Conclusion and Discussion

As observed in the results, Shahrukh Khan, Amitabh Bachhan, Sachin Tendulkar, Shahid Kapoor and Akshay Kumar, in that order, are the most recalled celebrities.

Shahrukh Khan is a youth icon and having him to endorse a brand helps in building the trust and connecting better with the youth. This reflects the confidence; marketers have, in the superstar. The second question measured by using the cross tabulations resulted in the Sunfeast, emerging as the most recalled endorsement of Shahrukh Khan. This result appears good as ITC Ltd, featured Shahrukh Khan for the promotion of their newly launched biscuits brand, and had coupled the endorsement with a high frequency multi media presence. The popularity of the star across age groups may have influenced the decision. Today, in a comparatively short period of time, Sunfeast is a well recalled name in biscuits. This may be due to several reasons, but the endorsement of Shahrukh Khan is certainly a very important factor. Post this endorsement, in the more recent times, Aamir Khan is endorsing the brand Monaco. In case of Amitabh Bachchan, the Dabur endorsement was found to be the most recalled one. This result also appears good as Dabur wanted to benefit from the “Fit” perception of Amitabh Bachhan. As the superstar was ageing, he had put in lot of efforts to maintain his fitness to support his hectic lifestyle. This was promoted across media in a big way. Also the success of Amitabh Bachhan in the TV Shows” Kaun Banega Crorepati” had established a good connect with all age groups.
Also Dabur was being perceived to be an ageing brand, a tag, Dabur; might want to do away with by featuring a fit and hit star like Amitabh Bachchan. Sachin Tendulkar, Cricket world’s icon, had endorsed Pepsi which has got good recall owing to the high frequency of the said ad campaign. Shahid Kapoor also emerges to be a popular due to his endorsing a shampoo brand. In this study, maximum respondents recalled the endorsement to be for Head and Shoulders, which is a wrong interpretation as he has actually endorsed Clinic All Clear. This is an example of the star camouflaging the brand. The ad agency should have given a powerful slogan or theme to aid the recall of the brand and should have matched the celebrity with the message to create an impact on the potential customers. This can be seen in the Aamir Khan coca cola campaign where the slogan “Thanda Matlab Coca Cola” is still recalled by people and hence the brand was not camouflaged by the endorser. Akshay Kumar’s very successful association with the perceptually macho brand Thumbs Up gets the audiences’ Thumbs Up. This is a very good example of the Match Up of the celebrity and the product, owing to the macho image of the star.

We can see that the campaigns which have gained recall have had a Match Up (Akshay Kumar), Likeability (Shahrukh Khan, Shahid Kapoor, and Sachin Tendulkar), and Trust (Amitabh Bachhan) factors in the campaign.

Advertising is found to be the most influencing medium for buying FMCG products, a result which reasons the massive spending of the FMCG giants, even in these recessionary times. Brand and Pricing are the key factors for influencing a purchase decision which is why FMCG giants like HLL, Nirma, P&G, spend a fortune for brand building. Amongst all the mediums TV is the favorite media vehicle and also the most favorite for viewing advertisements. This is again reflected in the spending behaviour of the FMCG giants like HLL, Nirma, and Paras.
Pharmaceuticals who have a very negligible presence on media vehicles other than Television.

Another important purpose of this study was to investigate the influence of physical attractiveness, source credibility of the endorser on the consumer’s attitude towards the printed advertisement, brand being endorsed and purchase intention towards the brand.

**Hypothesis 1:**

The source credibility (expertise, trustworthiness) and physical attractiveness play a significant role in influencing the purchase decision of the consumer.

This objective was met by testing hypothesis using backward linear regression. The dependent variable - purchase intention was measured against the independent variables - physical attractiveness and source credibility. This was done for all the four advertisements.

In case of the advertisement of Lux soap, endorsed by Aishwariya Rai, physical attractiveness did not have a significant impact on the purchase intentions. In case of the advertisement of Sunfeast biscuits, endorsed by Shahrukh Khan, the physical attraction had a significant impact on the purchase intention. For the advertisement for brand Pepsi, endorsed by Sachin Tendulkar, physical attraction had no significant impact on purchase intention. For the advertisement of the brand Dabur Chyawanprash, endorsed by Amitabh Bachhan, physical attraction had a significant impact on purchase intention.

For the advertisement featuring Aishwariya Rai, Source credibility had a significant impact on the purchase intentions. In the advertisement featuring Shahrukh Khan, the source credibility had no significant impact on the purchase intention. In case of advertisement featuring Sachin
Celebrity endorsement and its influence on consumer behaviour

Tendulkar, source credibility had a significant impact on the purchase intention. For the advertisement featuring Amitabh Bachchan, source credibility had a significant impact on the purchase intention.

Having a celebrity endorser was found to partially increase consumer's intent to purchase the advertised product. Hypothesis one was partially supported. However, the celebrity, brand and the message should be taken into consideration. In case of the Aishwariya Rai, the source credibility had a significant impact on the purchase intention but attractiveness did not. The results hold good as the respondents are well aware that an actress of the cadre of Aishwariya Rai must not be using an Indian soap. As her beauty is well acclaimed and she has endorsed few selective brands, her statement is perceived to be true for beauty related products. This conclusion is in line with the findings by Kamins (1990) which says that an attractive endorser is more effective for beauty related products.

Sachin Tendulkar is an icon of cricket. His years of success in the game have given him a special place in the heart and mind of the followers, nationally and internationally. Source credibility had a significant impact on the purchase intentions of the said advertisement but attractiveness did not. The expertise of Sachin Tendulkar and his image of being a thorough gentleman have earned him a strong reputation amongst all classes of the society. Hence his statements for a product lend authenticity and increase the purchase intentions towards the product. Physical attractiveness was not a significant factor in increasing purchase intentions as the star is known for his game and not his looks. Moreover he is liked for his game and voice and not looks. This is reflected in practice as he has hardly endorsed any attractiveness related product.
For the Sunfeast advertisement, physical attraction had a significant impact on purchase intention. This is in line with the study by Kahle & Homer (1985), who conducted a study using celebrities that measured their physical attractiveness, likeability and their involvement in the products. The results showed that the more likable and attractive the celebrity the greater was the purchase intention. In the current research, it is known that Shahrukh Khan is a famous celebrity liked by all age group individuals and has an attractive personality and appearance. Hence the kids as well as their parents may have been influenced to try the new product launch "Sunfeast from ITC Ltd. The success of the brand and its increased acceptability (as per website of ITC Ltd) can be attributed to the instant awareness, interest and desire for action, Shahrukh Kahn generated. He has a proven capacity to draw attention as also confirmed by the success of Hyundai brand in India. The values for source credibility (expertise and Trustworthiness) were not significant. The reason for this could be that, that the superstar is so well-known and acclaimed, that he does not need to prove his trustworthiness or expertise in fashion or showbiz industry. Another reason could be that the respondents did not feel that Shahrukh Khan must be eating the biscuits in real life.

For the Dabur Chyawanprash advertisement, both source credibility and physical attractiveness values were significant in generating purchase intentions. This result is good because, at the age of 60 plus Amitabh Bachhan has maintained a very good fitness level. This was big news in Media also and certainly must have benefited the campaign of Dabur, which was trying to project its Chyawanprash and Honey as two very good health utilities. Hence his physical attraction values were high. Owing to the clean image of the superstar he was found to be trustworthy.
Hypothesis 2:

The source credibility (expertise, trustworthiness) and physical attractiveness play a significant role in creating the positive attitude towards the advertisement.

This objective was met by testing hypothesis using backward linear regression. The dependent variable of attitude towards the advertisement was measured against the independent variables of physical attractiveness, source credibility. This was done for all the four advertisements.

In the advertisement featuring Aishwariya Rai, physical attraction had a significant impact on the attitude towards the advertisement. In the advertisement featuring Shahrukh Khan, physical attraction had a significant impact on the attitude towards the advertisement. In the advertisement featuring Sachin Tendulkar, physical attraction did not have a significant impact on the attitude towards the advertisement. In case of the advertisement featuring Amitabh Bachhan, physical attraction had no significant impact on attitude towards the advertisement.

In all the four advertisements source credibility had a significant impact on the attitude towards the advertisement.

Having a celebrity endorser was found to partially relate to positive attitudes towards the advertisements. Hypothesis two was partially supported. The celebrity, brand and the message should be taken into consideration. The advertisement featuring Aishwariya Rai had significant scores for the physical attractiveness and source credibility. According to Baker and Lutz (1988), attitude towards the advertisement may contain both affective reactions – (ad -created feelings of...
happiness, joy) and evaluations (ad’s credibility or informative ness). As Ashwariya Rai, is physically attractive, the likeability towards her may induce joy and her well acclaimed beauty makes her an expert source of valid information about the beauty related product Lux.

The advertisement featuring Shahrukh Khan had significant scores for the physical attractiveness and source credibility. This is because the likeability of the superstar makes the advertisement viewing a joyful experience. The respondents feel that as the star is well known they can relate to him and to what he are endorsing. By trying the Sunfeast brands parents and kids may want to feel closer to him. For these or other possible reasons, consumers generated favourable attitudes towards these advertisements.

The advertisement featuring Sachin Tendulkar had high scores on source credibility. Expertise is the extent to which a communicator is perceived to be a source of valid assertions. The attitude towards the Tendulkar advertisement is positive owing to the high fame and respect the Sports Star has gained in his game. Scores of physical attractiveness were not significant.

For advertisement featuring Amitabh Bachhan, the physical attraction had no impact on the attitude towards the advertisement. Amitabh Bachhan, at this very old age is working hard and round the clock. This, because of his highly fit body. This news was made very popular in the media world and had been given page 3 coverage across India. Hence people had a background about the fitness of Amitabh Bachhan which Dabur capitalized on to maximize the impact of their campaign. The Friedman H.H, Santeramo, M.J, & Traina A. (1978), study showed that awareness correlated with trust; celebrities that were perceived as having constant media coverage were trusted more than celebrities not
in spotlight. This study is consistent with the results of dependent variable attitude towards the advertisement.

Friedman and Friedman (1979) found that an endorser / product interaction occurred. Also, consumer's evaluations of the ad's believability varied according to the product / endorser combinations. This was consistent in all the advertisements.

**Hypothesis 3:**

The source credibility (expertise, trustworthiness) and physical attractiveness play a significant role in creating a positive attitude towards the brand.

This objective was met by testing hypothesis using backward linear regression. The dependent variable of attitude towards the brand was measured against the independent variables of physical attractiveness, source credibility. This was done for all the four advertisements.

For the advertisement featuring Ashwariya Rai, the Physical attractiveness had significant impact on attitude towards the brand. For the advertisement featuring Shahrukh Khan, physical attraction had a significant impact on attitude towards the brand. For the advertisement featuring Sachin Tendulkar, the physical attraction had a significant impact on attitude towards the brand. For the advertisement featuring Amitabh Bachhan, physical attraction had no impact on the attitude towards the brand.

For the advertisement featuring Aishwariya Rai, Source Credibility had significant impact on attitude towards the brand. For the advertisement featuring Shahrukh Khan, the source credibility had a significant impact on the attitude towards the brand. For the advertisement, featuring
Sachin Tendulkar, the source credibility had no impact on attitude towards the brand. For the advertisement featuring Amitabh Bachhan, source credibility had a significant impact on attitude towards the brand.

For the advertisements featuring Aishwariya Rai, both source credibility and Physical attractiveness had a significant impact on the attitude towards the brand. The results clearly demonstrate an attractiveness effect on brand attitude consistent with previous research showing that use of an attractive spokesperson has a positive effect on brand attitude.

For the advertisement, featuring Shahrukh Khan the physical attractiveness had a significant impact on the attitude towards the brand which is in line with the Kahle and Homer (1985) study that the more attractive the celebrity is, the more is the favourable attitude towards the advertisement and brand. Trustworthiness also had a significant impact on attitude towards the advertisement as the star is popular and carries a clean image in the media. This was the case for the advertisement featuring Sachin Tendulkar, owing to the attraction and the resultant liking of the celebrity.

For the advertisement, featuring Amitabh Bachhan source credibility had a significant impact on the attitude towards the brand. This is in consonance with Despande and Stayman (1994), McGinnies and Ward, 1980 that highly credible sources have a significant impact on the attitude towards the brand.

In contrast to the results in Ohanian (1991), which indicated that the dimensions attractiveness and trustworthiness did not affect purchase intentions, the results in this study show that attractiveness, trustworthiness and expertise are positively related to purchase intention. The discrepancies in the findings may be attributed to various factors like culture. This proves that people of Gujarat give more importance to
celebrity’s attractiveness and Trustworthiness than do American’s (Ohanian 1990). The reasons given by Ohanian (1991) to explain the null effects of celebrity’s attractiveness and trustworthiness do not seem to be valid. Ohanian (1991, p.52) reasoned:” in advertisement most celebrities are attractive and as such, respondents have a mindset in which attractiveness is not a determinant factor in their brand selection decisions. Further, with the wide spread use of celebrities and an athlete in paid commercials, the audience does not associate a high level of trustworthiness with individuals who get paid handsomely to promote a product.” These explanations seem to imply that respondents perceived the high attractiveness and low trustworthiness as being common characteristics among celebrities and thus ignored these two aspects.

However these explanations were not appropriate because the four celebrities did differ significantly in perceived attractiveness, trustworthiness, and expertise.

Another possible explanation for the null effects of celebrity attractiveness and trustworthiness in Ohanian (1991) study comes from the celebrity product match up model according to this model, a celerity endorser may enhance product and advertisement based evaluations if the characteristic of the product are congruent, on an attractiveness basis or some other basis with the image portrait by celebrity for e.g. it predicts that when a celebrity’s physical attractiveness matches up with the attractiveness related products there will be a positive impact on product and advertisement evaluation. on the other hand, when the product is not related to user’s attractiveness there will be a minimal impact of celebrity attractiveness on product and advertisement evaluation. Evidence from studies of Baker and Churchill (1977), Friedman and Friedman (1979), Joseph (1982), Kahle and Homer (1985), Kamins (1990), Misra and Beatty (1990), and Peterson and Kerin (1977) is consistent with this hypothesis.
Bearing in mind that the samples in this study are non-probability samples thus generalization to other groups of people must be made with caution. An important factor which should be kept in mind is the likeability of the endorsers. In this study, this characteristic has shown to influence persuasion as in the study by (Chaiken, 1980, for low involvement products).

Table 5.1  Suggested Reality Check Model for Selecting a Celebrity Endorser

<table>
<thead>
<tr>
<th>Product in consideration</th>
<th>Celebrity in consideration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of Product (Mass / Class)</td>
<td>Celebrity Perception (Common Man Image / Classy Image)</td>
</tr>
<tr>
<td>Stage of the product in its life cycle</td>
<td>Years of success in area of performance and age of the celebrity</td>
</tr>
<tr>
<td>Product / corporate Image (Reliable / Grey Area)</td>
<td>Consistency of celebrity Image / performance</td>
</tr>
<tr>
<td>Budget and duration of the campaign as well as competitor activity</td>
<td>Celebrity fees and contract and client - ad agency relationship</td>
</tr>
<tr>
<td>Idea of the product campaign</td>
<td>Celebrity Image</td>
</tr>
<tr>
<td>Level of commitment from celebrity's end</td>
<td>Number of endorsements and time commitment for the endorsement related promotion</td>
</tr>
</tbody>
</table>

Under normal circumstances a celebrity endorsement deal is for a stipulated period of time depending on the status of the celebrity.

To go for a reality check for selecting a celebrity, I would like to suggest a match up before entering an endorsement deal. It is very important to match the product target audience with the perception the celebrity holds in the minds of the public.
Amitabh Bachhan can successfully endorse a premium product like a Parker pen while featuring Govinda for the same might not bear the same results.

It is also important to check the product lifecycle with the celebrity career stage. A beginner in career cannot give good results in the endorsement of a corporate image building campaign. This can be seen in real life where Jaypee cement, signed Sachin Tendulkar at the prime of his career, for their corporate campaign.

On the same lines, the image of a corporate, if has entered grey area due to some controversy, should check the celebrities consistency of holding an image or performance for long time. Amitabh Bachhan was brought in to save the falling image of Cadbury during the worm controversy. He successfully used his untarnished image to reduce the damage. On the other hand an equally successful Salman Khan can not do the same for the brand owing to his not so good boy image.

The brand manager should have a good budget for the success of the campaign. The celebrity charges high fees for the endorsement. Hence a high budget media spend will make the endorsement reach to the maximum target audience and give desired results for the endorsement deal. In absence of high budget for media, an endorsement deal should be avoided. Also the advertising agency and the client should have a strong bonding which helps in getting the best campaign idea and good endorsement negotiations. The level of the commitment of the celebrity and the legal aspects of the deal should be given due weightage.

The idea of the campaign and celebrity image should gel. For example a product high in financial risk / performance risk cannot be endorsed by a comedian, normally. But a product, low in all types of risk, can be
endorsed by a comic artist. Also the campaign story should gel with the image of the endorser.

The endorsement deal, if has below the line (BTL) events, to support the advertisement campaign, will give good results. Hence the celebrity commitment should be ensured for such promotions also. In absence of such understandings at the onset, a brand may find it difficult to get the best Return on investments.

**Impact for Marketing and Brand Managers and Academics:**

This study can be very useful to the advertisers and academicians. Academicians can benefit from this research and upgrade it on sector specific endorsements like telecom or White Goods which are of different consumer involvement levels. The practicing marketers can consider the suggested model for pretesting an endorsement deal. This study can be a good reference for Indian students as no research on the said subject, in Indian context has come to the notice of the researcher.

**Recommendations for Future Research:**

Future research on this topic can include measuring a celebrity vs. non celebrity advertisement within the same brand. The impact of multiple endorsements can also be researched. As discussed, sector specific research can also be done to test response to an endorsement in case of high involvement products. Lastly, measuring how a celebrity that has lost popularity, while still under contract, can be beneficial is a matter of study.