Chapter 2: Research Methodology & Design
CHAPTER 2: RESEARCH METHODOLOGY & DESIGN

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CHAPTER 2:
RESEARCH METHODOLOGY & DESIGN

2.1 Research

Research means any creative work done in a systematic way to increase the knowledge, including knowledge of man, culture and society, and the application of this knowledge to formulate new applications. It is done to establish or confirm facts, reaffirm the results of previous work, solve new or existing problems, support theorems or to develop new theories. A research can also be an expansion of the past work done in a respective faculty. The primary purposes of basic research (as opposed to applied research) are documentation, discovery, interpretation, or the research and development (R&D) of methods and systems for the advancement of human knowledge. In simple words, Research is an organized and systematic way of finding answers to the questions which arisen in the mind of the researcher.

- Research must be systematic because there is a definite set of procedures and steps which the researcher must follow while undertaking the research work. There are certain aspects which are always done to ascertain the most accurate results in a research process.

- Research should be organized as there is a structure or method for doing a research. It is a planned procedure, not spontaneous. Research is focused and limited to a specific scope.

- Research is all about finding answers to a particular problem or question. Whether it is the answer to a hypothesis or even a simple
question, research is successful when the researcher reach to the result i.e.; the answer to the problem/questions for which the research was undertaken. Sometimes the answer is no, but it is still an answer.

- Research is a complete research when there are questions. If there is no question, then the answer is of no use. Research is focused on relevant, useful, and important questions. Without a question, research has no focus, drive, or purpose.

There are several forms of research: scientific, humanities, artistic, economic, social, business, marketing, practitioner research, etc.

**Problems Encountered by Researchers in India**

Researchers in India, particularly those engaged in empirical research, are facing several problems. Some of the important problems are as follows:

1. The lack of a scientific training in the methodology of research is a great impediment for researchers in our country. There is paucity of competent researchers. Many researchers take a leap in the dark without knowing research methods. Most of the work, which goes in the name of research is not methodologically sound. Research to many researchers and even to their guides, is mostly a scissor and paste job without any insight shed on the collated materials. The consequence is obvious, viz., the research results, quite often, do not reflect the reality or realities. Thus, a systematic study of research methodology is an urgent necessity. Before undertaking research projects, researchers should be well equipped with all the methodological aspects. As such,
efforts should be made to provide short-duration intensive courses for meeting this requirement.

2. There is insufficient interaction between the university research departments on one side and business establishments, government departments and research institutions on the other side. A great deal of primary data of non-confidential nature remains untouched/untreated by the researchers for want of proper contacts. Efforts should be made to develop satisfactory liaison among all concerned for better and realistic researches. There is need for developing some mechanisms of a university – industry interaction programme so that academics can get ideas from practitioners on what needs to be researched and practitioners can apply the research done by the academics.

3. Most of the business units in our country do not have the confidence that the material supplied by them to researchers will not be misused and as such they are often reluctant in supplying the needed information to researchers. The concept of secrecy seems to be sacrosanct to business organizations in the country so much so that it proves an impermeable barrier to researchers. Thus, there is the need for generating the confidence that the informational data obtained from a business unit will not be misused.

4. Research studies overlapping one another are undertaken quite often for want of adequate information. This results in duplication and fritters away resources. This problem can be solved by proper compilation and revision, at regular intervals, of a list of subjects on which and they places where the research is going on. Due attention
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should be given toward identification of research problems is various
disciplines of applied science which are of immediate concern to the
industries.

5. *There does not exist a code of conduct for researchers* and inter
university and inter-departmental rivalries are also quite common.
Hence, there is need for developing a code of conduct for researchers
which, if adhered sincerely, can win over this problem.

6. Many researchers in our country also face the *difficulty of adequate
and timely secretarial assistance*, This causes unnecessary delays in
the completion of research studies. All possible efforts be made in this
direction so that efficient secretarial assistance is made available to
researchers and that too well in time. University Grants Commission
must play a dynamic role in solving this difficulty.

7. Library management and functioning is not satisfactory at many places
and most of the time and energy of researchers are spent in tracing out
the books, journals, reports, etc., rather than in tracing out relevant
material from them.

8. *There is also the problem that many of our libraries are not able to get
copies of old and new Acts/Rules, reports and other government
publications in time.* This problem is felt more in libraries which are
away in places from Delhi and/or the state capitals. Thus, efforts
should be made for the regular and speedy supply of all governmental
publications to reach our libraries.

9. *There is also the difficulty of timely availability of published data* from
various government and other agencies doing this job in our country.
Researcher also faces the problem on account of the fact that the published data vary quite significantly because of differences in coverage by the concerning agencies.

10. There may, at time, take place the problem of conceptualization and also problems relating to the process of data collection and related things.

2.2 Statement of the Problem

Today as many of business organizations use celebrities in their advertising campaigns with a view of increasing their product or services brand image in the market. Organizations incur huge costs in endorsing different celebrities for the purpose of advertising but the problem is, “Are these celebrities really useful for those business organization who hire them for their respective advertising campaigns or its just a wastage of funds by the organizations?”

It must be checked and analyzed that whether these celebrities actually makes the advertising more effective as compared to the advertising made without celebrities. This study is an attempt to check and find out if these celebrities are really useful or not.

2.3 Objectives of the Study

It is in this context the present study titled “Role of Celebrities in Advertising: A Comparative Study of Some Selected Products” is going to be undertaken with an objective to check, calculate and evaluate the effectiveness of celebrity endorsement in advertising. Not much work has been undertaken in this regard in spite of being a major trend in the advertising world.
Today consumer attitudes are changing at a rapid pace and they are becoming more aware of the products that they use. The research is going to be carried out to obtain a view of the consumers about celebrity endorsement.

Most of the advertisements of any form, mainly focuses on the young generation therefore their perception about the celebrity endorsement in advertisement is of utmost importance, also these youths moulds the attitude of any country as a whole, hence the youth are the major target in this research.

In addition to this there will be other major objectives for which this research will be undertaken.

These objectives are as follows;

- To evaluate the present scenario in celebrity advertising in India.
- To understand how celebrity advertising works for the organizations.
- To evaluate how celebrity advertising is more persuasive than other forms of advertising.
- To examine how celebrities are perceived in advertisements.
- To understand consumer’s attitude towards ads with celebrities and ads without celebrities.
- To identify the purpose of using celebrities in advertisements.
- To examine the pros of celebrity advertising.
- To examine the cons of celebrity advertising.
• To identify the impact of celebrity advertising on the consumer psychology.

• To identify the relationship between celebrities and the brand image of the product and service advertised.

2.4 Scope of the study

The scope of this research includes the study of the relative effectiveness of the advertisements featuring celebrities in comparison to the advertisements without celebrities. This study will also focus on the impact of celebrities on the brand image of the product or service promoted by them, the customer’s attitude towards celebrity advertisements, and the retention level of the celebrity advertising, the persuasion effect on the existing consumers including the level of remembrance of these advertisements featuring celebrities.

2.5 Limitations of the Study

No research is complete without admitting the limitations which will be faced during the course of the research work. This study too is likely to face some limitations as mentioned below;

• This research is purely based on primary data.

• This research will mainly put light on the qualitative aspect and less emphasis will be on the quantitative aspect.

• Biasness of the respondents may affect the end result of this study.

• Limited number of respondents or the limited sample size may also affect the actual results.
• Incompetent respondents may also affect the findings of this study by providing incompetent or incomplete data.

• Limited skills and lack of experience of the interviewer may also affect the result of the research.

Purpose of Study

The purpose of this study is to estimate, study, and analyze the difference between the advertisements campaigns of some selected products featuring celebrities in comparison to those not featuring celebrities in their advertising campaign. The main purpose behind this study titled “Role of Celebrities in Advertising: A Comparative Study of Some Selected Products” is to differentiate between effects of both celebrity based advertising and non celebrity based advertising and to check whether celebrity advertising is beneficial or not.

Research Gap

A detailed review of literature on Celebrity Endorsement in Advertising reveals that even after it is heavily documented in academic literature, all the previous researches conducted in this area has been done in countries other than India. In spite of the fact that India is one of the fastest growing economies in the world, not much attention has been given to the Indian consumers’ point of view and attitude towards celebrity endorsement in advertising. It is thus evident that there is a research gap and in order to fill up this gap, it is proposed to conduct a study on “Role of Celebrities in Advertising: A Comparative Study of Some Selected Products”.
Research Methodology

This is the most important part of any research as it defines the framework within the research will take place including the methods, tools and techniques used during the course of research work. It not only includes the different methods, tools and techniques used for the purpose of data collection and data interpretation but also includes requisite methods for data analysis and for presentation of the data.

“Knowing what you want to find out leads inexorably to the questions of how you will get the information.”

Miles and Humberman (1994)

“The procedural framework within which the research is conducted is known as research methodology.”

Remenyi et al. (1998)

2.5 Research Design

A plan outlining how information is to be gathered for an assessment or evaluation that includes identifying the data gathering method(s), the instruments to be used/created, how the instruments will be administered, and how the information will be organized and analyzed. It is simply the framework or plan for a study that is used as a guide in collecting and analyzing the data. It is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. Designing a research project can be compared to that of an architect designing a building. An architect before the finalization of a model sketch prepares a blueprint of the proposed building
and after all the necessary modifications in the purposed blueprint the final sketch of that building is submitted to the authority for approval. In the same manner, research design is a plan of action and blueprint for collective analysis and interpretation of data. The final blueprint for the proposed research work clearly states decisions regarding what, which, where, when and why of the research work.

According to Green and Tull, “A research design is the specification of methods and procedures for acquiring the information needed. It is the overall operational pattern or framework of the project that stipulates what information is to be collected from which sources by what procedures”.

According to P.V Young, “the design results from collecting general scientific model into varied research problem.”

The function of a research design is to ensure that requisite data in accordance with the problem at hand is collected accurately and economically. Simply stated, it is the framework, a blueprint for the research study which guides the collection and analysis of data. The research design, depending upon the needs of the researcher may be a very detailed statement or only furnish the minimum information required for planning the research.

2.6 Hypothesis

Celebrity advertising increases sales more than advertisements without celebrities.

2.7 Sampling and Collection of Data

Convenience sampling method will be mainly used for the purpose of conducting sampling part of this research work.
For effectively conducting this research work, five under mentioned cities will be chosen for the purpose of data collection; Jaipur, Udaipur, Jodhpur, Delhi and Agra. Being the most developing cities of the state and having a diversified culture, these cities are the best suited to conduct this research work. The majority of the population living in these cities is highly educated and of different sections and so this will benefit the research effectively. With a vision of getting the effective results from this study, such a methodology will be used which will cover all the aspects from collection of data, sampling, hypothesis testing to the different requisite statistical tools which will be required for the purpose of data interpretation. It is being estimated that a total of 500 respondents will be taken into consideration for this research, which will be sub-divided as 100 respondents from each city; Jaipur, Udaipur, Jodhpur, Delhi and Agra.

<table>
<thead>
<tr>
<th>Name of the City</th>
<th>No. of Respondents</th>
</tr>
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<tbody>
<tr>
<td>Jaipur</td>
<td>100</td>
</tr>
<tr>
<td>Udaipur</td>
<td>100</td>
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<tr>
<td>Jodhpur</td>
<td>100</td>
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<tr>
<td>Delhi</td>
<td>100</td>
</tr>
<tr>
<td>Agra</td>
<td>100</td>
</tr>
</tbody>
</table>

In this study it is desired to study the impact of advertisement featuring celebrities and advertisement not featuring celebrities and this study will include all the forms of advertising including advertisements shown on television, newspapers and other related media. To study this phenomenon 5 different products from 5 different categories are selected and they are as under;
1. Active Wheel washing powder featuring Salman Khan Versus Surf Excel.
2. Boost energy drink featuring Sachin Tendulkar Versus Horlicks.
4. Sony Vaio featuring Kareena Kapoor Versus Dell.
5. Pepsodent Toothpaste Featuring Shahrukh Khan Versus Colgate Toothpaste.

Collection of Data

Data is the most important part of any research work. Without relevant and adequate data, one cannot complete his/her research effectively. As the topic clearly focuses on the qualitative aspect and taking other factors into consideration, this research is mainly focused on primary data and less on secondary data.

Primary Data

To conduct this research work, primary data was collected from all the five selected cities of India i.e.; Jaipur, Udaipur, Jodhpur, Delhi and Agra, which includes people from every section of the society whether literate or illiterate. The primary data was collected from the people belonging to all the ages divided into different age groups. For the purpose of recording different information and reactions of the audience relating to the topic, both the types of interviews; face to face and also computer aided interviews were used to communicate with the target audience. The respondents were contacted at various places such as market, restaurants, schools, hotels and various other
social gatherings. During the course of research, audiences were asked to give their reactions to different questions which were the part of the questionnaire.

Given below is the questionnaire containing different questions relating to the study which was used to collect the responses from the target audience;

**Role of Celebrities in Advertising**

**Celebrity Advertised Products V/S Non Celebrity Advertised Products**

**Questions for Survey:-**

1) Name - ____________________________________________

2) Age Group?
   - □ 4 to 12 years
   - □ 12 to 24 years
   - □ 24 to 35 years
   - □ 35 to 50 years
   - □ 50 to 65 years
   - □ 65 years and above

3) Your gender?
   - □ Male
   - □ Female

4) Please select your Education level?
   - □ Illiterate
   - □ 5<sup>th</sup> to 8<sup>th</sup> Standard
   - □ 8<sup>th</sup> to 12<sup>th</sup> Standard
   - □ 12<sup>th</sup> to Graduate
   - □ Post Graduation and Above

5) Please select your type of occupation?
   - □ Businessman
   - □ Professional
   - □ Student
   - □ Other

6) Please select your Income level?
   - □ Below Rupees 1 Lac
   - □ Rs. 1 Lac to 2 Lacks
   - □ Rs. 2 Lacks to 5 Lacks
   - □ Over Rs. 5 Lacks
7) Which type of media gets your attention?
   - □ Print
   - □ Radio
   - □ Television
   - □ Word of Mouth

8) On which type of media, you mostly view the advertisements?
   - □ Print Media
   - □ Radio
   - □ Television
   - □ Online Media

9) How does an advertisement affect you?
   - □ Recall
   - □ Positive Impression
   - □ Interest
   - □ Desire to Purchase

10) According to you, which aspect of an advertisement is important?
    - □ Punch Line
    - □ Background
    - □ Theme
    - □ Photography
    - □ Models/Celebrity
    - □ Caption

11) Does the celebrity in the advertisement make you think that?
    - □ The product is of high quality
    - □ The product be expensive
    - □ The company must be big
    - □ It doesn’t affect you

12) Did you ever mentioned about a product/service which is promoted by celebrity advertisement to anyone?
    - □ Yes
    - □ No

13) Did anyone ever mentioned about a product/service promoted by celebrity advertisement to you?
    - □ Yes
    - □ No
14) How well celebrity mode of advertisement of a product/service did catch your attention?

- Very Well
- Somewhat Well
- Undecided
- Not Very Well
- Not at all

15) How do you feel that celebrity advertisement informed you about the product/service?

- Very Well
- Well
- Undecided
- Not at all

16) How convincing did you find celebrity advertisement?

- Very Convincing
- Convincing
- Undecided
- Not Convincing

17) How memorable did you find celebrity advertisement?

- Very Memorable
- Memorable
- Undecided
- Not Memorable

18) In general, how would you rate the quality of celebrity advertisement compared to non-celebrity ads of a similar nature?

- Excellent
- Good
- Fair
- Undecided
- Poor

19) If deciding between this product and a competing product, how much would celebrity ad influence you to buy the product?

(Very Strongly, Strongly, Undecided, Very Negative, Negative)
20) Which of the following would you use to describe celebrity advertisement?

(Please check all that apply)

☐ Appealing ☐ Convincing
☐ Creative ☐ Attractive
☐ Believable ☐ Memorable
☐ Not Credible

21) How long does the impact of celebrity advertisement last on you?

☐ Approximately Few hours ☐ Approximately One day
☐ Approximately One week ☐ Approximately One month
☐ Approximately More than a month ☐ Undecided

22) Does an advertisement featuring your favorite celebrity urge you to try a new brand?

☐ Yes ☐ No

23) What makes an advertisement memorable to you?

(Please check one box)

☐ Celebrity used ☐ Outrageous animation and ICT activity
☐ Use of tones of props and costumes ☐ Storyline
☐ Funny Concept
☐ Use of certain music or lyrics

24) Based on celebrity advertisement, how likely would you be to purchase the product promoted by them in the future?

☐ Very Likely ☐ Somewhat Likely
☐ Undecided ☐ Not Likely
25) According to you, which of the two is better washing powder?

☐ Active Wheel       ☐ Surf Excel

26) Salman Khan promotes Active Wheel washing powder, does it compels you to prefer Active Wheel over Surf Excel?

☐ Yes           ☐ No

27) According to you, which of the two is better food drink?

☐ Boost          ☐ Horlicks

28) Sachin Tendulkar promotes Boost, does it compels you to prefer Boost food drink over Horlicks?

☐ Yes           ☐ No

29) According to you, which of the two is better laptops series?

☐ Sony Vaio       ☐ Dell

30) Kareen Kapoor promotes Sony Vaio laptops, does it compels you to prefer Sony Vaio Laptops over Dell Laptops?

☐ Yes           ☐ No

31) According to you, which of the two is better suitings?

☐ Donear Suiting ☐ Raymonds Suiting

32) Vivek Oberoi promotes Donear Suiting does it compels you to prefer Donear Suiting over Raymonds Suiting?

☐ Yes           ☐ No

33) According to you, which of the two is better toothpaste?

☐ Colgate Toothpaste ☐ Pepsodent Toothpaste

34) Shahrukh Khan promotes Pepsodent Toothpaste does it compels you to prefer Pepsodent Toothpaste over Colgate Toothpaste?

☐ Yes           ☐ No
35) What are the factors which are considered by you while purchasing a product?

- [ ] Price of the Product
- [ ] Quality of the Product
- [ ] Brand Image
- [ ] Advertising
- [ ] Mouth to Mouth Publicity
- [ ] Others

**Secondary Data**

When primary data is not sufficient, then secondary data will be collected from the following sources:

- Internet
- Newspapers
- Periodicals and Journals
- Articles and Magazines
- Advertising agencies

**Data Analysis**

Collected data will be treated with different statistical tools to study and identify different aspects relating to this research work. With the use of different statistical tools, different aspects relating to the collected data will be generated. Thus, the study proposes to utilize statistical and mathematical tools like percentage, average and other tools of analysis.

**Data Presentation**

The collected data and the resultant data will be presented and shown with the help of these methods:

- Schedules
- Frequency polygon
- Histogram
- Charts (Pie chart and bar diagram)
2.8 Review of Literature

Helen Leggatt (2011) stated that a celebrity endorsement in ads is largely ineffective as it mainly depends on the social status of the celebrity endorsed. He stated that, the use of celebrity in the marketing campaign by the respective organization is wastage of their own resources. He pointed out that what’s more important is the status of the celebrity in the society which is being used in the advertising campaign by the organizations. It is the status of the celebrity which affects the advertisement effectiveness because if the celebrity is less effective for he is less popular in the society then the advertising effectiveness will be very less. Celebrities with less social status will result in just wastage of money and will also diminish the value of the respective product or service advertised by them. On the other hand, if the celebrity has a very high status in the society then their effect on the target audience will be much more and which in turn will result in fruitful results from the advertisement.

Ranjbarian, Shekarchizade, Momeni (2009) conducted the study to investigate the famous persons endorser impact on consumers approach to the commercials and the products. They presented a framework linking approach to the superstar endorser, feelings toward ad and mind-set toward product which has been practiced and certified with a sample size of 193 scholars in education academy. The results demonstrate that approach to personality endorser can have impact on mind-set toward product in a straight line or in some other way.

Debiprasad Mukherjee (2009) in his paper made an effort to analyze the impact of celebrity endorsements on brands. The primary objective of this
paper is to examine the relationship between celebrity endorsements and brands, and the impact of celebrity endorsement on the consumer's buying behavior as well as how consumer makes brand preferences. This paper proposed 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 Debiprasad Mukherjee in his paper, is 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.

**Erik hunter and Per Davidsson (2008)** studied negative information’s impact on celebrity entrepreneurship. Their results shows that negative information about the celebrity might leads to negative attitude towards the new venture and promotion, new ventures can potentially damage the brand by distancing themselves from the celebrity, however, such a maneuver may not be as effective when the new venture is run by a celebrity entrepreneur. But ultimately, it is to be clearly seen that if the negative information is associated with the celebrity endorsed then it will create a bad image of the concerned brand and will also reduce the creditability of the brand in the market.

**Clinton Amos, Gary Holmes and David Strutton (2008)** studied the relationship between use of a celebrity endorser and the resulting effectiveness of that endorsement. Kruskal-walls non-parametric test was
used to identify relationship between use of a celebrity endorser and the resulting effectiveness of that endorsement. Negative information about the celebrity exercised the large impact on celebrity endorsement effectiveness in advertising. This result underscored the high risk associated with using celebrity endorsers as well as the huge impact negative information about that celebrity can have on the consumer perception.

**Kurzman et. al (2007)** has mentioned that a celebrity is an omnipresent feature of society which creates lasting impressions in the memories of all those who came across them. According to him, a celebrity is a person who is famous in the society and enjoys a very high level of recognition in the society which makes him/her present in the memories of the people. Celebrities create an impact on the minds of the people because they are at the topmost level in the society and they are present in the memories of the people which helps them to create an impression in their minds. Due to their quality of omnipresence, organizations switch over to celebrities for their advertising campaigns to reap out from the market by using them to create an impression in the minds of the target audience.

**Choi & Rifon (2007)** have stated that the power of the celebrities lies in the influences that they exert on consumers, even though they themselves are physically and socially distant from an average consumer. They also emphasized on the fact that though celebrities are distant from the common people even though they have an impact on the psychology of the common people.
Farida Saleem (2007) Celebrity endorsement is becoming very prominent now a day. Marketers use celebrities in ads when there is no or very little product differentiation. When marketers have to target more diverse market multiple celebrities endorsement (more than one celebrity in a single ad) could be an answer. The purpose of the current study is to explore the perceptual difference of young adult toward single celebrity ads and multiple celebrities’ ads. Questionnaires were administered on a sample of 300 university students to asses if there is any difference in young adult perception about single celebrity endorsement and multiple celebrities’ endorsement. Four print media ads, two containing one celebrity in them and two containing three and five celebrities in them were used as a stimulus. The results showed that the attitude toward ad and purchase intentions are more positive for multiple celebrities ads compare to single celebrity ads and there is no significant difference in the attitude toward brand for multiple celebrities ads and single celebrity ads.

Pamela Miles Homer (2007) the “meaning” of a brand resides in the minds of consumers, based on what they have learned, felt, seen, and heard overtime. This study explores the relationship between quality and image with special attention on brands plagued with negative impressions, including instances where consumers' perceptions of a product's quality conflict with its perceived “image”. Data confirm that quality and image impact attitudes in a distinct manner, and overall, low brand image is more damaging than low quality. In addition, findings show that (1) hedonic attitudes towards brands are most driven by image, whereas utilitarian attitude formation/change processes are dominated by quality, (2) non-attribute brand beliefs are a
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A stronger predictor of hedonic attitudes when quality or image is low versus high, while (3) attribute-based beliefs are strong predictors of utilitarian attitudes across image and quality levels.

Wenqian Gan (2006) explores the Chinese consumer’s behaviors toward celebrity and non-celebrity commercials. The results show that Chinese consumers prefer celebrity commercial & respondents collectively like celebrity who have more professional career skill, even though there are other different reasons existing such as good appearances, good disposition, and good career spirit. Chinese people prefer to choose and like those commercials which are being promoted by a celebrity who are famous in their respective field.

Alsmadi (2006) said that, today various advertising styles are used by advertisers to influence consumer brand choice behavior and among these different available choices one most preferred choice is Celebrity Endorsements.

R. Bruce Money, Terence A. Shimp, Tomoaki Sakano (2006) studied the impact of negative information of celebrity on brand. They conducted comparative study in the U.S. and Japan to investigate whether the form of negative information about a celebrity (other- or self-oriented) results in differential evaluations of the brand endorsed by the celebrity. Surprisingly, we find that both Japanese and Americans view endorsed products more positively in the presence of self-oriented negative information, a possible suspension of the famous fundamental attribution error in human judgment.
Dr. Puja Khatri (2006) studied celebrity endorsement as strategic promotion. An assessment of current market situation indicated that celebrity endorsement and advertising strategies if correctly blended in terms of marrying the strengths of the brands with the celebrity’s quality indeed justify the high cost associated with this form of advertising. However, advertising needs to be aware of the complex processing underlying celebrity processing endorsement by gaining clarity on described concepts of celebrity source creditability and attractiveness, match-up hypothesis, multiple product endorsement etc. Marketer has to decide how far the benefits outweigh the risks associated. Advertisers agree that celebrity endorsement does not itself guarantee sales. It can create a buzz and make a consumer feel better about the product, which in turn has to come to expectation of customers as a real star by delivering the promise. There have been instances where the endorsement or real consumer has started working better than celebrity endorsers. In fact much research needs to be done on customer testimonials, which tend to induce better creditability and helps in carving the competent, rational, knowledgeable customer of today who is said to be the real hero.

Sadhu Ramakrishna and Santhosh Reddy (2005), stated that to be successful in the market and effectively compete, brands need to convince consumers that they carry a different image and value from other competing products and thus by way of using a famous celebrity they tend to achieve that.

Neha Taleja (2005), in her study concluded that celebrity endorsements are more likely chosen for the markets in which advertising
implements consumer purchases for products/services that have either of the following attributes:

- High price-cost margins
- Large potential customer pools
- The need to co-ordinate across diverse sets of customers.

Hamish and Pringle (2004) suggested that there are three macro factors present in today’s market which justifies the validity of celebrity endorsement as a promotional strategy. The first factor presents the increasing opportunity for interactivity between brands and their consumers. Second one is the “era of consent situation” present in today’s world where consumers have more control over the messages they receive. And last but not the least presents the increasing media fragmentation and commercial communication organization.

Devilliers (2004), defined celebrity advertising as the only way of making a sufficiently strong impression on consumer memories to trigger a purchase when they are in a sales outlet at a later date.

David H. Silvera and Benedikte Austad (2004) examine characteristics of advertisements that make them effective are especially valuable. The present experiments represent a first step in identifying what makes endorsement advertisements effective based on work in attribution theory within social psychology. The results suggest that endorsement advertising effectiveness can be strongly influenced by consumers’ inferences concerning whether the endorser truly likes the product. Advertisers, on the other hand, often appear to be satisfied with merely creating an association
between a popular endorser and their product with the hope that the endorser’s positive image will somehow “rub off” on the product. The present research suggests that advertisers should put more effort not only into choosing endorsers who are well match with products, but also into making strong arguments and believable explanations for why endorsers truly do like the products they endorse.

Christina Schlecht (2003) examines the relationship between celebrity endorsements and brands, by applying a selection of widely accepted principles of how consumers’ brand attitudes and preferences can be positively influenced. Thereby the concepts of source credibility and attractiveness, the match-up hypothesis, the meaning transfer model and the principles of multiple product and celebrity endorsement were used. A brief assessment of the current market situation indicates, that celebrity endorsement advertising strategies can under the right circumstances indeed justify the high costs associated with this form of advertising. Several failures show, it is essential for advertisers to be aware of the complex processes underlying celebrity endorsement.

McCutcheon et. al (2003), has observed that some people admire, imitate and follows their favorite celebrities, which forms the crux for the celebrity endorsement being most sought after advertisement technique in today world.

According to Escalas and Bettman (2003), Consumers with strong self-enhancement goals tend to form self-brand connections to brands used by aspiration groups, that is, groups for which the consumer wishes to become a
member. There is almost no impact of celebrity endorsement on these consumers irrespective of the celebrity used in the advertisements.

**Brian Moeran (2003)**, Celebrity endorsement is recognized as a potentially potent tool in communications, and celebrities are considered as more powerful and effective than conventional models. Endorsement of famous celebrities rather than conventional models tends to give the meaning to the advertisement and also popularizes the brand and the associated product.

**O'Shaughnessy (2002)**, states that consumers seek positional products to signify group membership and to mark their position, self-reference, self-identity and self-articulation and by associating themselves with the concerned celebrity they achieve it. They go for those products/services which are promoted by a celebrity.

**Solomon (2002)** defines the central goal of advertising is the persuasion of customers, i.e., the active attempt to change or modify consumers attitude towards brands. In this respect, the credibility of an advertisement plays an important role in convincing the target audience of the attractiveness of the company’s brand.

**MacInnis, Rao, and Weiss (2002)**, according to them as affective peripheral cues, celebrity endorsements may lead media weight to have an impact on sales in mature categories. With their inclusion, advertisements get more attention and thus creates a big impact as compared with non celebrity advertisements.
Belch & Belch (2001) describes marketers believe that using popular celebrity can effect consumers feeling, sentiments and thus their purchase intention and also believe celebrity to influence consumers persuasion of the product according to the image of it.

Mohan K. Menon (2001) described that celebrity advertising is not effective than non-celebrity advertising. Consumers generally feel that celebrities are more attractive than non-celebrities, which mainly draws their initial attention to the advertisement but, beyond that the celebrities do not seem to make the advertising any more effective or believable. Celebrity advertising does not affect the attitude of the consumer.

Zafer & Baker (2001), stated that even though building-up a whole marketing communication campaign by using a celebrity or multiple celebrities makes an understandable sense, however, most of the celebrities are reluctant to get themselves endorsed for mostly four reasons.

- Celebrities are very concerned about their exposure in the general public. They think of signing a deal for more than the main media, they know that their picture could be stuck all over the place and they would lose control over their exposure.
- Celebrities are very concerned about being closely associated with a particular product that might affect their other potential deals.
- Celebrities are uncomfortable with some media, as they are motionless and do not indulge themselves actively.
- Celebrities also restrict themselves to particular media due to their previous deals.
Daneshvary and Schwer (2000) propose that Consumers are more prone to adopt behavior by a group if they identify with that group. Besides, if they perceive the association as credible and as an expert in the products which it endorses, consumers are more likely to purchase that product.

Milne & McDonald (1999) said that the value for the sponsorship dollar is increased as the sponsorship is used as an identity-enhancing vehicle as well as a name-awareness tool which can be easily attained by endorsing celebrities in advertising campaigns.

Erdogan (1999) has focused on the fact that celebrities can be used to communicate and strengthen companies marketing communications and positioning effectively. Today, use of celebrities as part of their advertising campaign is fairly common practice for major firms in supporting and enhancing their corporate and brand image in the market.

Erdogan and Kitchen (1998), stated that as companies invest large sums of money in celebrity endorsement contracts, and thus any celebrity endorsement must contribute to larger marketing strategies. Celebrity endorsement must create a big impact in the market due the huge costs behind their endorsements.

O’Mahony and Meenaghan (1998) defines that celebrities are the best endorsers for an advertising campaign as, people have a tendency to form an attachment to any object that reinforces one’s self identity or desired image, renders feelings of connectedness. People attach themselves with
certain celebrities and create a feeling of belongingness which stimulates them to follow those celebrities.

**McCracken (1998)** proposes that superstar is considered like memorial, entertainer or representative of the business organization. Investigation has established that spokesperson endorsement influence consumers’ mind-set in common and it may change the feelings of customers towards the commercial and products as well. This may perhaps effect in improvement of acquisition plan and as an outcome in increase of trade.

**Dwane Hal Dean (1999)** studied the effects of three extrinsic advertisement cues viz. third party endorsement, event sponsorship and brand popularity on brand / manufacturer evaluation. It was observed that endorsement significantly affected only product variables (quality and uniqueness) and one image variable (esteem). The third party endorsement hence may be perceived as a signal of product quality.

**Croft et al, (1996)**, Due to their high fame, celebrities serve not only to create and maintain the brand image but they also helps to achieve high recall rates for messages in today's highly cluttered environments.

**Schultz and Brens (1995)** Use of a famous person in advertising provides grounds to persuade product attitude along with buying plan of customers in an optimistic manner. Spokesperson endorsement has a well-built consequence on customer’s recall and knowledge approach as well. The majority customers are not in the buying condition while they come across with importance of the product. Salespersons use celebrity support to
facilitate improved storage of information in consumer’s mentality which can be simply considered in buying condition.

**Agrawal and Kamakura (1995)** opines that there are several benefits of having celebrities endorsed products, one of the most common benefit is that it helps to grab the consumers attention. Research has indicated that customers are more likely to choose goods and services endorsed by celebrities than those without such endorsements.

**McCarville & Copeland (1994)** observed that companies are considering sport sponsorship and athlete endorsements in particular, as a marketing tool to boost communication with existing and potential consumers. The use of celebrities as a marketing strategy contributes to brand name recognition and creates a positive association with the endorsed product as stated by.

**Bertrand and Todd (1992)**, were of the opinion that campaigns involving celebrities are believed to bring more positive results if they are properly integrated when compared with traditional campaigns without any celebrities.

**Leslie de Chernatony (1993)** defines consumers have their own ‘brand wardrobes’ from which they make selections to communicate, reflect and reinforce associations, statements and memberships, in effect of which ‘consumers enrobe themselves with brands, partly for what they do, but mostly for what they help express about their emotions, personalities and roles’.
Belk (1988) considers the concept of the extended self, which comprises oneself and their possessions, suggesting that unknowingly, intentionally or unintentionally people regard their possessions as reflective and thus they go for those products which are promoted by celebrities.

Onkvisit and Shaw (1987), defines celebrity endorsements as an outcome of a continuous learning and active process that consolidates the ideas and feelings that the people hold in relation to other people who enjoys high social recognition in the society.

Advertising Age (1987), In the United States, it was reported that about 20% of all the TV advertisements feature a famous celebrity, and about 10% of the money spent on television advertising are used in celebrity endorsement for the purpose of advertising.

Soloman and Assael (1987) quoted celebrities are considered to be effective endorsers for advertising campaigns due to their symbolic desirable reference group alliance. Celebrities have a unique symbolic quality which helps in creating the advertising campaign more effective and helps in increasing the recognition of the brand.

Kahle and Homer (1985) observed that attractive spokespersons are far more effective in terms of changing the attitude of the target audience while promoting brands that enhance one’s attractiveness. Attractive spokespersons influences the attitude of the people and in a certain way, helps in making a feel of linking to a particular product or service advertised by them.
Atkins and Block (1983) suggested that while checking why celebrity advertising can be influential, celebrity endorsements in advertising can be influential, in the society celebrities are reckoned as dynamic personalities having both attractive and likable qualities. It must also be kept in note that their fame attracts the attention of the people to the products and services advertised by them.

Joanne M. Klebba Lynette S. Unger (1983) uses multiple regression analyses to examine the impact of positive and negative source information on the credibility of the advertising source and on audience perceptions of the company and advocated product. The results of their study indicate that the cognitive and affective dimensions of credibility are influenced differently by negative information.

Friedman and Friedman (1979) establish pragmatic indication that, in the advertising of products that are high in emotional and/or social risk, use of a famous person endorser would direct to superior reliability, a further encouraging assessment of the merchandise and commercial, and considerably more encouraging buying intention than advertisements by means of an expert or distinctive customer endorser. The usefulness of celebrity promotion has been associated by some authors, to the development of collective manipulation.

Kelman (1961) was the first to recognize the progression of societal influence. He recommended that there are three such methods which, when practiced, assist the prospective that a person will acknowledge influence from another personality or group: observance, recognition and internalization.
Deutsch and Gerard (1955) distinguished two kinds of social impacts. The first, named informational societal impact, refers to persuasion to acknowledge the information acquired from another as indication about authenticity. The second, normative social impact refers to the influence to match to another individual or group.
References


