elucidated that, to create effective messages, celebrity advertisers have to consider the attractiveness of the spokesperson. “Source attractiveness” refers to the endorser’s physical appearance, personality, likeability and similarity to the receiver and the perceived social value of the source. The reason for using celebrity as spokesperson goes back to their potential influences, when compared to other endorser types, famous people achieve a higher degree of attention and recall. They increase awareness of a company advertising, create positive feeling towards the brand and perceived by consumer are more entertaining.

Chung-kue Hsu, Daniella McDonald (2002)\textsuperscript{19}, conducted a study on “An Examination on Multiple Celebrity Endorsers in Advertising”. They discussed the advantages and potential concerns of multi-celebrity endorsement advertising and


\textsuperscript{18} Solomon Michael “Consumer Behaviour: Buying, having And Being” 5\textsuperscript{th} edition, prentice hall new Jersey, 2002, pp. 31-36.

documented the actual use of multiple celebrity endorsers in the milk mustache campaign in the USA. They found that milk mustache ads have matched their celebrities’ gender, age and type of milk attributes in appealing to their female/male, teen/adult consumers. The results support that fit between the endorsed product and various celebrities is a key factor for using multiple celebrity endorsers in advertising.

**R. Mohanambal (2003)**\(^{20}\), in her study on the “Impact of Celebrity Advertisement on Consumer Purchase Decisions” examined the objectives of the study, was the influence of the advertisement on consumer purchase decisions and also to identify the product purchased under the influence of celebrity endorsements. Celebrity advertising has become significant in creating awareness of product; important point of the celebrity advertising is the connection between the endorser and the product they endorse. By the mere presence of celebrity the product would not end up with sales, celebrities have to influence to some extent and their endorsement was required only for certain products and also they must influence.

**Alan J. Bush and Victoria D. Bush (2004)**\(^{21}\), in their study examined that the “Sports Celebrity Influence on the Behavioural Intentions of Generation Y”. Results from a survey of 218 adolescents were discussed. The findings of the study revealed some interesting initial insights about this under researched market and, more specifically, about female teens. The author found that female in their sample may spread more positive word-of mouth about a product or brand that is endorsed by their favourite celebrity athlete than male. Further, the author also found that female agreed more than male that athlete role models influence them to buy certain brands—this is a key insight of marketers seeking to develop brand loyalty among women at an early age.

**David H. Silvera, Benedikte Austad (2004)**\(^{22}\), conducted a study on the “Factors Predicting the Effectiveness of Celebrity Endorsements Advertisements” whether consumers infer that celebrity endorsers like the products they endorse, and presents a

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model using these inferences and other characteristics of the endorser to predict attitudes towards the endorsed product. The participants in the two experiments were asked to examine the written endorsement advertisements and were asked to infer the extent to which the endorser truly liked the advertised product and to rate the endorser's attractiveness, similarity between themselves, and the knowledge of the product. Attitudes towards the advertisement, the endorser and the product were also measured. The resulting model indicated that product attitudes were predicted by inferences about the endorser's liking for the product and by attitudes toward the endorser.

Dipayan Biswas, Abijit Biswas and Neel Das (2006)\(^2\), in their study on “The Differential Effect of Celebrity and Expect Endorsement on Consumer Risk Perceptions: The Role of Consumer Knowledge, Perceived Congruency and Technology Orientation”. Using source model theories, it was hypothesized that for high technology oriented products there would be consumer risk perceptions. In addition for high technology oriented products the authors state that there was likely to be interaction effect between endorser type and consumer knowledge on respondent risk perceptions. Such an interaction effect was likely to be absent for products with low technology orientation. These hypotheses were supported by the first two studies. The third study examined the process of identification also showed that the strong effect of an expert endorser for high technology oriented product were somewhat neutralized for certain types of perceived risks. This happens when there was a high congruency between the celebrity endorser and product.

A comparative study on the “Celebrity Endorsement in Japan and the United States” Is Negative Information. All that harmful? was conducted by Money, Shimp and Sakano (2006)\(^3\), revealed that a celebrity endorsement in United States and Japan to investigate whether the negative information about a celebrity (other or self oriented) resulted in differential evaluations of the brand endorsed by the celebrity. Authors found


\(^3\) Money, Shimp and Sakano “Celebrity endorsement in Japan and the United States” Is Negative Information. All that harmful? Journal of Advertising Research, Vol.46, No.1, 2006, PP. 113-123.
that both Japanese and Americans endorsed products more positively in the presence of self-oriented negative information. Authors found that it may be due to a possible suspension of the famous celebrity which occurred in human judgements.

Am. Sankkthivel (2006)\textsuperscript{25}, in his article on “Role of Celebrity in Boosting Sales” stressed that the influence of celebrities or icons on society cannot be denied and many companies have identified and banked on it on society which makes a business sense. The role of celebrity and icons in marketing ranges from ends to brand ambassadors. The media companies prefer the coverage among the society or target audience. This study mainly focused on the role of celebrity for boosting sales. It also intends to throw light and debates on the potential of celebrity as brand ambassador, salesman influences on an appropriate product/service category or segment of consumers.

Muruganantham, G and Dr. S. Kaliyamoorthy (2006)\textsuperscript{26}, in their study on “Role of Celebrities in Two-wheeler Advertisement”, analyzed the role of celebrities in two-wheeler advertisements and the consumer interest towards the celebrities. For that study, 152 two-wheeler owners were selected as the sample size and percentage analysis, Chi-square test, Friedman’s test, Co-efficient test were used to analyze the data. The author found that there is no doubt about a celebrity power in popularizing brands. The most crucial issue related to celebrity endorsement is the choice of the right celebrity for the company and celebrity-audience match. For a successful celebrity advertisement, the focus should be on the celebrity and the brand together.

Subhadip Roy (2006)\textsuperscript{27}, conducted a study on “An Exploratory Study in Celebrity Endorsements”. He raises three questions and attempts to provide tentative explanations for them. The first two questions relate to locating, in the consumer's perceptual space, the relative position of Indian celebrities and brands on a set of personality attributes. The third question relates to determining the fit between the


celebrity and the brands endorsed by her/him. The results suggested that consumers differentially rank both celebrities and brands. Specifically, Amitabh Bachchan ranks high on five personality attributes, and brands such as Pepsi and Coke rank high on four personality attributes. The study further showed that although celebrities may endorse several brands, their personality does not fit well with the personality of the brand they endorse.

Kavitha (2006)\textsuperscript{28}, in her study focused on, “The Effectiveness of Advertising Technique used in Personal Care Segment of Woman Consumer”, revealed that out of 53 respondents who liked commercial, 48 \% of them liked it because of the celebrity involved since it was the same celebrity who posed for beauty soap. Among the 16 respondents who liked the “Head and shoulders advertisement” 31 \% of them reported that they liked the Model “Preethi Zinta”. Among the product category of cosmetics like Lakme, Ponds, Elle, 18 advertisements have been recalled by 80\% of the respondents since the respondents liked the model “Yana Gupta”. Finally it was stated that the respondent of the category of cosmetics products need good looking celebrities in the advertisement to be more attractive and effective.

Smitha Sharma (2006)\textsuperscript{29}, conducted a study on the “Celebrity Endorsement Is It the only Survival Recipe for Marketers”. The article stated that using celebrity can increase the awareness of the advertisement, capture their attention and make advertisements more memorable. There should be a perfect fit between the brand celebrity to create a proper association and clarity unless accompanies by a powerful idea, there was a good chance that the communication should sink into another clutter of celebrity endorse advertising.

Diana Seno and Bryan A. Lukas (2007)\textsuperscript{30}, conducted a study on, “The Equity Effect of Product Endorsement by Celebrities: A Conceptual Framework from a Co-branding Perspective”. The purpose of their study was to outline a conceptual

\textsuperscript{28} Kavitha “A study on effectiveness of the advertising techniques used in the personal care segment of woman consumer” Indian journal of Marketing, Vol.36, Issue.8, 2006, pp. 12-16.

\textsuperscript{29} Smitha Sharma, “Celebrity endorsement is it the only survival recipe for Marketers”, Indian Journal of Marketing, Vol -XXXVI, No.10, Oct 2006, pp. 3-7.

framework that can be used to organize and guide future research into how celebrity product endorsement creates equity for both the endorsed product-brand and the endorsing celebrity. The theoretical perspective adopted in their study was that celebrity product endorsement is a form of co-branding. The central thesis was that both endorser image and brand image serve as mediators in the equity-creation process of celebrity product endorsement.

Van der Waldt D. L. R., Schleritzko N. E. A. and Van Zyl K (2007)\(^3\), in their study on “Paid versus unpaid Celebrity Endorsement in Advertising: An Exploration”, investigated the tendency towards the correspondence inference of 200 respondents and researched their attitudes towards celebrities, the product being advertised, and the advertisement as a whole. The main findings were that there was a significant correlation between correspondence inference and attitudes towards the celebrity, but suggests that the levels of correspondence inference between the paid and unpaid situations depend on the celebrity. Implications were that marketers need to realize that correspondence inference might have an influence on people’s attitudes towards the celebrity who endorses the product.

A study on “Living in a Celebrity-mediated Social World: The Chinese Experience” conducted by Chan and Zhang (2007)\(^4\), revealed that the influence of peers and the media celebrities on young peoples’ endorsement of materialistic values in China. As the Chinese culture is said to be collective, it was expected that social relations, both personal and celebrity mediated, play an important role in the establishment of consumption values. A survey of 299 University students in Beijing, with the age group between 18 and 24 was conducted using a structured questionnaire. Constructs were measured using established scales. Results showed that peer communication and susceptibility to peer influence positively to social comparison. Motivation for viewing advertisement was positively related to the limitation of celebrity models.


Thomas Foscht (2008), in his article on “Impact of Culture on Brand Perceptions” focused on how culture differences affect the perception of a brand. Furthermore this paper seeks to establish whether there was a relationship between consumption and perception of brand personality, and if so whether this perception differs among the six countries under study. The sample consisted of college students in 16-35 age groups of six countries: Austria, Germany, Netherlands, Singapore, UK and USA. One of the most frequently used tools in this study of culture is Hofstadter’s cultural dimensions. The study found that a same brand was perceived differently in different cultures in spite of its identical positioning. This means that if a firm wishes to achieve the same brand perception in different countries, the firm needs to create brand positioning strategies that emphasizes characteristics that enable consumers to perceive the product in a similar way.

Amit Jain and Rajnikant P. Patel (2008), in their study on “Effectiveness of Celebrity Endorsers in Various Product Categories” tried to find suitability of celebrity endorsers for various product type, reasons for product suitability and impact of negative information and multiple product endorsements by celebrity endorsers. A self designed questionnaire was used for the same. For this study most popular endorsers from the field of sports (cricket) and entertainment (film industry) were chosen. These celebrities not only represent their respective field but also an appropriate mix of different gender and age groups. The major findings revealed that there were strong gender and product association between celebrity and the brand. Similarly negative information regarding celebrity negatively affect value perception of the brand and significantly affect their purchase intentions. However multiple endorsements were not seen as a problem by the most of the respondents. The suggestions to marketers, advertisers, researchers, celebrities and consumers are given as an outcome of this study to make endorsement process more fruitful to all the stakeholders.

Clinton Amos, gary Holmes and David Strutton (2008)\textsuperscript{35}, in their study on “Exploring the Relationship between Celebrity Endorser Effects and Advertising Effectiveness”, found that a quantitative summary of the relation between celebrity endorser source effect and effectiveness in advertising. The Kruskal-Wallis Non-parametric test was used to identify the most influential celebrity endorser source effectiveness. The role of celebrity product fit, interaction effects, sample type, study setting, and country of the study were also included as moderators. From the analysis it was found that negative celebrity information could be extremely detrimental to advertising campaign. The source credibility model composed of celebrity trust worthiness, celebrity expertise and celebrity attractiveness appears to capture the 3 most influential source effects on purchase intentions, brand attitudes and attitudes towards the advertisement.

Hunter, Erik, Davidsson, Per and Andersson, Helen (2008)\textsuperscript{36}, explained the celebrity entrepreneurship insights for new venture strategy. By conducting 3 experiments on a total of 314 samples, designed to reflect a new ventures promotional setting, the author found that it supports the hypothesis which was stated that the celebrity entrepreneurs are more effective communicators than the ordinary celebrity endorsers. This is apparently due to an increase in their perceived involvement with the companies they endorse. Specifically, their results showed that increasing levels of perceived involvement has a positive effect on the attitudes towards new ventures and advertisements.

Irene Roozen (2008)\textsuperscript{37}, in his study on “The Relative Effectiveness of Celebrity Endorsement for Beauty, High-and Low Involvement Product Print Advertisements” discussed how to find out the effect that the celebrity endorser brings to the product and to the consumer for different categories. She also explained the extent to which these effects vary across different product categories. This research used written questionnaires


\textsuperscript{36} Hunter, Erik, Davidsson, Per and Andersson, Helen, Babson college Entrepreneurship research conference (BCERC), 2008, Available at http://ssrn.com

\textsuperscript{37} Irene Roozen “ The Relative Effectiveness of Celebrity Endorsement for Beauty, High-and Low Involvement Product Print Advertisements”, Ph.D Thesis-University of Antwerp, 2008, Irene.Roozen@vleko.wenk.be
and the study analyzed the impact of female international celebrity endorsers with respect to three product categories- high involvement, low involvement and the beauty products. The study concluded that the female celebrities were found to have the highest expertise for beauty products with much lower scores for candy bars (low involvement) and laptops (high involvement)

**Prof. S.S. Aggarwal (2009)**[^38], in his study examined the “Brand Ambassadors and their Impact on Consumer Behaviour”. The objectives of the study were: (i) to study the role of brand ambassadors in various telecom companies (ii) to study the effect of brand ambassadors on the consumer behaviour. In this research report, the sampling unit includes the data collection of consumers or customers of Spice, Airtel, BSNL, Hutch, TATA Indicom and Reliance. The sample size of the research is 200 respondents. The convenience sampling technique was used to select the sample. The author concluded that despite the obvious economic advantage of using relatively unknown personalities as endorsers in advertising campaigns, the choice of celebrities to fulfill that role has become practice for brands competing in today’s cluttered media environment. There are several reasons for such extensive use of celebrities. Because of their high profile, celebrities may help advertisements stand out from the surrounding clutter, thus improving their communicative ability.

**Darin W. White, Lucretia Goddard and Nick Wilbur (2009)**[^39], in their study on “The Effect of Negative Information Transference in the Celebrity Endorsement Relationship” highlighted the impact of the negative information about a celebrity spokesperson on consumers perceptions of the endorsed brand by using the empirical test. It was found that there was a reverse relationship between brand and celebrity endorser. Data was collected by survey method with the sample size of 247 college students taken for the study. A two-group, post-test-only, randomized experimental design was utilized to test the hypothesis. The results of an experiment indicate that when respondents were exposed to


negative information about a celebrity endorser, negative transference of affect in the endorsement relationship would occur. However, when the situation was reversed and the respondents were exposed to negative information about the brand, the transference affect was mitigated. Authors suggested that the retailers were aware of the risks associated with using celebrities to endorse their stores and products. The impact of celebrity on the image of the brand and retailers carefully choose an endorser who currently has a good image and would likely to be able to up hold this image in the future.

Varsha Jain, Mari Sudha, and Aarzoo Daswani, (2009)\(^40\), in their article on “Customer Perception about Celebrity Endorsement in Television Advertising for Retail Brands”, used the survey method. They used a structured questionnaire and it was employed on a sample of 186 respondents. The findings of the study revealed that customers prefer female celebrities over male celebrities. The preference for celebrities was more for sensory products than cerebral products. Customers want celebrities to entertain them as well as to give information pertaining to the products in the advertisements. The factors that customers perceived to be important in selecting the celebrities for retail brands were proficiency, reliability, pleasantness, elegance, distinctiveness, approachability and non-controversial.

Debiprasad Mukherjee (2009)\(^41\), analyzed “The Impact of Celebrity Endorsements on Brand Image”. The objectives of the article was to examine the relationship between celebrity endorsements and brands, and the impact of celebrity endorsement on consumer's buying behaviour as well as how consumer makes brand preferences. The study proposes a 20 point model which can be used as blue-print criteria and can be used by brand managers for selecting celebrities and capitalizing the celebrity resource through 360 degree brand communication which, according to the study was the foundation of the impact of celebrity endorsement. 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.

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Manish Mittal and Praneet Tulsian (2009), in their study examined the “Effectiveness of Celebrity Endorsements in Brand Recall and Purchase Decision”. The objectives of the study were: (i) to determine the most preferred celebrity (ii) the effectiveness of celebrity endorsement in brand recall (iii) understanding the influence of celebrity endorsement in purchase decision. The size of the sample was 135. Non-probabilistic convenient sampling was used to select the sample. The study provides important insights into effectiveness of celebrity endorsement in brand recall and purchase decision of the Indian consumers. The study indicates that consumer feel choice of Shahrukh Khan for Lux, Amitabh Bachchan for Navaratha Oil was inappropriate. Probably the consumers believe that these celebrities will not be using the products themselves. This lack of credibility may be one of the reasons that these endorsements were not very successful.

Veen, Robert van der (2009), conducted a study on “Celebrity Endorsement Effectiveness for Print Destination Advertising”. The aim of the study was to develop a conceptual framework for understanding the effects of celebrity endorsement on the attitude and visitation intentions of tourists. Ohanian's model is applied and modified to examine the effects of celebrity endorsement in print destination advertisements in the context of Mainland Chinese tourists visiting Hong Kong. Structural equation modelling is the main statistical technique for testing and estimating the relationships. The structural relationships between the dimensions are hypothesized as follows: (1) Attractiveness, Trustworthiness and Expertise have significant and positive direct effects on Attitude towards the Advertisement and Attitude towards Hong Kong. (2) Attitude towards the Advertisement and Attitude towards Hong Kong both have significant and positive direct effects on Visitation Intentions. (3) Attitude dimensions mediate the relationships between the celebrity endorsement factors and visitation intentions. (4) The component 'Matchup' moderates the relationship between credibility factors and attitude constructs. A pre-test amongst a mixed student and teacher sample (n=113) was conducted to specify the moderator 'Matchup'. In addition, they helped to identify the picture of Hong Kong

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43 Veen, Robert van der “Celebrity endorsement effectiveness for Print destination advertising”, Ph.D Research paper, Hong kong polytechnic University, 2009. Available at http://theses.lib.polyu.edu.hk/handle/200/193
and the selection of the four celebrity endorsers (Andy Lau, David Beckham, Britney Spears and Maggie Cheung). This study administers a questionnaire using a number of published items and a 7-point semantic differential scale format. A pilot study (n=246) tested the questionnaire and identified all proposed constructs with the exception of the Trustworthiness dimension. A revised questionnaire was employed for the main survey (n=1044) with residents of Guangzhou at five popular represented the strata set out by the visitor profile of the Hong Kong Tourism Board. This study found that tourist's attitude towards the advertisement and the destination were predictors of visitation intentions, and at the same time played a mediating role between the celebrity endorsement dimensions and visitation intentions. 'Matchup' reported significant moderation effects on the relationship between perceived expertise and attitude towards a destination. The study also compared celebrity endorser groups on familiarity, likeability and all major dimensions. From the data, it appears that Andy Lau is the most appropriate celebrity for endorsing Hong Kong. Finally, the study findings provide support for the proposed model of celebrity endorsement in a tourism setting among an Asian sample. As a result, considerable insight into tourists' responses to celebrity endorsement for destination advertising is gained. In addition, significant interaction effects of the relationship between Expertise and Attitude towards Hong Kong are identified. Consequently, the proposed inclusion of the mediator and moderator changes the current thinking regarding the impact of celebrity endorsement on consumer evaluations. By assessing the value of celebrity endorser assets and their effectiveness, this study may help to inform destination marketers who may independently use the model or at least in part, to form, explain and perhaps justify promotional activities.

Erik Hunter; Högskolan I Jönköping (2009)\textsuperscript{44}, in their research increasingly, celebrities appear not only as endorsers for products but are apparently engaged in entrepreneurial roles as initiators, owners and perhaps even managers in the ventures that market the products they promote. Despite being extensively referred to in popular media, scholars have been slow to recognize the importance of this new phenomenon.

\textsuperscript{44} Erik Hunter; Högskolan I Jönköping, Celebrity entrepreneurship and celebrity endorsement: Similarities, differences and the effect of deeper engagement, Ph. D Research paper, 2009. Available at: www.dissertations.se/dissertations/2e0a20706d/
This thesis argues theoretically and shows empirically that celebrity entrepreneurs are more effective communicators than typical celebrity endorsers because of their increased engagement with ventures. A series of eight experiments were conducted on 781 Swedish and Baltic students and 151 Swedish retirees. Though there were nuanced differences and additional complexities in each experiment, participants' reactions to advertisements containing a celebrity portrayed as a typical endorser or entrepreneur were recorded. The overall results of these experiments suggest that Emotional Involvement can be successfully operational zed as distinct from variables previously known to influence Communication Effectiveness. In addition, Emotional Involvement has positive effects on Attitudes towards the Advertisement and Brand that are as strong as the predictors traditionally applied in the marketing communications literature. Moreover, the celebrity entrepreneur condition in the experimental manipulation consistently led to an increase in Emotional Involvement and to a lesser extent Trustworthiness, but not Expertise and Attractiveness. Finally, Negative Celebrity Information led to a change in participants' Attitudes towards the Brand which was more strongly negative for celebrity entrepreneurs than celebrity endorsers. In addition to the effect of negative celebrity information on a company's brand is worse when they support the celebrity rather than fire them. However this effect did not appear to interact with the celebrity's purported engagement.

Bahram Ranjbarian, Zahra Shekarchizade and Zahra Momeni (2010)

analyzed “Celebrity Endorser Influence on Attitude towards Advertisements and Brands”. The aim of their study was to indicate the influence of using celebrity endorsers in Iranian advertisements on attitudes of students in University of Isfahan towards those advertisements and brands. A theoretical model was developed and tested with a sample of 193 students in University of Isfahan in 2009. Structural equation modelling was used with LISREL 8.50 and the maximum likelihood method. The result of their study showed that the positive and significant relationship between attitude towards celebrity endorser and attitude towards advertisements and brands. By analyzing the output resulting from testing hypotheses, it can be concluded that attitude towards celebrity endorser has

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directly or indirectly influence on attitude towards brand. Consequences suggested that attitude towards advertisement was as a mediator between attitude towards celebrity endorser and attitude towards brand. On the other hand, attitude towards celebrity endorser has not significant influence on purchase intention.

Varsha Jain, Subhadip Roy, Aarzoo Daswani and Mari Sudha (2010)\textsuperscript{46}, conducted a study on “How Celebrities are used in Indian Television Commercials?”. The study made an attempt to meet the three objectives; i) to identify the models in which a celebrity is depicted in Indian television commercials ii) to ascertain the relationship between the category of product endorsed and the type of celebrity used iii) to identify the correspondence between product categories and mode of celebrity presence. The criterion used for selection of advertisements was the presence of celebrity in any form in the advertisement. On this basis 558 television commercials were selected featuring a total of 56 celebrities. The findings of the study indicated that i) around 64 percent of the commercials used the implicit mode of celebrity portrayal for different product categories. ii) usage of film celebrities was more extensive than sports celebrities in major product categories. iii) male celebrities dominated the product categories like food and beverage, automobiles, and consumer durables. The female celebrities were featured majorly in the beauty products. No distinct association was found between the product categories considered and the mode used for celebrity portrayal.

Mrinalini Pandey (2010)\textsuperscript{47}, examined “The Impact of Celebrities’, multiple product endorsements on buyer’s attitude and purchase intentions”. Hypotheses of the study stated that, there was no relationship between the perceptions of multiple products endorsers. The sample for the study was selected from Jharkhand. The sample size was 400 drawn equally from consumers of all age groups namely: School goers, college goers, home makers and working class. The author found that the celebrity endorsements generated higher purchase intentions, positive attitudes towards the advertisements and positive attitude towards the brand.


Kevin YC, Timothy Derdenger, Kannan Srinivasan (2011)\textsuperscript{48}, in their study examined “The Economic Value of Celebrity Endorsement”. Despite the size and the long history, few have attempted to quantify the economic worth of celebrity endorsers because it is terribly difficult to identify an endorser’s effect on a firm’s profit. By developing and estimating the consumer demand model for the golf ball market, the author found that after controlling for brand advertisement level and taking into account the inherent quality of the endorser, the endorsement effect leads not only to a significant number of existing customers switching towards the endorsed products but also has a primary demand effect.

David J. Jackson and Thomas I. Darrow (2011)\textsuperscript{49}, analyzed “The Influence of Celebrity Endorsements on Young Adults’ Political Opinions”. Their study contributes to our understanding of the increasing mixture of entertainment and politics by examining the impact of the political statements made by celebrities on the opinions of Anglophone Canadian Youth. A recent survey of young Canadians enrolled in the first-year University Political Science courses indicates young people’s level of agreement with certain political statements is increased by the endorsement of these positions by Canadian celebrities from the realms of popular music and sports. These results suggest that celebrity endorsements make unpopular statements more palatable, while increasing the level of agreement with already popular opinions.

Bhavana Sindhu (2011)\textsuperscript{50}, in his study analyzed “Is Celebrity Endorsement a Midas Touch or a Landmine?”. The purpose of pursuing that study was to analyze the customer’s perception with respect to celebrity endorsement. Primary data was collected through field survey method. The sample size was confined to 300 respondents. A fine mix of different age groups was taken into consideration to avoid concentration on


\textsuperscript{49} David J. Jackson and Thomas I. Darrow, “the influence of celebrity endorsements on Young Adults’ Political Opinions” The International Journal of Press/Politics, Vol. 33, Apr 2011, pp.479–489.

\textsuperscript{50} Bhavana Sindhu, “is celebrity endorsement a midas touch or a landmine”, Gurukul Business Review (GBR), Vol. 7, spring 2011, pp.81–86.
anyone” specific group. Random sampling method was adopted for selecting respondents. Primary data was collected through specially structured questionnaire. Chi square test was employed to analyze the relationship between independent attribute and the level of impact of celebrity endorsement. An attempt has been made to find out, whether the celebrity endorsement is always capable to extend a ‘Midas touch’ to the sale of the product endorsed. An interesting finding, i.e., male celebrities are more effective as an endorser than their female counterparts, is put forth through the chi square statistics.

**Prof. Dr.G.L. Pedhiwal (2011)**, examined “the Impact of Celebrity Endorsement on Overall Brand”. His study revealed that consumers 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 image of the celebrity and the brand match. It was found that people love to see celebrities endorsing their brands, so the involvement of common man is pretty high with these celebrities. So marketers should use the right celebrity matching with the product. Study also examined how self-brand connections are formed. Celebrity endorsement effects are moderated by brand symbolism, such that brands that communicate something about the user yield stronger effects than brands that do not. The author found that an important demonstration that consumers are motivated by their self-needs to utilize brand associations derived from celebrity endorsement in a contingent fashion to construct and present their self-identities and lastly in one sentence would like to conclude whether celebrity endorsement has a positive or a negative impact on the brand still it is a debate and is open to interpretation. But till the time the corporate world continues to foot fancy bills of celebrity endorsers and till consumers continue to be in awe of the stars, the party is not likely to break up.

**Maninder Singh and Dr. Kuldip Kaur (2011)**, conducted a study on “Risks associated with Celebrity Endorsements”. The samples were selected using judgement sampling technique and the collected data was analysed using the factor analysis

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statistical method. Besides this Kaiser-meyar-Olkin measure of sampling adequacy for individual’s variables was also studied. To sum up, the study revealed that there are some potential risks related to the use of celebrity endorsements. The study also suggested that, advertisers should analyze all the risks associated with celebrities before the contract is signed and the advertisers should select only those celebrities who those celebrities who one not involved in the multiple product endorsements.

Sunildro L.S.Akoijam (2011)\(^53\), examined “Celebrity Endorsement: A Study of Indian FMGC Sector”. The objective of the study was to analyze the impact of celebrity endorsement on fast moving consumer goods, both quantitative and qualitative approach were utilized. The questionnaires were designed to collect the information that is used subsequently as the data for analysis. The arrangement of the questionnaire consists of three parts. A sample of 300 was chosen and information was collected through means of convenience. The survey was aimed at male and female under the age of 50 in Delhi and NCR. Survey was performed at schools, universities and outside shops. The face-to-face method was also used to achieve a higher rate of response. Exploratory research design was used to understand the subject. The study concludes that celebrity endorsements work best if the celebrity is not too famous. Celebrities that are too famous and too much in the public eye are not as effective. They tend to overshadow the brands in the advertising. And consumers are fatigued of seeing the celebrities’ face all over the place. Celebrity endorsement works best if you think long-term. Having a new celebrity every few years doesn’t make sense. Consistency is important. Some brands associated with youth and fashion will have a higher turnover rate. But most brands should think about a partnership of five years or more.

Reshma Farhat and Dr. Bilal Mustafa Khan (2011)\(^54\), in their study stated that “Celebrity Endorsement: A Congruity Measure of Personalities”. Based on the cognitive theories of endorsement efficiency, the congruence between the personality of a brand being endorsed and that of the targeted personality of a celebrity is tested. A total of 120

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survey respondents brand personality were measured and analyzed. The congruence measures were used as indicators from the adjectives of Aaker’s Scale to analyze the congruity effect. The results indicated that a successful brand promotion needs congruency between the brand’s and the endorser’s personality, though it is moderate.

Pradeep Agrawal and Dr.S.K.Dubey (2012)\(^55\), examined the “Impact of Celebrity Endorsement on Consumer Behaviour”. The study focused i) to analyze whether gender of the celebrity endorsing a product affects the consumer buying behaviour. ii) to identify how is celebrity endorsed advertisement perceived. iii) to compare the effectiveness of bollywood stars and cricket stars. The primary research was conducted by communicating with the respondents through a self-designed questionnaire. A sample of 400 respondents, both male and female in the age group between 18-60 years belonging to different occupation was taken to avoid concentration on any one specific group. Non-probabilistic convenient sampling was used to select the respondents. Chi-square test was used to analyze the relationship between independent attribute and the level of impact of celebrity endorsement. The findings of the study were i) The male endorsers are more popular and effective than their female counterparts. ii) The results of chi-square established that the celebrity endorsement is an effective tool to affect positively the consumer’s decision towards a product. iii) Bollywood stars are still the rulers of the advertisement domain in India. The study concluded that all the related factors have to be taken care of; otherwise the celebrity endorsement may prove to be a landmine having a devastating impact on the profitability, product’s future prospects and brand image.

Dr.Ajit Shringarpure and archana Dadhe (2012)\(^56\), analyzed “Celebrities as Brand Endorsers’. The objectives of the study were i) comparing the popularity of celebrities as brand endorsers. ii) it gives conceptual guidelines to companies in selecting celebrity as brand endorser iii) to determine the level of awareness and popularity about celebrities among the respondents. iv) to study the impact of celebrities on sales of a

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brand. A sample size of 400 respondents, both male and female in the age group between 16-50 years belong to different occupations in Nagpur was considered. Area sampling method was used in which each member of population has known and equal probability of being included in the sample. Researcher collected the primary data through interviews. The study concluded that there is a huge impact of celebrity endorsement among the consumers though TV commercials in India as Indians like the celebrities a lot and consider most of the celebrities as their role model. Therefore more and more companies prefer the celebrities of different fields in India like cricketers, bollywood celebrities and other sports personalities. Celebrity endorsement is quite famous and effective in India. Most of the products of many companies are being endorsed by the Bollywood Actors and Indian Cricketers for better sales targets. Television is something which is watched all over India by the people of all class whether the people belong to lower class or middle class or upper class, all of them watch television to entertain themselves.

**Subeer Banerjee and Richa Banerjee (2012)**

Subeer Banerjee and Richa Banerjee (2012), conducted a study on “Celebrity Endorsement: Does it make any Impact on Consumer Buying Behaviour?” The objectives of the study were: (i) to develop and standardize a measure to evaluate motor bike buying behaviour, (ii) to develop and standardize a measure to evaluate celebrity endorsement (iii) to measure the effect of celebrity endorsement on motor bike buying behaviour. The study was exploratory in nature and survey method was used to collect data from population. For the purpose of the study non-probability judgmental sampling technique was used and the people who were using products of the brands under study were selected for collecting data, responses were collected from individual respondents. The sample was collected from Gwalior region and total respondents were 215. Factor analysis, Regression analysis and ANOVA analysis were applied. The study concluded that the endorsement made by a celebrity is having a significant impact on buying behaviour of motor bike.

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Jeyaradha and Dr.K.Kamalakannan (2013)\textsuperscript{58}, in their study “Impact of Celebrities Advertisement towards College Students”, analyzed impact of celebrities advertisement towards college students and to measure the celebrity effectiveness for the aspects such as reaching of the product and the product message, Remembrance, Ensures reliability, Attractiveness, Motivation by the product. The primary data was collected through questionnaire. This questionnaire aims together information related to advertising awareness among the college students. The random sampling technique had been used in selecting the sample. The sample comprises of 500 college students drawn from the 25 colleges affiliated to Manonmaniam Sundaranar University, Tirunelveli. The collected data has been analyzed by using appropriate statistical tools like percentage, chi-square test for arriving at a conclusion. The study concluded that 28 percent of the respondents are influenced by the reaching of the product message and majority of the respondents are in the age group of 18-21 years get impact by reaching of the product message through celebrity advertisement. The study framed that majority of the male respondents get impact by reaching of the product message. The study proved that majority of the U.G respondents get impact by reaching the product message. Finally, purchase intention of customers after watching an advertisement, recall value of advertisement, tempting the customers to spend more, creating an impression on others by using a particular product, effectiveness of an advertisement when multiple celebrities are used to endorse the same product, celebrities’ effectiveness in terms of regional appeal. It could be ascertained that celebrity advertisement is effective as it has a positive impact on various factors, which are essential reasons for a company to advertise in any media.

Sushil Kumar Rai and Ashish kumar Sharma (2013)\textsuperscript{59}, found out in a study on “Trends in Celebrity Brand Endorsements on Indian Television”, that the endorsers can be from different fields, with fame as the only criterion. In India, Celebrity Endorsements are believed to be particularly used as the average consumer reportedly identifies more


strongly with celebrities than in other countries. Most of the celebrities are from film and sports area, as their popularity extends to relatively wider segments of the population. This has encouraged the widespread use of celebrities over the decades. And Television is the best vehicle to show such advertisements.

**Priyanka Shah and Anu Gupta (2013)**\(^6\), analyzed the “Role of Celebrity Endorsement on Purchase Behaviour”. The objectives of the study were: i) to identify the influence of celebrity endorsement on consumer buying behaviour ii) to determine purchase attitude that is influenced by the celebrity endorsement and the fit between the celebrity and the brands endorsed by her/him iii) to find out which type of celebrity persona is more effective. The study was descriptive in nature. Primary data was collected through structured questionnaire. A sample of 200 consumers was selected. Convenience Sampling Method was adopted for selecting the consumers. The study found that i) celebrity endorsers do have influence on buying behaviour of consumers. Moreover celebrity persona helps in brand recognition, helps in gaining attention and saves the brand from clutter. ii) Bollywood stars are more effective than other type of celebrity persona. iii) 39.5% of respondent strongly agree and 40% of respondent agree on that there should be a personality match between product and celebrity because if there is a match between personality of product and celebrity than consumer can easily associate brand with celebrity and brand recognition is more in such cases. The study concludes that celebrity endorsement is an effective tool for advertisement but the result will vary with the sectors therefore proper feasibility study should be conducted before paying off the handsome amount to celebrity for endorsing a product.

**Chaitra Bocheer and Dr. H. Nanjegowda (2013)**\(^6\), conducted a study on “The Impact of Celebrity Endorsement on Indian Customers”. The objectives of the study were to study the factors inducing the choice of celebrity as company’s promotion strategy and to study the relationship between a celebrity and a brand. The study was

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conceptual and based on the data collected from the secondary sources. The study concludes that Celebrity endorsement has reasonable impact on customers as per their attitude and purchase intention. Physical attractiveness, credibility and congruence of celebrity with reference to the endorsed advertisement all have impact on the customer’s perception about the advertised product. Marketer has to decide how far the benefits outweigh the risks associated. It would be impudent to consider celebrity endorsement as a solution for all marketing anguish. If used effectively, it makes a brand stand out, electrifies brand recall and facilitates instant awareness, brings global awareness to a brand, promote a brand’s products and appeal. Celebrity endorsement helps to position and re-position existing brands. Celebrities contribute extensive PR advantage and opportunities for brands.

Yanqing Jiang and Lin Fang (2014)\textsuperscript{62}, analysed in their paper entitled “Consumer Reaction and Effectiveness of Celebrity Endorsed Advertising”. Researchers apply an econometric methodology to empirically examine the potential role of the host of key factors on the part of the consumer in affecting the level of effectiveness of celebrity endorsement in advertising. Based on the first-hand data obtained from surveys and using an econometric approach, they design and implement their empirical analysis. Their entire sample of people includes a total number of 1897 respondents. The analysis leads to estimation results showing that gender of the consumer matters critically in determining the level of effectiveness that persuasion of celebrity endorsed advertising could possibly reach. That is, celebrity endorsed advertising is in general more successful in its persuasiveness with respect to female target consumers. Through regression analysis, they find out that the effectiveness of celebrity advertising crucially depends on the level of consumer income. In addition, regression results also suggest that the socio cultural background of the consumer plays a critical role in affecting the persuasiveness level of celebrity endorsed advertising.

Jagadeesh Prakash and Shamala (2014)\textsuperscript{63}, examined “Sports Celebrity Endorsements on TV and its Impact on Youth”. Their research tries to find out how the college students in Bangalore perceive sports celebrity advertisement and how it in turn influences their choice of purchase. Their study is confined to Bangalore city and its suburbs. Questionnaires were prepared and distributed to a group of 485 youngsters. The study showed that the impact of celebrity endorsements on that group and now it has affected their purchase decision of various products. In that research, analysis was done on the data collected through survey method. The study was conducted among youth in the Bangalore City. The data collected for the analysis and interpretation was mainly done through primary data collection methods. Based on this information a questionnaire was prepared. The study concluded that the tag ‘celebrity’, ‘sports hero’ or ‘role model’ naturally influences youth whether it deals with socio-economic status of an icon or considering the long line of fans encircling him. Thus to a large extent, youth are influenced by advertisements that are endorsed by celebrities which in turn regulates the purchasing behaviour of youngsters.

A.H. Chouldhury and K. Mukherjee (2014)\textsuperscript{64}, conducted a study on “Celebrity Endorsement and its Impacts on Students Buying Behaviour towards Personal Care Products”. Their research aims at i) to study the perception of consumers about the celebrity endorsement  ii) to study and examine the key factors of celebrity endorsement that influence on the buying behaviour of consumers iii) to examine the impact of celebrity endorsement on consumers buying behaviour towards personal care products. The study is an analytical one to understand the buying behaviour of consumers in regard to the personal care products based on the facts and observation. The work is based on firsthand 1140 (male587 and female553) sample collected by justified random sampling methods from urban and rural areas by using multiple choice based questionnaires in Assam. The study revealed that the popularity of celebrity endorsement practice in


Assam towards personal care products is quite effective. The study concludes that consumers are significantly influenced by celebrity advertisement, more specifically the females, in all the three dimensions – perception towards the celebrity, stimuli on buying decision and celebrity endorsement impact on buying decision. In attractiveness dimension females are more sensitive than males. Celebrity endorsement creates a favourable and positive impact on recall and purchase decision. Celebrity along with other combined factors and elements acts as stimuli to change the buying behaviour of the consumers. The study indicated that both the male and female are highly positive towards celebrity perception and sensitive to the celebrity advertisements.

**Supreet Kaur (2014)**, examined “the Impact of Celebrity Endorsement on Consumers’ Buying Behaviour”. The objectives of the study were to identify the attributes that defines the success of using a celebrity in product promotion and to study the influential of celebrities on consumer behaviour with respect to branded products and services. A study is carried out involving a survey of 60 respondents. These respondents were asked a series of questions about their preferences. At the theoretical level, the research finds that the celebrity endorsement strategy has become an important component of marketing communications strategy for firms in today’s competitive environment. All the related factors have to be taken care of; otherwise the celebrity endorsement may prove to be a landmine having a devastating impact on the profitability, products’ future prospects and brand image.

**Rashid Saeed, Hashim Zameer, Rimsha Naseer,and Shazia Haider (2014)**, in their article analyzed “the Impact of Celebrity and Non-celebrity Advertisement on Consumer Perception”. The research was quantitative in nature. A sample of 200 was taken from population by using non-probability convenience random sampling method. Data was collected by using a structured questionnaire. The collected data was analyzed through correlation analysis by using SPSS 19.00. Through analysis it was concluded

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that there is a positive relation of celebrity advertisement on consumer perception, but celebrity advertisement has greater positive relation with consumer perception than non-celebrity advertisement.

Ligi Jolly (2014)\textsuperscript{67}, conducted a study on “Impact of Celebrity Advertising in the Buying Behaviour of the College Students”. The objectives of the study were i) to identify the influence of celebrity advertisement on students buying behaviour ii) to know whether the celebrity advertisement leads to brand-building among students iii) to find out which type of celebrity personal is more effective and iv) to identify various factors influencing students buying behaviour. Primary data was collected from the respondents using structured questionnaires. The sampling technique used for study was Convenience Sampling. Percentage was used as the tool of analysis. The findings of the study revealed that the most preferred media by students was television; the presence of celebrity in an advertisement is likely to be influential in the purchase of the product; 72\% of the respondents prefer to watch celebrity advertisements rather than without celebrity; 68\% of the respondents agreed that the celebrity advertisements lead to brand promotion; 50.67\% of respondents don’t believe in celebrities using the product they advertise for; 53.33\% of respondents use the product for status symbol and 44\% of respondents said the reason for using the celebrity is for easy recognition of the product. The study concludes that student at this age are more serious about the celebrity’s beauty, reliability and honesty and their buying behaviour depends upon their favourite celebrity advertisement.

RESEARCH GAP

The studies reviewed in this chapter are all related to celebrity endorsements. Intense analysis has not so far been done with reference to brand celebrities and their impact on consumer behaviour towards selected brands. This study systematically analyses the impact of consumer behaviour on celebrity endorsements by applying modern statistical tools of five point scaling technique and univariate analysis. The past researches on celebrity endorsement have never used these kinds of tools for analysis. This study is unique in these aspects and pioneer in analyzing the brand celebrities and their impact on consumer behaviour towards selected brands.

\textsuperscript{67} Ligi Jolly, “Impact of celebrity advertising in the buying behaviour of the college students in kottyam district, Kerala”, International of research in management and technology, Vol.3, Issue.6, June, 2014, pp.6-11.