The Genesis and Development of the Concept of Celebrity Endorsement

1.1 Overview

In a competitive world, the importance of effective communication cannot be undermined. It is very important to grab the eyeballs of the existing and potential customers to succeed in the market. This is reflected in the AIDA (Attention, Interest, Desire and Action) theory, which lays importance on the necessity of getting the attention of the audience, creating an interest for the product being advertised, generate desire for the product and trigger action for buying it.

Based on the four P's of marketing, one can understand the importance of promotion as explained. Managers, to get the maximum sales and market share for their products, strategically plan the 4 P's of marketing viz. Product, Price, Place and Promotion. Products, in today's world, can easily be replicated. Price can be matched by all competitors and Place (distribution channel) can be established by all players over a period of time. When it comes to promotion, the budgets can be matched, but what cannot be matched, is an interesting and eye-catching campaign. An easy way out to beat the over-communicated world is to have a celebrity, endorse a brand. Famous people are utilized by the marketers for their communication messages. The endorsers can be from different walks of life, with fame as the only criterion. Most of the celebrities are from the
Sports and films area, as their popularity extends to relatively wider segment of the population. An endorsement does not only create interest in the campaign, but also makes it popular. In India, the late 60's saw the beginning of celebrity endorsements in advertising. Hindi film, television celebrities as well as sports celebrities began to sign endorsements deals for brands, which otherwise, was a domain of professional models. Tabassum, Jalal Agha, Kapil Dev and Sunil Gavaskar were from the list of early endorsers in India. Leading brands, since then, have banked on the success of the sports celebrities and film celebrities to popularize their brand. A few success stories like Hyundai's entry in India and its instant acceptability, or the celebrity extravaganza by Lux, the 10 years long association of Aamir Khan with Coke are the milestones in the area of celebrity endorsement. On the global front leading musicians, film celebrities, sports celebrities have been a part of campaigns for leading brands and made them popular. This leads us to the question that why do the corporate choose celebrities in the advertisement. While there may be different reasons, the idea behind the brand, competition activity, and brand strategy are the important components of the strategy. Hyundai wanted to enter India with immediate recognition. Hence it roped in Shahrukh Khan, and the success of Santro is not unknown to any one. It does not indicate that the advertisement was the only factor, leading to the success of the product. The Korean giant had a good product, but it was important that the people were made aware of the brand. Hence the endorsement played a crucial role in creating an immediate recall. When S Kumar's launched Tamarind, they roped in Hrithik Roshan, and inspite of spending 40 percent less on media; their advertisement had 70 percent higher recall as per Indiantelevision.com. There are two different definitions of celebrity endorser which are used in the literature. They are:

Friedman and Freidman (1979) defined an endorser as "A celebrity endorser is an individual who is known to the public (actor, sports figure,
Celebrity endorsement and its influence on consumer behaviour

entertainer, etc.) for his or her achievements in areas other than that of the product class endorsed".

McCracken (1989) defines a celebrity endorser as, "an individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement".

The above definitions reveal that a celebrity is an individual who is known to the public in different ways. The individual is famous and utilizes his or her publicity to advertise a product that does not have anything to do with the individual fame.

Endorsements typically involve three participants’ viz. sellers, endorsers and target consumers. The seller asks the endorser to use or evaluate the product; the endorser tries the product and urges the consumer to consider the product.

Celebrity endorsement is the activity that utilizes a celebrity to endorse a product in advertising. Celebrity endorsement is an advertising strategy, among many others; for example sales promotion, public relations, direct marketing etc, adopted by the marketer to influence consumer behaviour. The roots of the strategy are in the study of psychology. People seem to prefer positive and reinforcing reflections of them by using the product. To put it in a lucid language, consumers look out for some positive result when they add a product in their basket. The examples are aplenty, right from using herbal toothpaste, to sporting branded apparel in the office. They expect the herbal toothpaste to keep them away from the chemicals used in a regular paste. Branded apparel enhances their image in the office.

This means that the consumers, if given a right reason to buy, will be ready to shell out a premium. But we are in an era when brands are
allowed to communicate with the potential consumers by invitation only, that is, we are rapidly entering into an era of permission marketing. The consumers are expected to buy a product based on the information they have, or are exposed to. In the present marketing era, the brands need to pull the consumers by winning their trust and attracting them. Hence by featuring a celebrity, the marketer expects not only to cut through the clutter, but also to create the much necessary access into the consumers mind. At times, the endorsement strategy may backfire due to some reasons and in this situation the influence on the brand may be negative.

1.2 The Pros and Cons of Celebrity Endorsement

Table 1.1 - The advantages and Disadvantages of Celebrity Endorsement

<table>
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<td>Increased attention</td>
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<td>Underpin global campaigns</td>
<td>Expensive</td>
<td>Selecting celebrities who are appropriate for global target audience, not because they are 'hot' in all market audiences.</td>
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The celebrity endorsement strategy has its pros and cons. Celebrities give the brand, a touch of glamour and excites the customer by fame and success. People like to associate with success and fame and hence their appeal matters to the audience. The managers, at the back of their mind, have a purpose of getting good press coverage of the endorsed product and hence create a buzz around their brand. The media is observed to be very friendly with the company – celebrity marriage. Celebrity endorsement strategy can be an effective competitive weapon in mature and saturated markets in order to differentiate products from competitors'. The use of celebrities helps the brand to get immediate attention owing to the recognition and credibility a celebrity enjoys. A credible endorser can help the companies regain its lost image. The Cadbury's worm controversy created stirs in the sales of the brand. Cadbury's was quick to rope in the services of Big B (Amitabh Bachhan) to ward off further damage. Brands, new to the market, can gain immediate recognition by roping in a famous celebrity. The example of Shahrukh Khan endorsing Hyundai is the most famous. Global campaigns can be successful if globally known celebrities are used. One of the successful global campaign is of, Nike, endorsed by Tiger Woods.

From an agency perspective an extreme usage of celebrity is the “lazy advertising”. It indicates that the agency does not have any idea and they want to join the bandwagon. There are excellent examples of campaigns which were successful without any celebrity. The Amul ads, the Hutch - puppy ads, the Vodafone Zoo zoos, the Pidilite ads, all are successful without a celebrity. Mascots created by brands are also used in the advertisements and are liked by the audiences. The youngsters liked Lehar's Fido Dido and Asian Paint's Gattu. The advertising managers should take into account various factors like the product lifecycle, competition activity, consumer recall of the brand and the sales target to decide on the celebrity endorsement strategy. The decision is important as these contracts usually, are for one year or more legally, and will leave
a long lasting imprint on the brand. A failed endorsement strategy will cost a huge amount of money, a lot of time and loss of market share and consumer confidence. Hence it is imperative to study the pros and cons of the endorsement process by which one can analyze the decision to enter into an endorsement. Another negative side, which lies in an endorsement, is that, sometimes the celebrity overshadows the brand. In many advertisements we find that the celebrity becomes the centre of focus instead of the brand. The marketers should try and avoid such camouflaging of the brand by the endorser. A proper pre testing of the campaign will help the advertiser, resolve the issue. As Cooper (1984) puts it "the product, not the celebrity, must be the star". A celebrity going on the wrong side of the law due to any reason or losing fame due to bad performance will do no good to the brand. Another important issue is that of celebrity greed and subsequent overexposure, when a celebrity becomes an endorser for many diverse products. If a celebrity's image ties in, with many brands, the impact and identification with each product may lessen, since the relationship between the celebrity and a particular brand is not distinctive. The exercise may fail if the celebrity – product fit is not proper. A campaign using a global celebrity may backfire if the celebrity is not recognized by the public of the country in which the campaign is aired. The exercise is inexpensive as it may cut global production costs but with the risk that the idea of the campaign might not gel with every country.

1.3 Celebrity's Impact on Consumer's Lifestyle and Media

Celebrities have a huge impact on the media industry. Bollywood, and the entire entertainment industry, is based on the creation celebrities, and these celebrities have a huge impact on the generations of the country. Public fascination for the celebrities has had a long history and there is also a need in the consumer's minds to generate these iconic figures,
worship them and then often pull them back to earth. There are so many attempts to establish the monetary value of movie celebrities. There is an online index in the US – 'Celebdaq' that enables players to buy and sell shares in celebrities on the virtual stock exchange. In the recent times the small screen – Television, also has produced a large number of celebrities who have been adored by the masses at large. Also, the trend of reality television has produced a large number of celebrities who have either performed well in the television programs or gained their lost popularity by participating in the reality shows. The celebrity phenomenon is created by the television celebrities, movie Celebrities and sports personalities. The public at large is highly influenced by the celebrities and are influenced by each and every aspect of the celebrity viz. their hairstyle, make up, fashion, lifestyle and body shape. Much of the human behaviour and specifically, purchasing, can be attributed to the desire to improve presentation and desirability. When some one identifies with a celebrity from a physical point of view, they may see an enhanced fantasy reflection of themselves in the media and imitate the actions of the celebrity to make most of their appearance. The role of celebrity in the hair care market is very powerful. Today, there is hardly a cosmetic company, which does not have a celebrity face to represent its brand in the market place and hence, the usage of the hair products and cosmetics by women continue to grow. The hairstyle of leading sport celebrities like MS Dhoni and Aamir Khan (Ghajini) became popular in the country and millions of youth have emulated their style.

For many centuries human beings have lived in cultures where the garments they wear, decide their status. For the last century it has been increasingly celebrities, who have had the most enormous impact in creating fashion and what people wear. The dressing of leading movie celebrities, sportsmen and Women influences the people. Good examples of these are the craze for wedding dresses post the Madhuri Dixit era of social movies. The more recent example is the Ghajini style corporate
shirts from Allen Solly. Hence we can infer that the celebrities are influential in our every day lives. There are many factors why celebrities work for brands. The first factor is the interactivity between the brands and the consumers. Indeed, it looks very likely that the traditional scheme advertising, which is often for discounting, is nearing its end. The future lies in brand response, a form of communication that combines both value added and some form of interactive sale – closure process, which in itself adds value. This is the key to success and given that brand response is the future, it seems that television, the most popular media today, will be even more so in the future as increasing numbers of media platforms offer audio visual capability and it suits the celebrities as well. The second of these factors, is the era of consent. It appears that we are moving in to an era where customers will have greater control on the commercial communication messages they receive. "Gate keeping", either through personal or technical intervention has become common and it appears that brands would have to seek permission from people to communicate with them. In doing this, it seems that the celebrities who have a high standing in public eye could be one of the more powerful tools for brands in gaining access and permission of the consumer. The third factor is the media fragmentation. This, in combination with the consumer's innate ability, honed by much practice to screen out unwanted information, means that it is increasingly difficult for brands to gain consumers' attention. This is the real problem for the marketers and hence achieving a high degree of fame is the key to gain attention and thus build the business. Again the celebrities who have considerable fame of their own and are attractive for consumers create the necessary cut through.
1.4 The Selection and Involvement Level of a Celebrity

All the above factors indicate that celebrity endorsement is here to stay. Hence it is necessary to understand how to use celebrity for a brand. At its most basic there is a relatively simple equation between the degree of intimacy between the celebrity and the product, and effectiveness of the endorsement. The more closely the celebrity is involved with the brand, the more they commit themselves. Ideally, there needs to be a real sense of commitment and engagement between the endorser and the brand. The Four F's of using a celebrity are as shown below:

Fig.1.1 - Four F's of using a Celebrity


The marketer should enter into a partnership with the celebrity with a clear view of the marketing budgets and hence a realistic degree of intimacy can be achieved with the celebrity. The guiding principals of using a celebrity are the Fit, Fame, Facets and Finance as explained in figure 1.1. The marketer and their agency need to make a few check points before embarking on the use of a celebrity. It needs to be checked that how well does the particular celebrity fit in with the brand. It needs to be checked that how famous is the celebrity amongst the target audience. This can be
seen in the celebrity selection of the company- PepsiCo, which features Madhavan in their advertisement in the south India market. The marketer and the agency should check which facet (aspect) of the celebrity can best work for the brand profile. To elaborate, if a health related product for men is looking for an endorser, they can look at Akshay Kumar or John Abraham, for their fit body shape. It is also important for a brand manager to see how much expenditure, a brand can afford for the promotion and other activities related to the endorsement deal.

The research done suggests that the more intimate the relationship between the brand and the celebrity, the more likely it is to be effective in the market place. It is crucial that the marketer should try and create a bond between the brand and the celebrity. In reality, it happens that the celebrities are well aware of their celebrity status and avoid extreme involvement with the brand, if the remuneration for the association is not up to the expectation. It is clear that the celebrity comes with a price tag, which is quite high and the nature and depth of the relationship should be explored. In the figure 1.2, there are six ways in which the celebrity can be involved with a brand.

Figure 1.2 - Degrees of the celebrity involvement with a brand

It might be that the celebrity is already using a brand and the owner of the brand would want to publicize the ownership and enter into a more formal association. A similar exercise is done by the car companies having celebrity owners of their brands. The celebrities might also have a sponsorship deal wherein they are paid for representation by wearing the brand logo as part of the agreement. The relationship can actually go into a full-blown testimonial in which the celebrity talks about their brand usage and makes favorable comments about it. A celebrity could also be hired as an employee of the brand and make favorable comments in interviews. The relationship between the company and the celebrity can go a long way and result in a joint venture or a celebrity might actually develop and market his or her own brands.

It is also very crucial to know how to choose celebrities for brands. A brand's image and its customer's self image will be refracted through the prism of the celebrity's persona and produce a new set of perceptions. This decision is as crucial as selecting the color of the brand, the packaging, the logo, the distribution channel, or its regular campaign. The endorsement decision is a very serious and crucial one looking at the money involved and the imprint, the celebrity leaves on the brand. As in the human relationships here too, compatibility between the brand and the celebrity is crucial. Many matrimony articles advise people on how to increase their chances of finding a suitable partner. A common success factor here is the degree to which people are similar to each other and have shared backgrounds, views and aspirations. On the same lines, three personalities viz. the customers' personality, the brand personality and the celebrity personality have to gel if the brand campaign is to work. Figure 1.3 shows the triangular relationship which a customer tries to establish. The customer tries to match his/her own personality with the celebrity's personality and the brand personality. For example the brand Thumbs-up, has established an image of a masculine brand and hence it is perceived to be a drink for men.
Figure 1.3 - A Triangular relationship

![Triangular relationship diagram]

(Source: Pringle Hamish (2005), "Celebrity Sells", IPA, p 108)

Fortunately, there is a wealth of experience both in market research terms and in life case history, which can give marketers and advertisers plenty of guidance in this tricky area.

1.5 Managing the Relationship with the Celebrity

It is very crucial to manage the relationship with a celebrity as they are bound to have high egos for the success they have achieved. The celebrities, at the pinnacle of their achievement are aware that their success is not ever lasting. This makes all the celebrities suffer from inner doubts and insecurities. On the other hand, the big brands too have their own egos. Marketers see endorsement deals from a functional view rather than an emotional one. In these circumstances, the egos of the endorser and brand owner are bound to clash. As a result it is important to manage the relationship between the brand owner and the celebrity. Normally, the marketers use their advertising agency to manage their brand communications and it is likely that the core idea of using a famous person in the service of the brand may have come from a professional service provider. The parties to the deal including the celebrity agent, inculcate their own vested interests, and may spoil the deal, or make relationship
management, a difficult task for the marketer. The advertising agency and the celebrity agent play a crucial role in the relationship management and their professional approach will lead to an amicable relationship between the brand and the celebrity.

1.6 The Future of the Endorsement Strategy

Predicting the future of the celebrity endorsements, Pringle (2005) has established that the endorsements will continue to work and the marketers will have an increasing inclination towards the endorsement strategy in the coming times. This appears to be true globally as more and more leading celebrities are appearing in the advertisement. Brands are also experiencing a surge in their sales volumes post endorsements and this is motivating them to continue with the latest hot celebrities in the town. Charismatic celebrities of the minority sports or leisure pursuits will be brought to the fore and into the mainstream. This phenomenon is very visible as new celebrities from the lesser-adored sports in India like Tennis (Sania Mirza), Shooting (Abhinav Bindra) are coming on the mainstream and their success is being projected big time in the television advertisements. Leading global brands are projecting global celebrities like Tiger Woods across boundaries, which are perceived to give the brands high credibility and also less production costs. Celebrities will continue their key role in leading social behaviour and pushing the limits of acceptability. The celebrities are revered in our country and they are perceived to be trend setters. Their lifestyle and actions will leave imprints on the society at large. Pringle also predicts that there would be an increased use of celebrities in the personal care products. This is in sync with research in this field, which says that for attractiveness related products; physically attractive celebrities could be used. This prediction can be validated on the basis of the current surge in the use of celebrities in the endorsement of the fairness products and wellbeing products. The
prediction also says that new technology will bring the consumers more close to their idols. This prediction can also be validated on the basis of the increasing interest of the mankind in social networking sites and the blogs of the leading celebrities.

These new developments will bring opportunities for commercial communications and celebrity, in all its forms – real or manufactured, genuine or everyday, live or animated – will continue to offer customer benefits as they act as 'entertainers' adding luster to life, 'educators' bringing new ideas, 'editors' helping us choose, 'endorsers' giving us confidence and also 'enhancers' in our usage of brands.

1.7 Consumer Behaviour and Role of Attitude in Buying Process

Consumer behaviour can be defined as "activities people undertake when obtaining, consuming and disposing of products and services "as defined by Blackwell (2001). Simply stated consumer behaviour is the study of why people buy. Studying this behavior is important because when more is known about why people shop and buy certain products; the easier it becomes to develop strategies to influence consumers to buy. More recently, researchers are expanding their scope of research from "why people buy" to "why and how people consume". Analysis of consumption behavior represents a broader conceptual framework than buyer behavior because it includes factors that arise after the purchase process occurs. Consumers with their purchasing power decide the success or failure of a company. Consumers have the power to make or break products. Products and services are accepted or rejected on the basis of the extent to which they are perceived as relevant to needs and lifestyles. Consumer behavior is an applied science drawing from economics, psychology, sociology, anthropology, statistics, and other disciplines. To understand
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consumer behavior, researchers must learn what is going on in the consumers' mind. They must understand not only that why consumers behave the way they do, but also apply that knowledge to product development, advertising, retailing, and other areas of marketing. There are several ways in which researcher's measure consumer behavior. Some conduct experiments to determine changes in buyer behavior using focus groups, conducting interviews, or administering questionnaires. Some others explore store settings or visit consumer's home to understand how they use products or invent ways to solve problems. All studies have one goal in mind and that is to learn more about the consumer and how their mind works.

There are many variables that influence the consumer behavior, such as age, income, gender, geography and personality. Every consumer is different and because of that, marketers and advertisers must get consumers to think about their product, so that buy it. The more comfortable a consumer feels towards the advertiser and /or the marketer, the more likely the consumer is to buy that specific product. There are also many ways to measure consumer behavior. Measuring attitudes, purchase intentions and product beliefs are the most common. Attitude research in consumer behavior field traditionally assumes that attitudes are learned in a fixed sequence, consisting first of the formation of beliefs (cognition) regarding an attitude object, followed by some evaluation of that object (affect) and then some action(behaviour) as mentioned by Solomon (2004). The consumer's level of involvement in the object also plays a key role on how they form their attitudes. Multiattribute models are very popular among researchers to measure attitudes because they help break down the complexity of attitudes. One very commonly used Multiattribute model is the Fishbein Attitude Theory. According to Fishbein (1967), a person's attitude is a function of his salient beliefs (beliefs that are activated from memory and considered by the person in given situation) at a given point of time. This attitude theory has three main
variables: beliefs, evaluations / attitudes and intentions. The basic proposition of Fishbein attitude theory is that beliefs cause attitude. The Fishbein attitude theory also breaks attitude into two separate constructs, attitude towards the advertisement (Aad) and attitude towards the brand (AB). This helps measure attitudes specifically toward the advertisement and brand. Equally important is the consumer's intention to purchase and their beliefs towards the brand. Biehal (1992) defines Intentions as "type of judgments about how, in the present context, a consumer will behave towards a particular brand". Intentions may be based on processing all relevant and available brand information. Mitchell and Olson (1981), define attitude as an individual's internal evaluation of an object such as a branded product. Lutz and Belch (1986), define attitude towards the advertisement (Aad) as a predisposition to respond in a favourable or unfavorable manner to a particular advertisement stimulus during a particular exposure situation. Baker and Lutz (1988) proposed that Aad may contain both affective reactions (ad created feeling of happiness) and evaluations (ad's credibility or informativeness). The advertising function for Aad is not to influence the consumer's beliefs towards the brand but to leave a positive feeling after processing an advertisement. Attitude towards the brand (AB), attempts to influence brand choice by engendering favourable consumer attitudes towards the advertised brand.

Attitude is determined by a set of salient beliefs; changes in the attitude must be mediated by changes in those beliefs. Mitchell and Olson (1981) studied if product attribute beliefs are the only mediator of advertising effects on attitude towards the brand. The purpose of the study by Olson was to examine the validity of the basic theoretical proposition of the Fishbein attitude theory. It was also intended to study that whether beliefs about the product attributes are the only mediator of brand attitude. The alternatives to the belief – cause models were also examined. They implied that an attitude towards the concept might be moulded without the formation of salient beliefs about the concept. Prior
research on the same has suggested that attitudes may precede beliefs in certain situations, that is, the causal flow may be reversed. According to another research attitudes may be formed by repeatedly pairing a neutral stimulus with a positively or negatively evaluated stimulus. The variables manipulated in Olson's study were the advertisement content and repetition. Attitude towards the brand (AB) was measured by the mean of five point evaluative scales. To measure Aact (purchase action) attitude, mean of three five-point scales were used. A single seven bipolar scale measured behavioral Intentions. The results showed that advertisement content produced significant effects – product attribute beliefs, attitudes and purchase intentions. The results indicated that the beliefs about the product attributes were a major mediator of the advertising content affecting the attitudes not the behavioral intentions. Figure 1.4 summarizes the same:

Figure 1.4 – Observed Mediator of Advertising Content on Cognitive Variables.

(Source: Mitchell, Olson (1981), "Are Product Attribute Beliefs the Only Mediator of Advertising Effects on Brand Attitude?," Journal of marketing research Volume XVIII, Pg.318-32)

The product attribute belief's had a major mediating effect on the brand attitudes whereas attitudes substantially mediated behavioral intentions.
The results also indicated that individuals could develop different perceptions of brands based only on visual information that provides no explicit brand information.

Marketing Communication back up other elements in the marketing mix such as product design, branding, packaging, pricing and place decisions in order to try and create affirmative effects in the minds of the consumers. Celebrities play a crucial role in helping gain attention towards the advertisement and also achieve high recall rates in today's highly cluttered media, this, owing to their fame across the target audience. The concept of celebrity endorsement can be traced in the nineteenth century where Queen Victoria was endorsed Cadbury Cocoa.

1.8 Models for Selection of Celebrities

Various models have been developed to study the impact of celebrity endorsement on attitudes and purchase intentions of consumers.

McCracken (1989) proposed the meaning transfer model. He defined a celebrity endorser as "any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in the advertisement". According to the meaning transfer model, celebrities' effectiveness as endorsers stems from the cultural meanings with which they are endowed. This model shows how the meaning transfers from the celebrity to product and then from product to the consumer. The source credibility model rests on research in social psychology. The model says that the effectiveness of the message depends on the expertise and trustworthiness of the source. Expertise is defined as the perceived ability of the source to make valid assertions. Trustworthiness is defined as the perceived willingness of the source to make valid assertions. The study of celebrity endorsement has focused mostly on source characteristic and source credibility. Source credibility
issues center around trustworthiness and expertise. Source characteristic include familiarity, similarity, liking and physical attractiveness. The source attractiveness model also rests on social psychological research. The message depends on the familiarity, likeability, and similarity of the source. Familiarity is defined as knowledge of the source through exposure, likeability as affection for the source as a result of the source's physical appearance and behaviour and similarity as a supposed resemblance between the source and the receiver of the message. The McGuire model says that the sources who are known to, liked by, and / or similar to the consumer are attractive and, to this extent persuasive. The source models are confirmed by research. The celebrities owe their marketing effectiveness to their attractiveness and credibility. But the source models are not the only way in which celebrity endorsement should be looked at. Studying the Cultural meaning of the celebrity endorser McCracken puts forward that the effectiveness of the endorser depends upon the meanings he or she brings to the endorsement process. The number of variety of meaning contained in a celebrity is very large. Distinction of status, class, gender and age as well as personality and life style types, are represented in the pool of available celebrities. Meaning begins as something resident in the culturally constituted world, in the physical and social world constituted by categories and principles of the prevailing culture. Meaning then moves to the consumer goods and finally to the life of the consumer. Several instruments facilitate this movement. The movement of meanings from the culturally constituted world to the consumer goods is accomplished by advertising system. The movement of meanings from the consumer goods to the individual consumer is accomplished through the efforts of the consumer. This is the way in which meaning circulates in the society. The figure 1.5 shows the meaning movement and the endorsement process:
Figure 1.5: Meaning Transfer Model

MEANING MOVEMENT AND THE ENDORSEMENT PROCESS

Culture

Stage 1

Objects
Persons
Context
Role 1
2
3

Endorsement

Stage 2

Celebrity
Product

Consumption

Stage 3

Product
Consumer

Key: = path of meaning movement

= Stage of meaning movement


Stage 1 of the figure shows the power of the celebrity by the roles they assume in their TV, Movie, Military, athletic and other careers. Each new role brings the celebrity in contact with a range of objects, persons and contacts. In the stage 2 once the celebrity is chosen, the advertising campaign must then identify and deliver these meanings to the product. It must capture all the meanings it wishes to obtain from the celebrity and leave no salient meaning untapped. The advertisement must be designed to suggest the similarity between the celebrity and the product so that the consumer will be able to make the last step in the meaning transfer process. Of the roles the celebrities have played, they bring them to the consumer in the material form in the meaning transfer. Consumers are grateful for these meanings and keen to build a self from them.
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Celebrities may be better for creating awareness and recall, while experts may be better for establishing trust. Obtaining attention does not ensure recall. Hence advertisers have pointed out the importance of a match up between the personality of the spoke person and the theme of the campaign to improve effectiveness.

The match up hypothesis is studied by using balance theory and attribution theory to explain the brand - spokesperson link. Match up or spoke person brand congruence implies that the highly relevant characteristic of the spokes persons is consistent with the highly relevant attributes of the brand.

Schema congruity theory builds on the first two perspectives and offer further insight beyond the match-up hypothesis into how the process might work. A schema is the organized structure of associations and expectations one has for a given domain, for example a brand or a sport. The structure of a schema organizes the consumer's evaluation of stimuli. For example when a consumer evaluates a brand, a comparison is made between the characteristics of the brand and schema with which the brand is being associated. In the case of an endorsement, schema theory would suggest that the evaluation process is a comparison between the schema for the brand and the schema for the spokesperson. If the spokesperson is an athlete then the sport should be a significant part of the spokesperson's schema. When the two schemas are a complete match, or are completely congruent, then the consumer evaluates the endorsement positively. When the two schemes are a complete mismatch or completely incongruent, then the endorsement is rejected by the consumer. When there is a moderately incongruent match-up between the image of the sport of the athlete and the image of the brand, scheme congruity theory would suggest that the consumer should be stimulated to prove more information about the brand and the athlete, searching for additional characteristics that will either match or
not match. If the consumer concludes that there is a match, then the additional processing would create a strong positive feeling toward the endorsement and toward the brand because of the internal value stimulated by the moderate incongruity. If the consumer concludes that there is a mismatch then the additional processing the consumer does will produce strong negative feelings towards the endorsement and the brand. The degree of congruence between the new information (Brand attributes) and the existing information may influence the level of recall of the new information. The filtering model says that when an individual receives new information on a brand, any information that is incongruent or irrelevant to the celebrity characteristics (existing schema) may be filtered out, while congruent information will be more readily encoded thus increasing recall for brand attributes. People have existing schemas for celebrities. When the consumers are exposed to an advertisement featuring celebrity, the schema, relating to the celebrity is likely to be evoked.

The associative network model suggests that information inconsistent with an individual's schema may be quite salient and informative and therefore processed more deeply. This occurs in immediate and delayed recall conditions. The schema-pointer tag model proposes that consistent information will be remembered better under delayed recall conditions and incongruent information will be recalled under immediate recall condition.

A plethora of research has been undertaken to develop and test these models. An extensive literature review has been undertaken to know the impact of celebrity endorsement on consumer behaviour.