

Executive Summary

This study has been aimed at understanding the impact of the celebrity endorsements on the minds of the consumers. This is exactly the stage where the celebrity endorsements can be used to a large extent to create that initial impact on the minds of the consumers.

The study has been based on extensive secondary data collection for the understanding of the theoretical background and rationale behind celebrity advertising.

The study also includes an primary research of the sample size 100 .the primary research has been undertaken to capture the current day realities of the consumers' minds and their perceptions of celebrity endorsements. For the same purpose limited products/ brands practicing celebrity advertising have been choosen.

Hence this study is a attempt to study how far the corporate can rely upon celebrity endorsements for their marketing activities. It is also an attempt to analyze the pit falls ands advantages of celebrity endorsements.

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CHAPTER 1

INTRODUCTION

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1.1 ADVERTISING

Advertising is a form of communication that typically attempts to persuade potential customers to purchase or to consume more of a particular brand of product or service. Advertising is the non-personal, paid communication such as newspaper, radio, direct mail and TV directed toward the general public or, in some cases,

specific prospective client groups to provide information about the time, place, contents, and arrangements of an auction. Advertising is the communication whose purpose is to inform potential customers about products and services.

Many advertisements are designed to generate increased consumption of those products and services through the creation and reinvention of the "brand image". For these purposes, advertisements sometimes embed their persuasive message with factual information. Every major medium is used to deliver these messages, including television, radio, cinema, magazines, newspapers, video games, the Internet, carrier bags and billboards. Advertising is often placed by an advertising agency on behalf of a company or other organization.

Money spent on advertising has increased dramatically in recent years. In 2007, spending on advertising has been estimated at over \$150 billion in the United States and \$385 billion worldwide, and the latter to exceed \$450 billion by 2010.

1.2 TYPES OF ADVERTISING

MEDIA

Commercial advertising media can include wall paintings, billboards, street furniture components, printed flyers and rack cards, radio, cinema and television adverts, web banners, mobile telephone screens, shopping carts, web popup, skywriting, bus stop benches, human billboards, magazines, newspapers, town criers, sides of buses, banners attached to or sides of airplanes, in-flight advertisements on seatback tray tables or overhead storage bins, taxicab doors, roof mounts and passenger screens, musical stage shows, subway platforms and trains, elastic bands on disposable diapers, stickers on apples in supermarkets, shopping cart handles, the opening section of streaming audio and video, posters, and the backs of event tickets and supermarket receipts. Any place an "identified" sponsor pays to deliver their message through a medium is advertising.

COVERT ADVERTISING

Covert advertising is when a product or brand is embedded in entertainment and media. For example, in a film, the main character can use an item or other of a

definite brand, as in the movie *Minority Report*, where Tom Cruise's character John Anderton owns a phone with the *Nokia* logo clearly written in the top corner, or his watch engraved with the *Bulgari* logo.

TELEVISION COMMERCIALS

The TV commercial is generally considered the most effective mass-market advertising format, as is reflected by the high prices TV networks charge for commercial airtime during popular TV events. The annual Super Bowl football game in the United States is known as the most prominent advertising event on television. The average cost of a single thirty-second TV spot during this game has reached \$3 million (as of 2009).

INFOMERCIALS

There are two types of infomercials, described as long form and short form. Long form infomercials have a time length of 30 minutes. Short form infomercials are 30 seconds to 2 minutes long. Infomercials are also known as direct response television (DRTV) commercials or direct response marketing.

The main objective in an infomercial is to create an impulse purchase, so that the consumer sees the presentation and then immediately buys the product through the advertised toll-free telephone number or website. Infomercials describe, display, and often demonstrate products and their features, and commonly have testimonials from consumers and industry professionals. Some well known companies in the infomercial business are Script to Screen, Hawthorne Direct, International Shopping Network and Guthy-Renker.

CELEBRITIES

This type of advertising focuses upon using celebrity power, fame, money, popularity to gain recognition for their products and promote specific stores or products. Advertisers often advertise their products, for example, when celebrities share their favourite products or wear clothes by specific brands or designers.

Celebrities are often involved in advertising campaigns such as television or print adverts to advertise specific or general products.

1.3 CELIBRITY ADVERTISING

WHO IS A CELEBRITY?

A celebrity is a person who is well recognized by the public, and has a reputation for his/her expertise in his/her chosen silos. Sports persons and film stars fit the bill perfectly. Celebrities are often involved in advertising campaigns such as television or print adverts to advertise specific or general products.

CELEBRITY ENDORSEMENT

Promotion of a company's products through the celebrities is termed as celebrity endorsement.

Celebrity endorsements pull in hundreds of corers every year, and are widely preferred by marketers to promote their products. Using celebrities for endorsing brands has become a trend for building the brands as well as the company's image. The company makes use of the celebrity's characteristics and qualities to establish an analogy with the products specialties with an aim to position them in the minds of the target consumers. Celebrity endorsement, thus, is one of the powerful tools adopted by companies/marketers to consolidate their brand in the crowded marketplace.

Consumers prefer to own a brand that has a good reputation, and when someone like a famous film star or a sport star is associated with that particular brand, it is obvious that the consumers will get attracted to it, because the consumer wants to maintain some status, and feels that using a brand promoted by a star can satisfy that longing.

CELEBRITIES IN ADVERTISING

The use of celebrities in advertising is not a new phenomenon. Celebrity endorsement refers to any person who is publicly known and who appears in an advertisement with a product with the purpose of promoting the product. The use of multiple-celebrity endorsers entails making use of more than one celebrity to

advertise a single product. Making use of celebrities on a regular basis over a period of time generally ensures a return on investment for the amount of money spent on employing the celebrity. This repetition strengthens the connection between the associations of the product with that of the celebrity. The marketing manager must take great care in choosing the appropriate celebrity to endorse a specific product.

1.4 SELECTION OF AN APPROPRIATE CELEBRITY

Aristotle's quote **"Any brand can get a celebrity. That is easy. But getting a celebrity consistent with the right brand, to the right, at the right time, for the right purpose and in the right way...that is not easy."**

It is essential that an appropriate fit between the celebrity and the product's target audience must be considered. An associative link occurs when there is a fit between the product and the celebrity and the consumer will associate the celebrity with the product being endorsed, and vice versa. McCracken (1989) developed a model that describes the process of meaning transfer between the product and the endorser. The congruent dispositions that the celebrity possesses are ultimately transferred, through the consumption of the product, to the consumer.

1.5 CELEBRITY ENDORSEMENTS ARE IMPELLED BY VIRTUE OF THE FOLLOWING MOTIVES

- Instant Brand Awareness and Recall.
- Celebrity values define, and refresh the brand image.
- Celebrities add new dimensions to the brand image.
- Instant credibility or aspiration PR coverage.
- Lack of ideas.
- Convincing clients.

1.6 THE SCOPE OF A CELEBRITY ON THE INCUMBENT BRAND

Simply stating, a brand is a differentiated product and helps in identifying your product and making it stand out due to its name, design, style, symbol, color combination, or usually a mix of all these.

Before we can scrutinize the effects of celebrity endorsement on the overall brand, we have to ferret the implicit nuances that act as sources of strong brand images or values:

- **Experience of use:** This encapsulates familiarity and proven reliability.
- **User associations:** Brands acquire images from the type of people who are seen using them. Images of prestige or success are imbibed when brands are associated with glamorous personalities.
- **Belief in efficiency:** Ranking from consumer associations, newspaper editorials etc.
- **Brand appearance:** Design of brand offers clues to quality and affects preferences.
- **Manufacturer's name & reputation:** A prominent brand name (Sony, Kellogg's, Bajaj, Tata) transfers positive associations.

1.7 COMPATIBILITY OF THE CELEBRITY'S PERSONA WITH THE OVERALL BRAND IMAGE

A celebrity is used to impart credibility and aspiration values to a brand, but the celebrity needs to match the product. A good brand campaign idea and an intrinsic link between the celebrity and the message are musts for a successful campaign. Celebrities are no doubt good at generating attention, recall and positive attitudes towards advertising provided that they are supporting a good idea and there is an explicit fit between them and the brand. On the other hand, they are rendered useless when it comes to the actual efficiency of the core product, creating positive attitudes to brands, purchase intentions and actual sales.

Certain parameters that postulate compatibility between the celebrity and brand image are:

- Celebrity's fit with the brand image.
- Celebrity—Target audience match
- Celebrity associated values.
- Costs of acquiring the celebrity.
- Celebrity—Product matches.
- Celebrity controversy risk.
- Celebrity popularity.
- Celebrity availability.
- Celebrity physical attractiveness.
- Celebrity credibility.
- Celebrity prior endorsements.
- Whether celebrity is a brand user.
- Celebrity profession.

1.8 SUCCESSFUL CELEBRITY ENDORSEMENTS FOR A BRAND- AN INDIAN PERSPECTIVE

The latter part of the '80s saw the burgeoning of a new trend in India— brands started being endorsed by celebrities. Hindi film and TV stars as well as sportspersons were roped in to endorse prominent brands. Advertisements, featuring stars like Tabassum (Prestige pressure cookers), Jalal Agha (Pan Parag), Kapil Dev (Palmolive Shaving Cream) and Sunil Gavaskar (Dinesh Suitings) became common. Probably, the first ad to cash in on star power in a strategic, long-term, mission statement kind of way was Lux soap. This brand has, perhaps as a result of this, been among the top three in the country for much of its lifetime.

In recent times, we had the Shah Rukh-Santro campaign with the objective of mitigating the impediment that an unknown Korean brand faced in the Indian market. The objective was to garner faster brand recognition, association and emotional unity with the target group. Star power in India can be gauged by the successful endorsement done by Sharukh for three honchos- Pepsi, Clinic All Clear and Santro. Similarly, when S Kumars used Hrithik Roshan, then the hottest

advertising icon for their launch advertising for Tamarind, they reckoned they spent 40 - 50 per cent less on media due to the sheer impact of using Hrithik. Ad recall was as high as 70 per cent, and even the normally conservative trade got interested.

- India is one country, which has always idolized the stars of the celluloid world. Therefore it makes tremendous sense for a brand to procure a celebrity for its endorsement. In India there is an exponential potential for a celebrity endorsement to be perceived as genuinely relevant, thereby motivating consumers to go in for the product. This would especially prove true if the endorser and the category are a natural lifestyle fit like sportspersons and footwear, Kapil-Sachin and Boost or film stars and beauty products.

SOME GLOBAL EXAMPLES

Globally, firms have been juxtaposing their brands and themselves with celebrity endorsers. Some successful global endorsements are as follows:

- Celebrity endorsements have been the bedrock of Pepsi's advertising. Over the years, Pepsi has used and continues to use a number of celebrities for general market and targeted advertising, including Shaquille O'Neal, Mary J. Blige, Wyclef Jean, and Busta Rhymes, who did a targeted campaign for their Mountain Dew product.
- George Foreman for Meineke. He has also sold more than 10 million Lean Mean Fat-- Reducing Grilling Machines since signing with the manufacturing company.
- James Earl Jones for Verizon and CNN.
- Nike golf balls, since the company signed Tiger Woods in 1996, have seen a \$50 million revenue growth. Nike's golf line grossed more than \$250 million in annual sales. In 2000 he renegotiated a five-year contract estimated at \$125 million.
- Other successful endorsements like Nike—Michael Jordan, Dunlop—John McEnroe, Adidas—Prince Naseem Hamed, and so on.

- Venus Williams, tennis player and Wimbledon champion has signed a five-year \$40 million contract with sportswear manufacturer Reebok International Inc.

1.9 ADVANTAGES OF A CELEBRITY ENDORSING A BRAND

Brands have been leveraging celebrity appeal for a long time. Across categories, whether in products or services, more and more brands are banking on the mass appeal of celebrities. As soon as a new face ascends the popularity charts, advertisers queue up to have it splashed all over. Witness the spectacular rise of Sania Mirza and Irfan Pathan in endorsements in a matter of a few months. The accruelement of celebrity endorsements can be justified by the following advantages that are bestowed on the overall brand:

- **Establishment of Credibility:** Approval of a brand by a star fosters a sense of trust for that brand among the target audience- this is especially true in case of new products. We had the Shah Rukh-Santro campaign. At launch, Shah Rukh Khan endorsed Santro and this ensured that brand awareness was created in a market, which did not even know the brand.
- **Ensured Attention:** Celebrities ensure attention of the target group by breaking the clutter of advertisements and making the ad and the brand more noticeable.
- **PR coverage:** is another reason for using celebrities. Managers perceive celebrities as topical, which create high PR coverage. A good example of integrated celebrity campaigns is one of the World's leading pop groups, the Spice Girls, who have not only appeared in advertisements for Pepsi, but also in product launching and PR events. Indeed, celebrity-company marriages are covered by most media from television to newspapers (e.g. The Spice Girls and Pepsi)
- **Higher degree of recall:** People tend to commensurate the personalities of the celebrity with the brand thereby increasing the recall value. Golf champion Tiger Woods has endorsed American Express, Rolex, and Nike. Actress Catherine Zeta-Jones is used by T-Mobile and Elizabeth Arden. 007 Pierce Brosnan promotes Omega, BMW, and Norelco.

- **Associative Benefit:** A celebrity's preference for a brand gives out a persuasive message - because the celebrity is benefiting from the brand, the consumer will also benefit.
- **Mitigating a tarnished image:** Cadbury India wanted to restore the consumer's confidence in its chocolate brands following the high-pitch worms controversy; so the company appointed Amitabh Bachchan for the job. Last year, when the even more controversial pesticide issue shook up Coca-Cola and PepsiCo and resulted in much negative press, both soft drink majors put out high-profile damage control ad films featuring their best and most expensive celebrities. While Aamir Khan led the Coke fight back as an ingenious and fastidious Bengali who finally gets convinced of the product's 'purity,' PepsiCo brought Shah Rukh Khan and Sachin Tendulkar together once again in a television commercial which drew references to the 'safety' of the product indirectly.
- **Psychographic Connect:** Celebrities are loved and adored by their fans and advertisers use stars to capitalise on these feelings to sway the fans towards their brand.
- **Demographic Connect:** Different stars appeal differently to various demographic segments (age, gender, class, geography etc.).
- **Mass Appeal:** Some stars have a universal appeal and therefore prove to be a good bet to generate interest among the masses.
- **Rejuvenating a stagnant brand:** With the objective of infusing fresh life into the stagnant chyawanprash category and staving off competition from various brands, Dabur India roped in Bachchan for an estimated Rs 8 crore.
- **Celebrity endorsement can sometimes compensate for lack of innovative ideas.**

1.10 DISADVANTAGES OF A CELEBRITY ENDORSING A BRAND:

The celebrity approach has a few serious risks:

1. **The reputation of the celebrity may derogate after he/she has endorsed the product:** Pepsi Cola's suffered with three tarnished celebrities - Mike Tyson, Madonna, and Michael Jackson. Since the behaviour of the celebrities

reflects on the brand, celebrity endorsers may at times become liabilities to the brands they endorse.

2. **The vampire effect:** This terminology pertains to the issue of a celebrity overshadowing the brand. If there is no congruency between the celebrity and the brand, then the audience will remember the celebrity and not the brand. Examples are the campaigns of Dawn French—Cable Association and Leonard Rossiter—Cinzano. Both of these campaigns were aborted due to celebrities getting in the way of effective communication. Another example could be the Castrol commercial featuring Rahul Dravid.
3. **Inconsistency in the professional popularity of the celebrity:** The celebrity may lose his or her popularity due to some lapse in professional performances. For example, when Tendulkar went through a prolonged lean patch recently, the inevitable question that cropped up in corporate circles - is he actually worth it? The 2003 Cricket World Cup also threw up the Shane Warne incident, which caught Pepsi off guard. With the Australian cricketer testing positive for consuming banned substances and his subsequent withdrawal from the event, bang in the middle of the event, PepsiCo - the presenting sponsor of the World Cup 2003 - found itself on an uneasy wicket
4. **Multi brand endorsements by the same celebrity would lead to overexposure:** The novelty of a celebrity endorsement gets diluted if he does too many advertisements. This may be termed as commoditization of celebrities, who are willing to endorse anything for big bucks. Example, MRF was among the early sponsors of Tendulkar with its logo emblazoned on his bat. But now Tendulkar endorses a myriad brands and the novelty of the Tendulkar-MRF campaign has scaled down.
5. **Celebrities endorsing one brand and using another (competitor):** Sainsbury's encountered a problem with Catherina Zeta Jones, whom the company used for its recipe advertisements, when she was caught shopping in Tesco. A similar case happened with Britney Spears who endorsed one cola brand and was repeatedly caught drinking another brand of cola on tape.
6. **Mismatch between the celebrity and the image of the brand:** Celebrities manifest a certain persona for the audience. It is of paramount importance that there is an egalitarian congruency between the persona of the celebrity and the image of the brand. Each celebrity portrays a broad range of meanings,

involving a specific personality and lifestyle. Madonna, for example, is perceived as a tough, intense and modern women associated with the lower middle class. The personality of Pierce Brosnan is best characterized as the perfect gentlemen, whereas Jennifer Aniston has the image of the 'good girl from next door'.

Despite the obvious economic advantage of using relatively unknown personalities as endorsers in advertising campaigns, the choice of celebrities to fulfill that role has become common practice for brands competing in today's cluttered media environment. There are several reasons for such extensive use of celebrities. Because of their high profile, celebrities may help advertisements stand out from the surrounding clutter, thus improving their communicative ability. Celebrities may also generate extensive PR leverage for brands.

1.11CELEBRITY ADVERTISING IN INDIA

Advertisers pour crores of rupees every year into celebrity advertising, the question arises... is it worth all the money and the headaches of coordinating stars and managing their tantrums? Does it actually help each of the brands? Does the consumer think in categories and slot brands accordingly or is it one big maze of brands and saliency is dependent on 'recency.' Interestingly, while celebrity advertising is big, few agencies actually present celebrity advertising as a solution to client problems. In the advertising world, celebrity advertising is seen as a substitute for 'absence of ideas' -- and actually frowned upon. Yet it appears again and again

The reasons are quite insightful.....

A client hits upon celebrity as a solution when his agency is unable to present to him a viable, exciting solution for his communication/marketing problem. He then feels that the presence of a well-known face is an easy way out.

A client looks at a celebrity solution, sometimes, to follow competition. When attacked with a celebrity, a quick response is to get another one to combat.

A third, and often unfortunate, reason for celebrities is a client's desire to rub

shoulders with the glitterati. It is rare that there is an idea on the table and client and agency mutually agree that the presence of a celebrity will actually lift the script. This is very similar to Bollywood blockbuster films where the cast is decided upon and the script either written accordingly or re-engineered around the cast.

1.12 ARGUMENTS IN FAVOR OF CELEBRITY ADVERTISING - THE FOUR Q's:

- **Quick saliency:** It gets cut through because of the star and his attention getting value. Goodlass Nerolac has ensured high saliency for its brand with the inclusion of Amitabh Bachchan in its advertising.
- **Quick connect:** There needs to be no insight but the communication connects because the star connects. Sachin, Shah Rukh and their ilk's ensure an easy connect for Pepsi with the youth.
- **Quick shorthand for brand values:** The right star can actually telegraph a brand message fast without elaborate story telling. Kapil Dev and Sachin Tendulkar seem to have done that successfully for Boost in the early '90s. And helped to differentiate it in the malted beverages market.
- **Quick means of brand differentiation:** In a category where no brand is using a celebrity, the first that picks one up could use it to differentiate itself in the market. Boost did it in the malted beverage category. And Preity Zinta does all the above four for Perk.
- **The celebrity vampires the product:** Unless the celebrity's values, the category benefit and the brand values are closely linked, there are chances that the celebrity is remembered more than the brand he is advertising for and in a celebrity clutter, the chances that the brand and category can be remembered become even more difficult for the average consumer. Pepsi and Lux tend to use multiple celebrities in an attempt to overcome this.

1.13 THE CELEBRITY TRAP

Once into a celebrity, it is hard to get out of it. If the brand has done even moderately well after the break of a celebrity campaign, it becomes difficult to separate the role of message and the role of the celebrity in selling the brand and hence, the celebrity becomes an addiction for the marketing team and the task to find substitutes becomes more and more difficult.

Interestingly, celebrity is a disease that is seen to spread across a marketing department. With the surfeit of celebrities on screen and in the newspapers, there are two new drawbacks emerging for celebrity usage, Celebrity credibility is coming under question. Consumers are getting more and more advertising savvy and are beginning to voice opinions, even in small towns, like "He has been paid to sell the product."

Clearly celebrity endorsement is no longer as credible as it was a few decades ago. Unless category and celebrity are closely linked (like Nike and sports stars), the power of a celebrity's word is questionable. The trustworthiness of public figures, which celebrities tended to bring in the past, is bound to disappear if a celebrity begins to appear and endorse a brand in every conceivable category.

Celebrity clutter. With each celebrity endorsing multiple products and multi brands in a category, resorting to different celebrities, the consumer is left confused and reluctant to get into 'this celebrity is bigger than that comparison' to make Today, it is back to the power of an idea and an insight. No simple solutions exist any longer.

1.14 SUPPORTING CONCEPTS

Sergio Zyman, a former employee of Coca Cola, in his book "The End of Advertising As We Know It" explains the following concepts.

In chapter 4 the author outlines the various reasons why the corporate opt for celebrity endorsements. Some the reasons for the same are:

- To take advantage of the celebrity's equity

- To break through media clutter, to quickly generate brand awareness and stronger brand recall.
- To take advantage of the celebrity's media exposure
- Because the competitors are using them
- Because the advertising agency is trying to impress the company
- The need to associate the company with famous people

The author also suggests a checklist while selecting a celebrity endorser

- Presence of a logical connection between the celebrity and the brand
- Relevance of the endorser to the target market
- The credibility of the celebrity
- Extent of use of endorsers equity to build company's equity
- Evaluating the celebrities values
- Risk of controversies
- Dangers of over exposure
- The vampire effect
- Life of the persons fame
- Measuring the popularity of the celebrity
- Does the celebrity actually use the brand/product
- Use of celebrity in different media

Tom Duncan in his book "Principles of Advertising and IMC" describes the consumer response to advertising in chapter 5.

He draws insights into the following areas:

- The cultural, social as well as personal factors such as social class, status, reference groups, needs, wants, attitudes, opinions, beliefs and motivations influence the consumer response to advertisements and further the buying decision.
- He explains how consumer's intermediate responses can be studied and classified in a model.

The author explains the levels of involvement of consumers in marketing communication/ messages.

- The author has also designed a wheel model, which explains the brand decisions made by the consumers containing “think”, “feel”, and “do response” aspects of the consumer.
- The author describes the consumers mind and his decision making process in the light of human behavioral studies such as cognitive, emotional, and habit repeats. Based on these aspects on human behaviour and his learning process the author has developed the 3 stage model describing the decision making process.

David A. Aaker, Rajeev Batra, John G. Myers in their book “Advertising Management” give an insight into the theory of endorsement. He says that endorsers can be of the following types person, celebrity, spokesman, announcer and so on. An endorser is defined as a source of the information in the advertisement. He says that the research on source factors have revealed the persuasive ability and credibility of the source factors. This effectiveness is explained through the “Model of Source factors in advertising. He has also given insights into the consistency of the sources, credibility of the source, an outline for creating a source oriented advertisement, and the distraction effects.

1.15 THE 3 STAGE MODEL

This 3 stage model which could be used by a company in choosing a celebrity has been arrived at after a critical examination and analysis of various books, journals, articles and critiques. However the primary research conducted as part of this study addresses only Part C of the Stage 1, and Stage 2.

This model is a comprehensive model covering the initial decision making basis of the companies to the implementation of the proposed campaigns.

STAGE 1: CHECK LIST ANALYSIS

A. COMPANY RELATED

- Total Advertising Budget of the company
- Previous Campaigns spending and messages conveyed
- Company Credibility and Growth
- Company Image
- Product Intended to Launch and it's strategies
- Company objective in launching the particular product

B. CELEBRITY RELATED

- Credibility
- Risk Controversy
- Equity
- Value
- Personality
- Achievements
- Popularity
- Danger of over exposure
- How long will the celebrity remain famous
- actual usage of the brand
- Different media suitability
- Attractiveness

C. CUSTOMER RELATED

- Target Customers
- Customer Buying Behavior
- Extent of reach intended
- Buyer influencers

D. ADVERTISEMENT/ MARKETING COMMUNICATION RELATED

- Advertising agency
- Advertising objective
- Campaign Budget
- Message intended
- Message Channels/ Media

STAGE 2: COMPATIBILITY ANALYSIS

Compatibility between

- A. Company and Product
- B. Product and Celebrity
- C. Product and Target Audience
- D. Celebrity and Target Audience
- E. Celebrity and Message

STAGE 3: IMPLEMENTATION

The intention of the company with regard to how to use the celebrity

- A. Advertising only
- B. Promotions only
- C. Integrated Marketing Communications

1.16 FIVE CAUSES OF LETDOWN

Its worth going over some of the reasons why celebrity endorsements may not work:

IMPROPER POSITIONING

Associating with a star, however big he or she may be, in itself does not guarantee sales. The most it can do is generate interest in the product or create a buzz around it. Take the case of Maruti Versa, which was launched amidst a lot of fanfare about three years ago. In spite of Maruti signing up superstar Amitabh Bachchan and his son Abhishek Bachchan as brand ambassadors for Versa, the brand's sales remained sluggish. To be fair, the Big B magic did work and the ads created significant interest, drawing people into the showroom. But perhaps the positioning itself was faulty as people were expecting a larger than life car, just like the brand's ambassador. Last year, we saw Versa being re-positioned as a family car, with the core proposition being, "the joy of traveling together." Maruti, Versa has started doing well and has witnessed an upswing since the new positioning. Last year, the average sales were 80-100 vehicles a month. Now they are selling 450 vehicles a month.

BRAND-CELEBRITY DISCONNECT

If the celebrity used represents values that conflict with the brand values and positioning, the advertising will create a conflict in the minds of the target audience who may reject the proposition. Take for instance Toyota, one of world's leading auto companies. Toyota chose teeny-pop singer Britney Spears for its brand Soluna Vios, a family sedan, which is preferred by married men and women with children.

CLUTTER FLUTTER

In recent times, there has been such a deluge of celebrity endorsements that it has led to the very clutter that it aimed to break. For instance, Amitabh Bachchan endorses or has endorsed Pepsi, ICICI, BPL, Parker pens, Nerolac, Dabur, Reid &

Taylor, Maruti Versa, Cadbury and a few social messages too. Bollywood badshah Shah Rukh Khan endorses Omega, Tag Heuer, Pepsi, Hyundai, Clinic All Clear and Airtel among other brands has to his credit more television commercials than feature films since 1992. This over-exposure can be bad for the brand. Each celebrity is called upon to push maybe a dozen brands or so. Which is great for the celebrity but it is pretty daft for the brand because the impact of the celebrity reduces as the number of brands him endorses increases. Unfortunately in India, we have too many brands chasing too few celebrities. And the recall value drops by a huge margin when you move from an A Class celebrity to a B Class.

PERFORMANCE DISSATISFACTION WITH PRODUCT

It is not good to sell an ordinary product just by making a celebrity endorse it. Sachin Tendulkar's endorsement of Fiat Palio was quite a success initially. But as word about the poor fuel efficiency of Palio spread, its sales took a beating. In this case, Sachin's presence could've worked wonders but for the poor performance of the car in a market that is highly performance conscious.

CONFUSION/ SKEPTICISM

The use of celebrities can be confusing. Some viewers forget brand that a celebrity is approving. Others are so spellbound by the personality of the celebrity that they completely fail to notice the product/brand being advertised. The brand is overshadowed in the overwhelming presence of the star. In some cases, a celebrity can give rise to skepticism because it might be a bit too much for the masses to believe that the celebrities who are rich and can afford the best in the world are actually using a mass product being advertised on television.

RISKS ASSOCIATED WITH CELEBRITY ENDORSEMENTS

Celebrities, being human, make mistakes. But their mistakes get as much attention as their celebrity status and this can adversely affect the brands that they are endorsing. There are a number of examples, both Indian and International, where scandals and scams involving celebrity endorsers have caused embarrassment to the brands they endorse. Companies have to make quick decisions when one of their

endorsers comes under fire or their own image could be tarnished. If a brand continues with the celebrity, it may adversely affect the image of the brand and consequently, brand sales. If the brand chooses to distance itself with the tainted celebrity, the huge costs spent on roping in the celebrity and making of the ads may go down the drain and even then the association of the brand with the celebrity might by then be so ingrained that the damage is already done.

1.17 SIX USES OF CELEBRITY ENDORSEMENTS

ESTABLISHES CREDIBILITY

Approval of a brand by a star fosters a sense of trust for that brand among the target audience- this is especially true in case of new products.

ATTRACTS ATTENTION

Celebrities ensure attention of the target group by breaking the clutter of advertisements and making the ad and the brand more noticeable.

ASSOCIATIVE BENEFIT

A celebrity's preference for a brand gives out a persuasive message - because the celebrity is benefiting from the brand, the consumer will also benefit.

PSYCHOGRAPHIC CONNECT

Stars are loved and adored by their fans and advertisers use stars to capitalize on these feelings to sway the fans towards their brand.

DEMOGRAPHIC CONNECT

Different stars appeal differently to various demographic segments (age, gender, class, geography etc.).

MASS APPEAL Some stars have a universal appeal and therefore prove to be a good bet to generate interest among the masses.

CHAPTER 2

RESEARCH DESIGN

CHAPTER 2 RESEARCH DESIGN

2.1 TITLE OF THE STUDY

“EFFECTIVENESS OF CELEBRITY ADVERTISING IN BANGALORE”

2.2 STATEMENT OF THE PROBLEM

In this modern era celebrities influence the consumers in buying the products where the celebrity endorsements can be used to a large extent to create that initial impact on the minds of the consumers. Hence this study is a attempt to study how far the corporate can rely upon celebrity endorsements for their marketing activities.

2.3 OBJECTIVES OF THE STUDY

- To study the impact of celebrity advertisements among the consumers.
- To test the match between the values and characteristics of a product and the celebrity endorsing it.
- To find out whether there is confusion in the minds of consumers with respect to multiple endorsements by celebrities.
- To provide a frame work in choosing a celebrity. However the frame work will be concentrating on aspects of consumers and their opinions of the celebrity match.

2.4 SCOPE OF THE STUDY

- The study will be confined to Bangalore only.
- The study will be focused on advertising media such as print and broadcasting only.
- This study will also focus on only limited number of products/ brands.

2.5 SAMPLING

- **Sampling Technique:** In this study, convenience sampling will be conducted.
- **Sample Size:** A sample of 100 people has been selected for the study.
- **Sample Description:** The respondents include students, house wives, and business people, employees and professionals.

The samples for this study were drawn in the following fashion- a total of 100.

- 70 respondents from Bangalore.
- 30 respondents from Al-Ameen institute of management studies, Bangalore.

THE SAMPLING FRAME

The sampling frame is the list of the population from which the sample is drawn. In surveys, samples of potential respondents are determined to represent the target population of respondents. A sampling frame may be defined as a representation of the elements of the target audience. It consists of the list or set of directions for identifying the target population. This list is needed so that every individual member of the population can be identified unambiguously. The individual members of the target population whose characteristics are to be measured are the sampling units. Hence as stated earlier the sample were drawn from the city Bangalore . It was identified that the target respondents should be in the age group of 18Yrs and 52Yrs. Hence the primary research was undertaken in places of high floating population of youth like shopping arcades, Department stores, coffee bars and colleges.

2.6 RESEARCH METHODOLOGY

- **Type of the study:**

The study is based on descriptive research.

- **Type of Data:**

The primary data will be collected through structured questionnaire & the secondary data will be collected through journals, websites and text books.

2.7 PLAN FOR THE ANALYSIS:

The collected data will be analyzed through parametric techniques such as average and percentage will be used. To make the presentation effective table, chart and graphs will be used.

2.8 LIMITATIONS OF THE STUDY

- The study is restricted to Bangalore city only.
- The responses given by the respondents may not be always correct. The responses are personal opinions.
- In course of time, the findings of the study may become obsolete

2.9 CHAPTER SCHEME

Chapter 1: INTRODUCTION

Chapter 2: RESEARCH DESIGN

Chapter 3: DATA ANALYSIS AND INTERPRETATION

Chapter 4: SUMMARY OF FINDINGS, CONCLUSIONS AND SUGGESTIONS

Chapter 5: BIBLIOGRAPHY & ANNEXURE

CHAPTER 3

DATA ANALYSIS AND INTREPRETATION

CHAPTER 3

DATA ANALYSIS AND INTREPRETATION

TABLE 3.1
TABLE SHOWING THE AGE GROUP OF RESPONDENTS.

Age	Number of Respondents	Percentages
18 – 22	23	23
23 – 32	37	37
33 – 42	27	27
43 – 52	9	9
Above 52	4	4
Total	100	100

ANALYSIS

From the above table it can be observed that 23% of the respondents are of age 18 – 22, 37% of the respondents are between the age group of 23 – 32, 27% of the respondents are of age 33 – 42, 9% of the respondents are of age 43 – 52 and 4% of the respondents in the age group of 50 and above.

INFERENCES

From the above table it is inferred that maximum number of respondents are of the age group 23 – 32 as these are the people who are in to businessmen.

CHART 3.1
CHART SHOWING THE AGE GROUP OF RESPONDENTS.

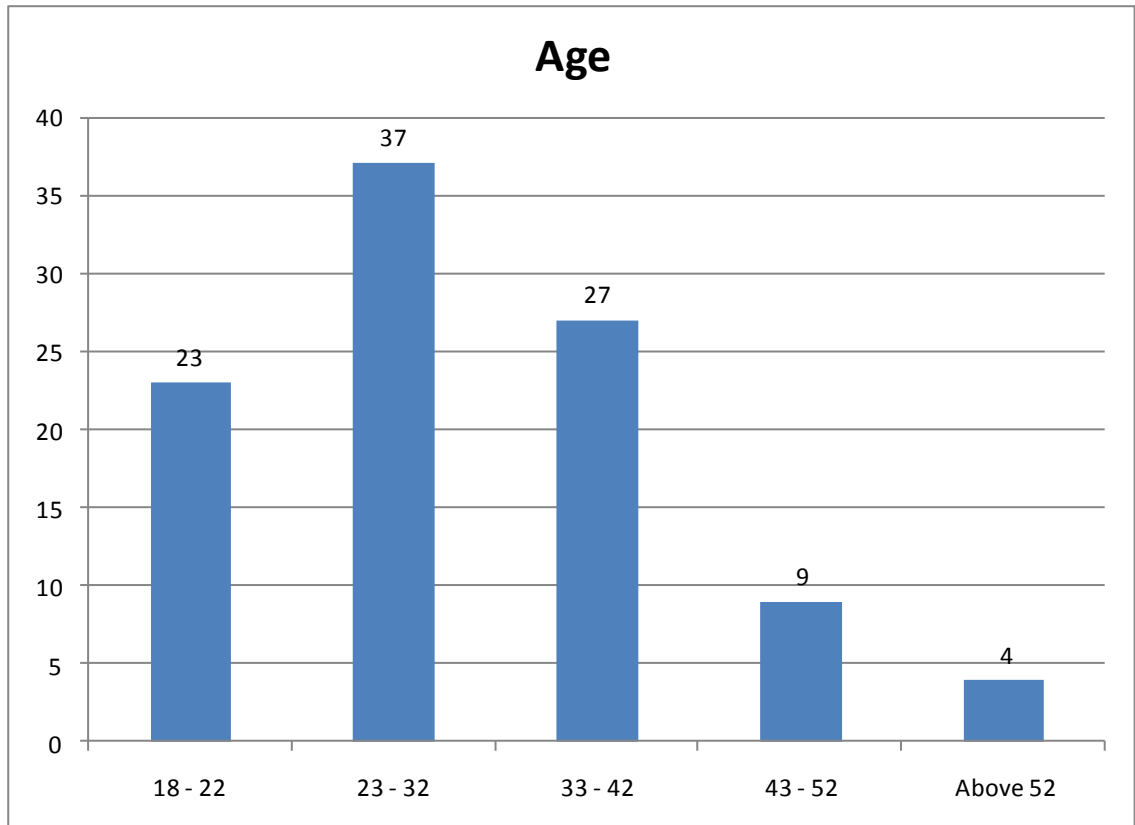


TABLE 3.2
TABLE SHOWING THE GENDER OF RESPONDENTS

Gender	Number of Respondents	Percentages
Male	74	74
Female	26	26
Total	100	100

ANALYSIS

From the above table it is analyzed that 74% of the respondents are male and remaining 26% of them are female.

INFERENCES

It is inferred that maximum number of respondents are male.

CHART 3.2
CHART SHOWING THE GENDER OF RESPONDENTS

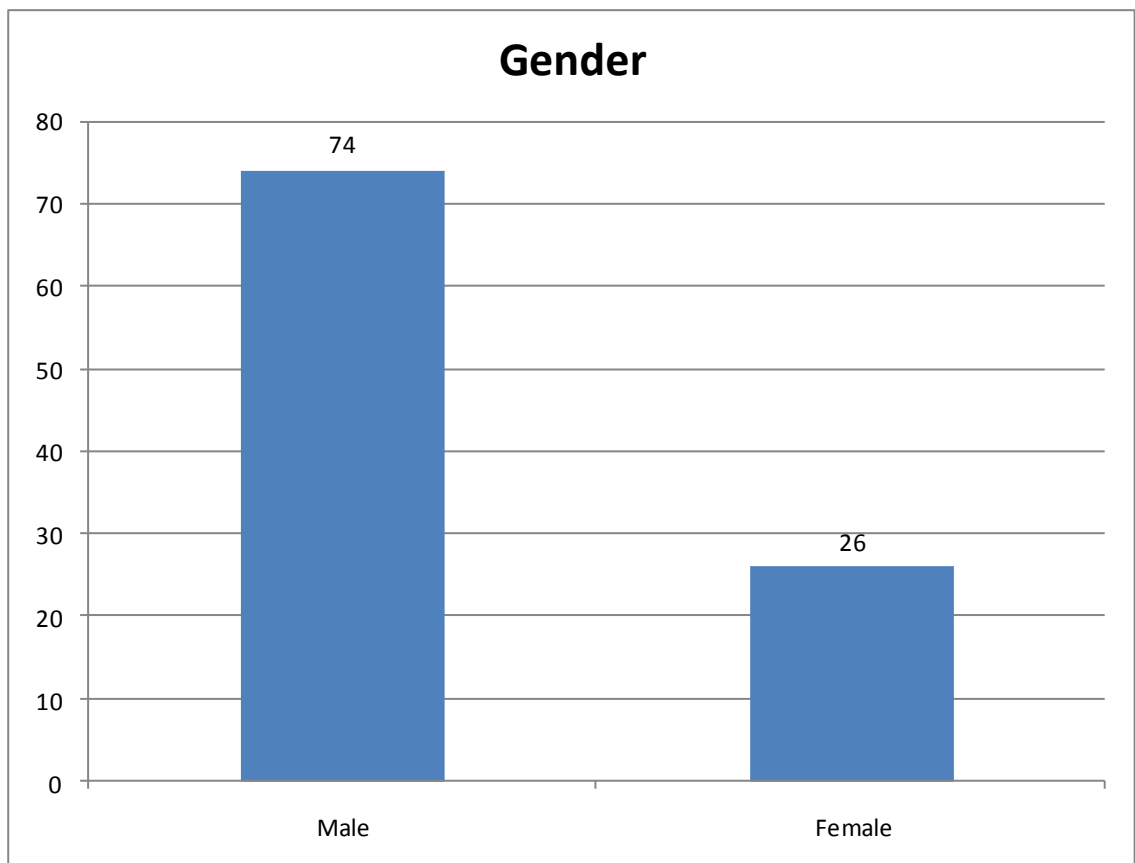


TABLE 3.3
TABLE SHOWING OCCUPATION OF THE RESPONDENTS

Occupation	Number of Respondents	Percentages
Employees	35	35
Business men	23	23
Students	30	30
Professionals	6	6
Housewives	4	4
Others	2	2
Total	100	100

ANALYSIS

From the above table it can be analyzed that 35% of the respondents are Employees, 23% of the respondents are business men, 30% of the respondents are students, 6% are professionals, and only 4% of the respondents are housewives.

INFERENCES

From the above table it can be inferred that the maximum no. Of respondents are employees.

CHART 3.3
CHART SHOWING OCCUPATIONS OF THE RESPONDENTS

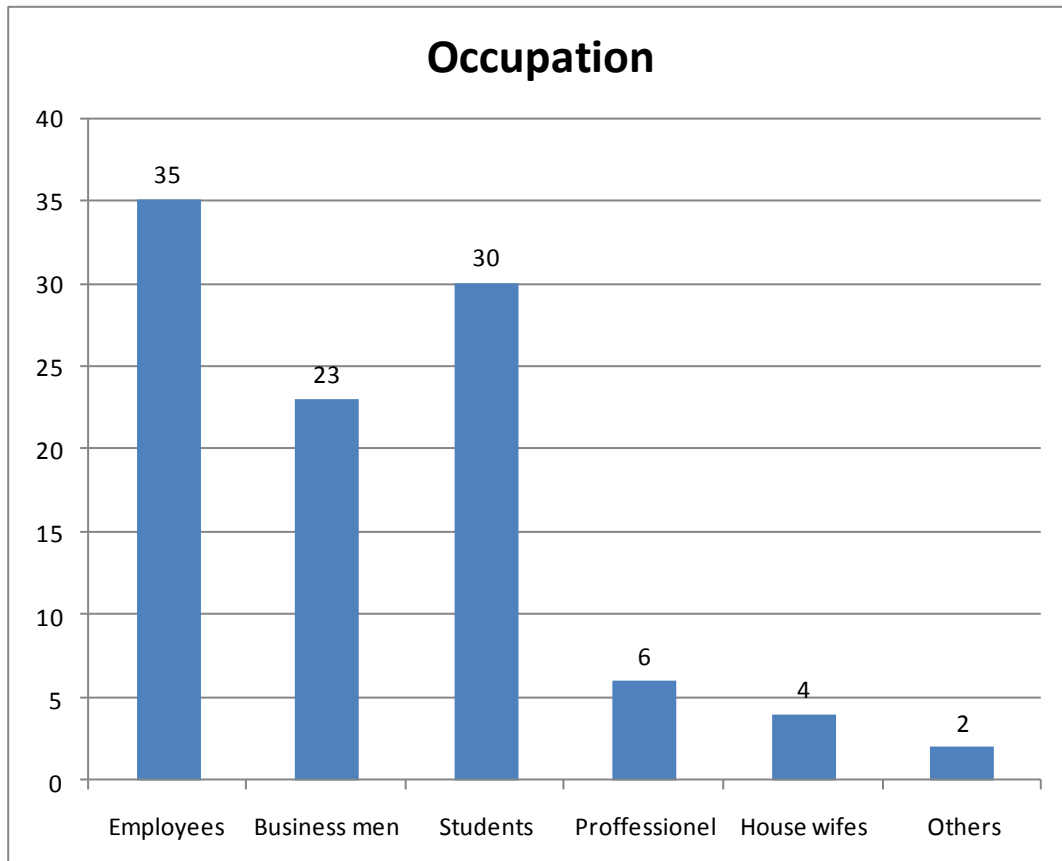


TABLE 3.4
TABLE SHOWING THE FACTORS CONSIDERING BY THE RESPONDENT
WHILE NOTICING A BRAND

Features	Respondent	Percentage
Quality	30	30
Advertisement	5	5
Celebrity	25	25
Price	40	40
Total	100	100

ANALYSIS

From the above table it is analyzed that 30% of the respondents are considering quality, 5% are considering advertisement, 25% are Celebrity and 40% are considering the price.

INFERENCES

It is inferred that most of the respondents are considering the price of the product, they consider the quality only after price. So after price and quality the respondents look for celebrity endorsed in a particular brand or product. Advertisement is considered by only very small number of respondents while noticing a brand.

CHART 3.4
CHART SHOWING THE FACTORS CONSIDERING BY THE
RESPONDENT WHILE NOTICING A BRAND.

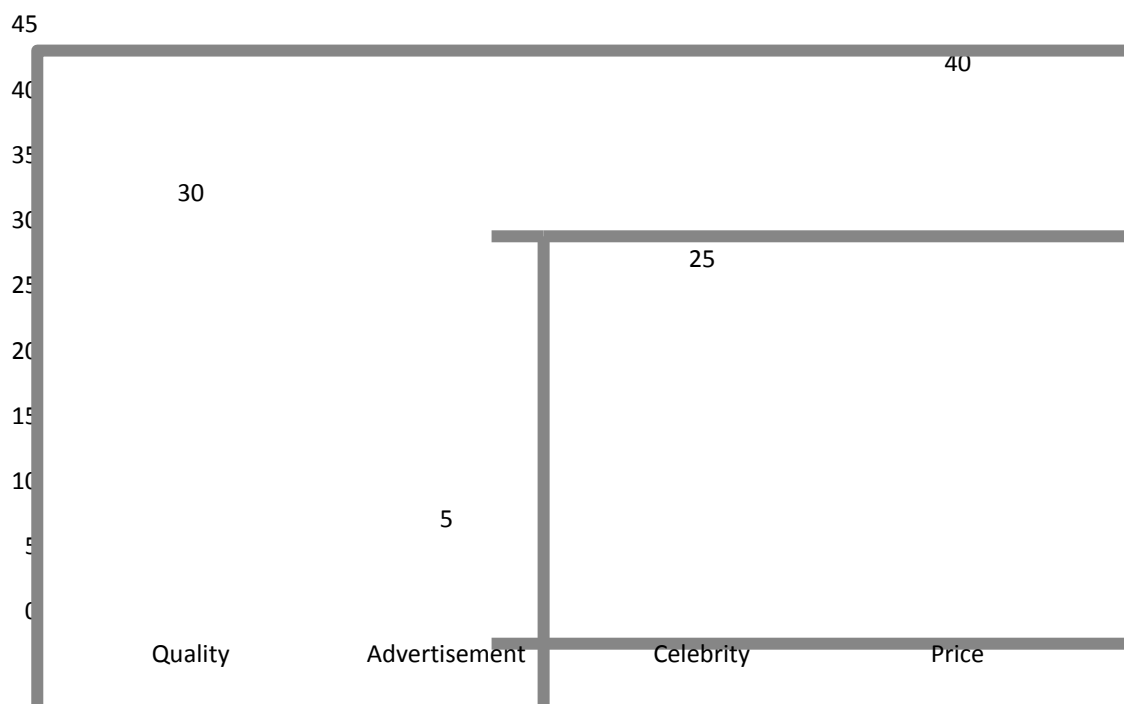


TABLE 3.5
TABLE SHOWING THE FAVORITE CELEBRITIES OF THE
RESPONDENT

Celebrities	Responded	Percentage
Shahrukh Khan	23	23
Sachin Tendulkar	14	14
Dhoni	18	18
Aamir Khan	13	13
Aiswarya Rai	4	4
Kathrina Kaif	6	6
Priyanka Chopra	5	5
Sania Mirza	4	4
A R Rahman	4	4
Others	9	9
Total	100	100

ANALYSIS

The above table shows respondent's favorite celebrities .Among the celebrities sharuk khan is the most favorite celebrity of the respondents with 23%, Sachin 14%,Dhoni 18%, Amir Khan 13%, Aiswarya Rai 4%, Katrina Kaif 6%, Priyanka Chopra 5%,Sania Mirza 4%, AR Rahman 4%,Others 9%.

INFERENCES

It is inferred from the above table that Sharuk Khan is selected as most favorite celebrity of the respondent's. The second favorite celebrity is Indian cricket team captain M.S Dhoni and Amir Khan at third. In actress side Katrina Kaif is the favorite celebrity of respondent's.

CHART 3.5
CHART SHOWING THE FAVORITE CELEBRITIES OF THE
RESPONDENTS.

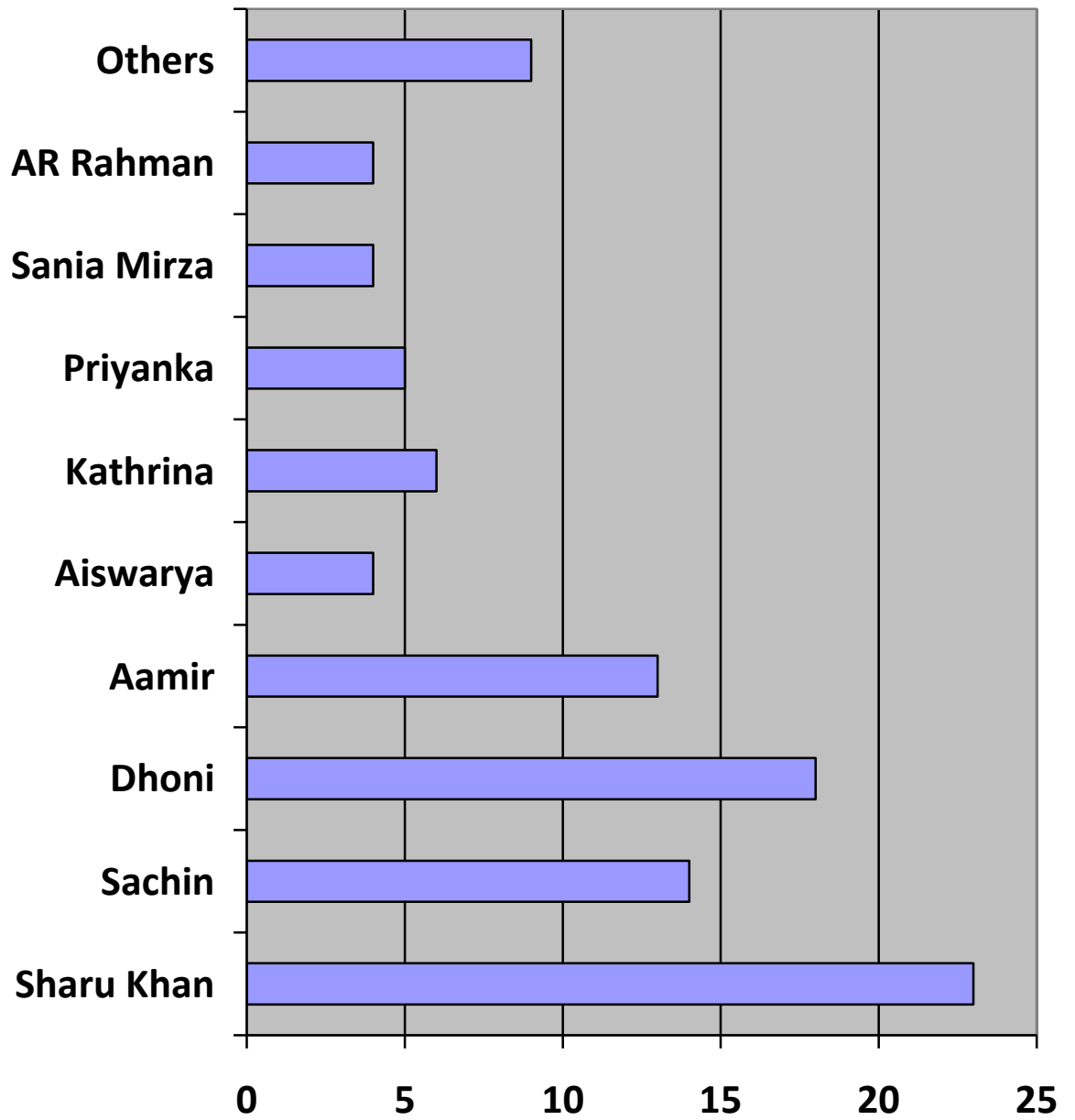


TABLE 3.6
TABLE SHOWING IN WHAT EXTEND CELEBRITIES INFLUENCE THE
RESPONDENT'S STYLE?

Options	Respondent	Percentage
High	25	25
Moderate	45	45
Low	21	21
None	9	9
Total	100	100

ANALYSIS

From the above table it is analyzed that 25% of respondents are highly influenced by celebrities in their style. Moderate and Low include 45%,&21% respectively. The 9% of the respondents are not at all influenced by the celebrities in their style.

INFERENCES

It is inferred that celebrities have a vital role in creating & maintaining the respondent's style.

CHART 3.6

CHART SHOWING IN WHAT EXTEND CELEBRITIES INFLUENCE THE RESPONDENT'S STYLE?

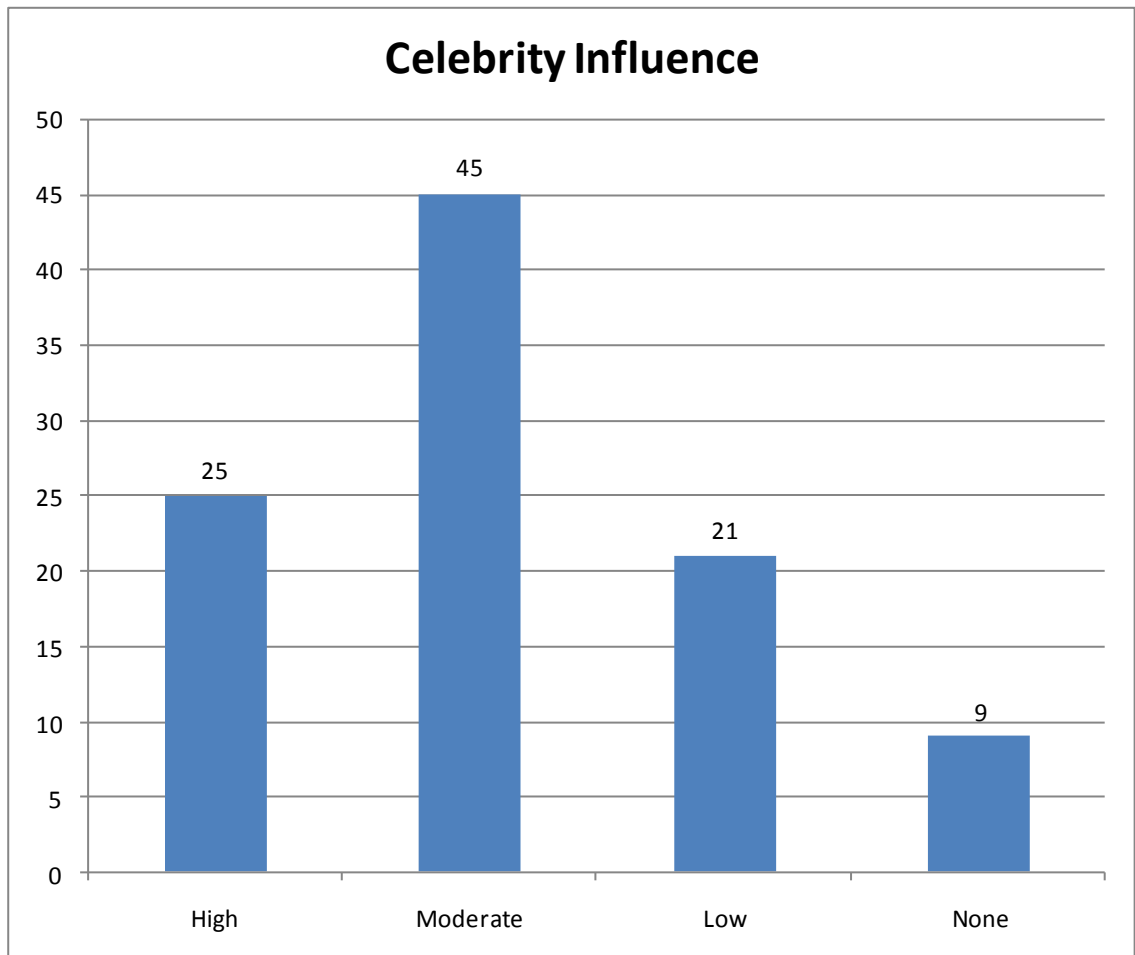


TABLE 3.7

TABLE SHOWING IMITATION OF CELEBRITY ICON

Response	No of Respondents	Percentage
Yes	32	32
No	68	68

ANALYSIS

The above table indicates that only 32% of the respondents are tried to imitate their celebrity icon. The remaining 68% of the respondents does not try to imitate their celebrity icon.

INFERENCES

It is inferred that majority of the respondents does not try to imitate the celebrities even though they likes the celebrities. Only small portion of the respondents sometimes try to imitate their celebrity icon. It indicates that the respondents are keeping their on personality and not ready to change it as per the way of celebrity.

CHART 3.7
CHART SHOWING IMITATION OF CELEBRITY ICON

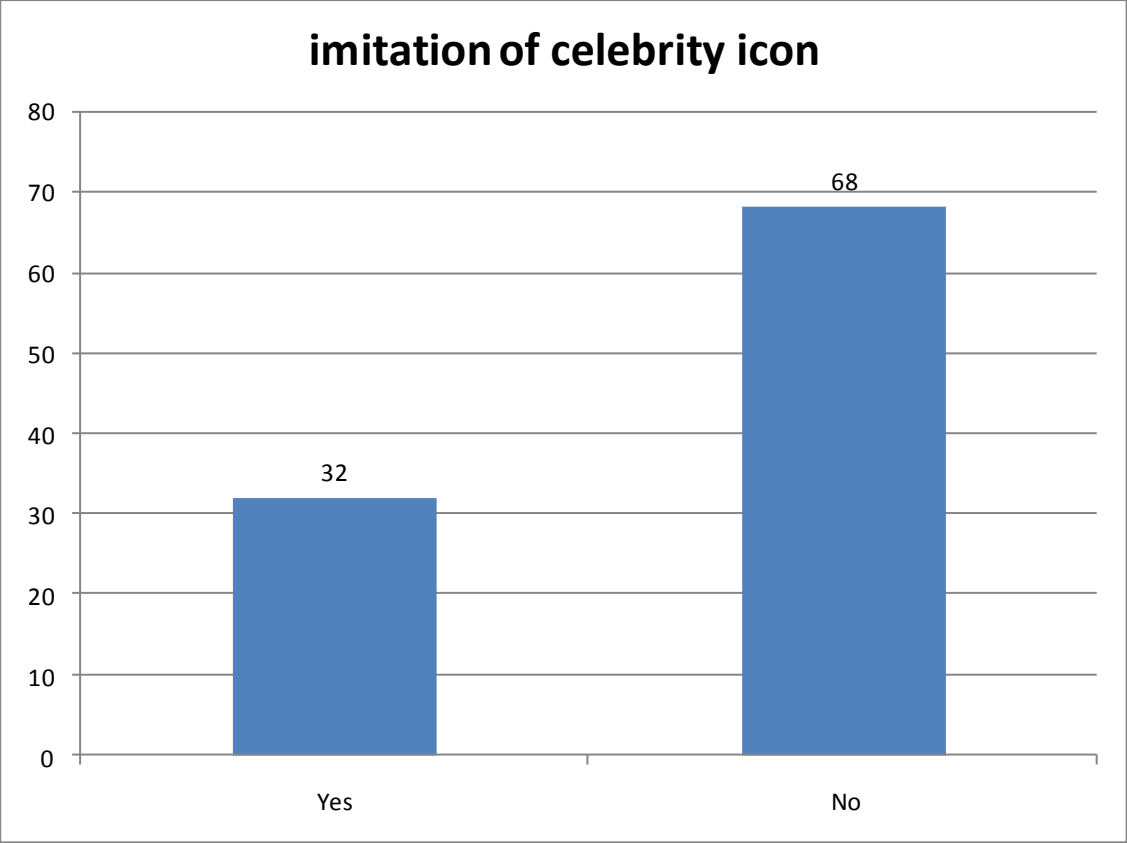


TABLE 3.8
TABLE SHOWING THE ATTENTIONS FOR THE ADVERTISEMENT BY
USING CELEBRITY ICON.

Response	No of Respondents	Percentage
Yes	65	65
No	35	35
Total	100	100

ANALYSIS

From the above table shows 65% of the respondents are giving attention to the advertisement by using celebrity. Only 35% of the respondents did not give their attention to the advertisement by using celebrity icon.

INFERENCES

It is inferred that majority of the respondents gave attention for the advertisement using celebrity icon. So using of celebrity in advertisement is very useful to grab the attention of the respondents.

CHART 3.8
CHART SHOWING THE ATTENTIONS FOR THE ADVERTISEMENT BY
USING CELEBRITY ICON

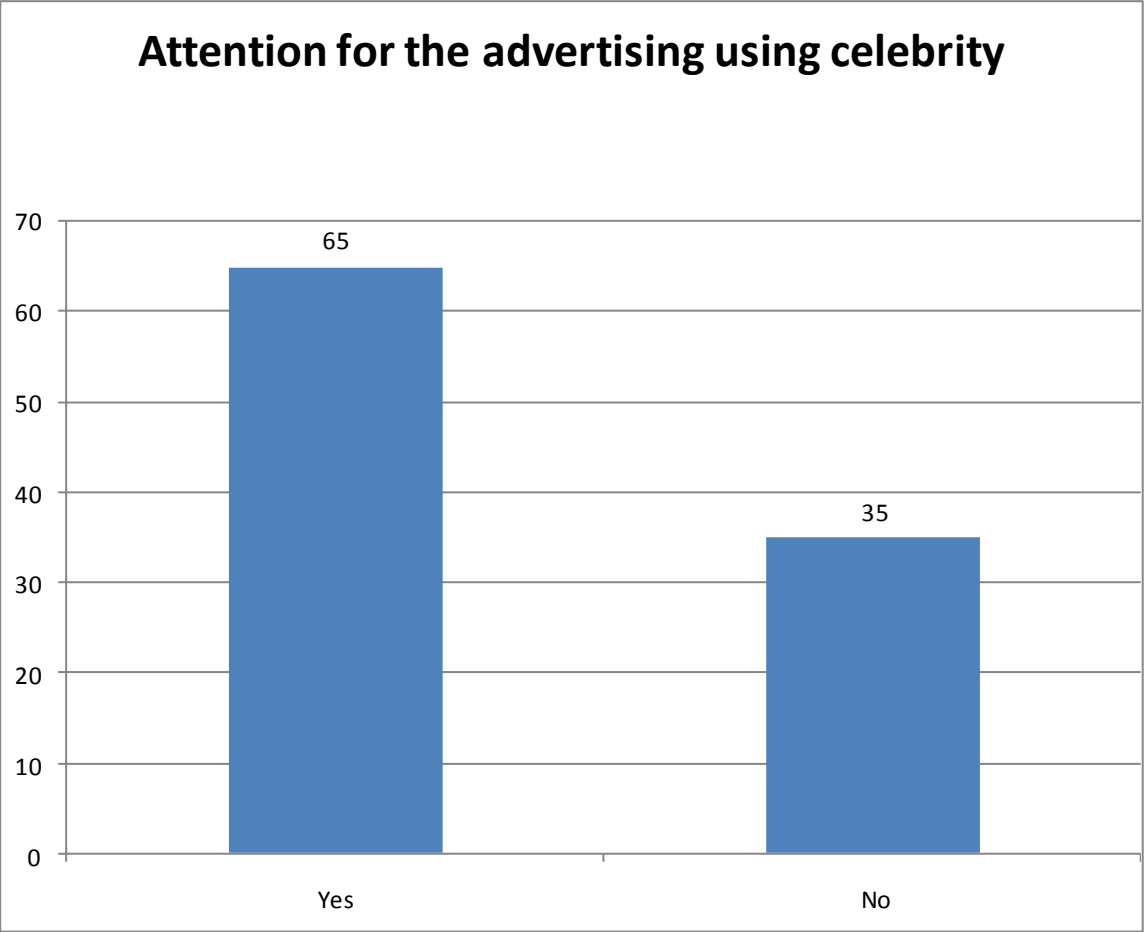


TABLE 3.9
TABLE SHOWING THE ATTRACTIONS OF THE RESPONDENTS TO BUY
THE BRAND ENDORSED BY A CELEBRITY

Options	No. Of Respondents	Percentage
Strongly Disagree	2	2
Disagree	16	16
Neutral	24	24
Agree	58	58
Total	100	100

ANALYSIS

From the above table shows 2%of respondents are strongly disagree,16% disagree, 24% neutral, 58% are agree that they are attracted to buy the brand endorsed by the celebrity.

INFERENCES

It is inferred from the above that the number of respondents who were attracted to buy the brand endorsed by the celebrity is very high and influence of celebrities in the buying behavior is also very high.

CHART 3.9
CHART SHOWING THE ATTRACTIONS OF THE RESPONDENTS TO BUY
THE BRAND ENDORSED BY A CELEBRITY

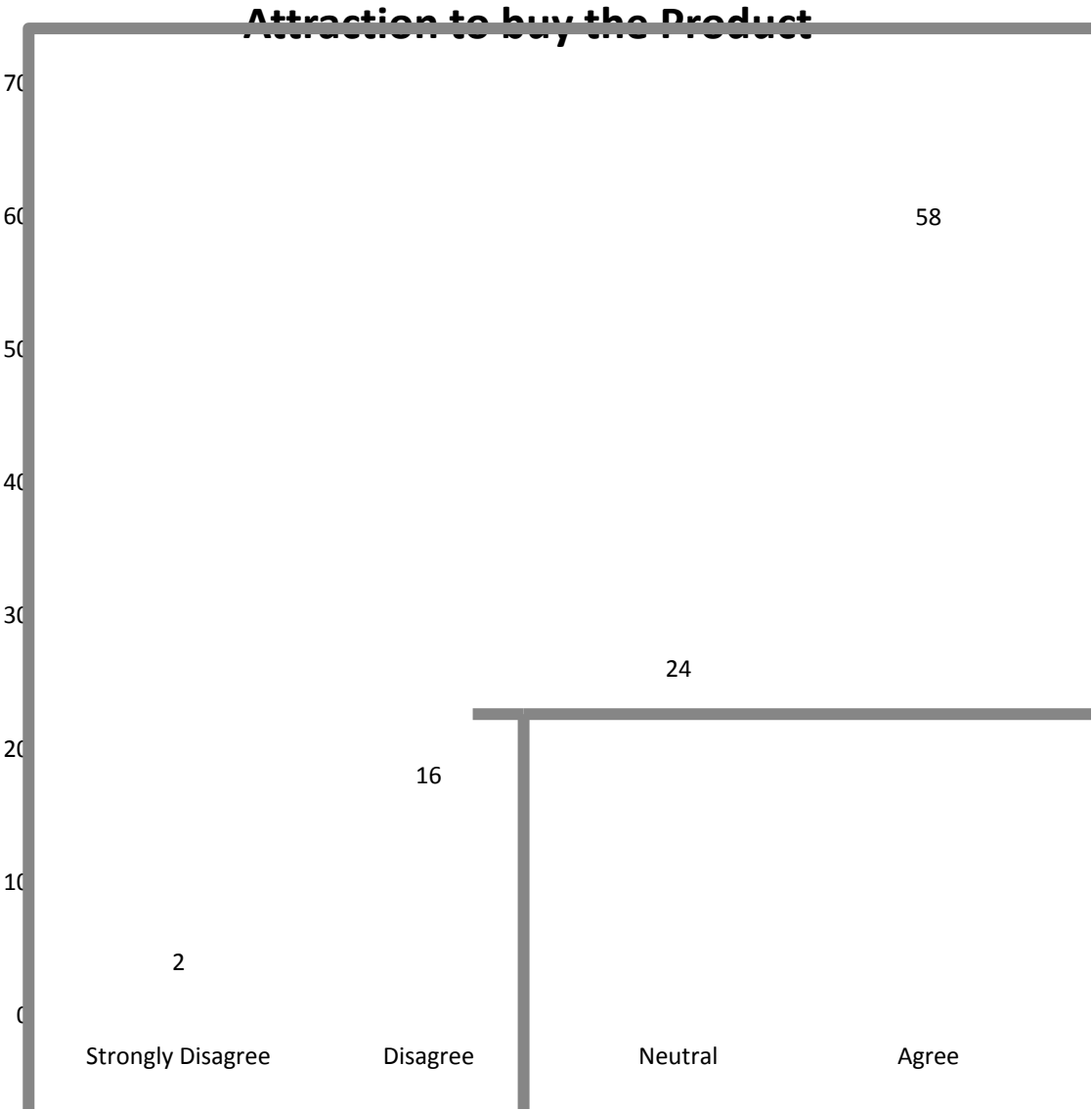


TABLE 3.10
TABLE SHOWING THE REASON TO BUYS THE BRAND ENDORSED BY
THE CELEBRITY.

Options	No of Respondents	Percentage
Credibility of the product	13	13
Trustworthiness of the product	26	26
Attractiveness of the celebrity	18	18
Sense of similarity to the celebrity	39	39
Others	4	4
Total	100	100

ANALYSIS

From the above table it is analyzed that 39% of the respondents are buys the brands due to the sense of similarity to the celebrities. 18% due to attractiveness of the celebrity, 26% due to trustworthiness of the product, 13% due to credibility of the product others are 4%.

INFERENCES

It is inferred that majority of the respondents buy the brand because of sense of similarity to the celebrity in which they endorsed.

CHART 3.10

CHART SHOWING THE REASON FOR BUYS THE BRAND ENDORSED BY THE CELEBRITY

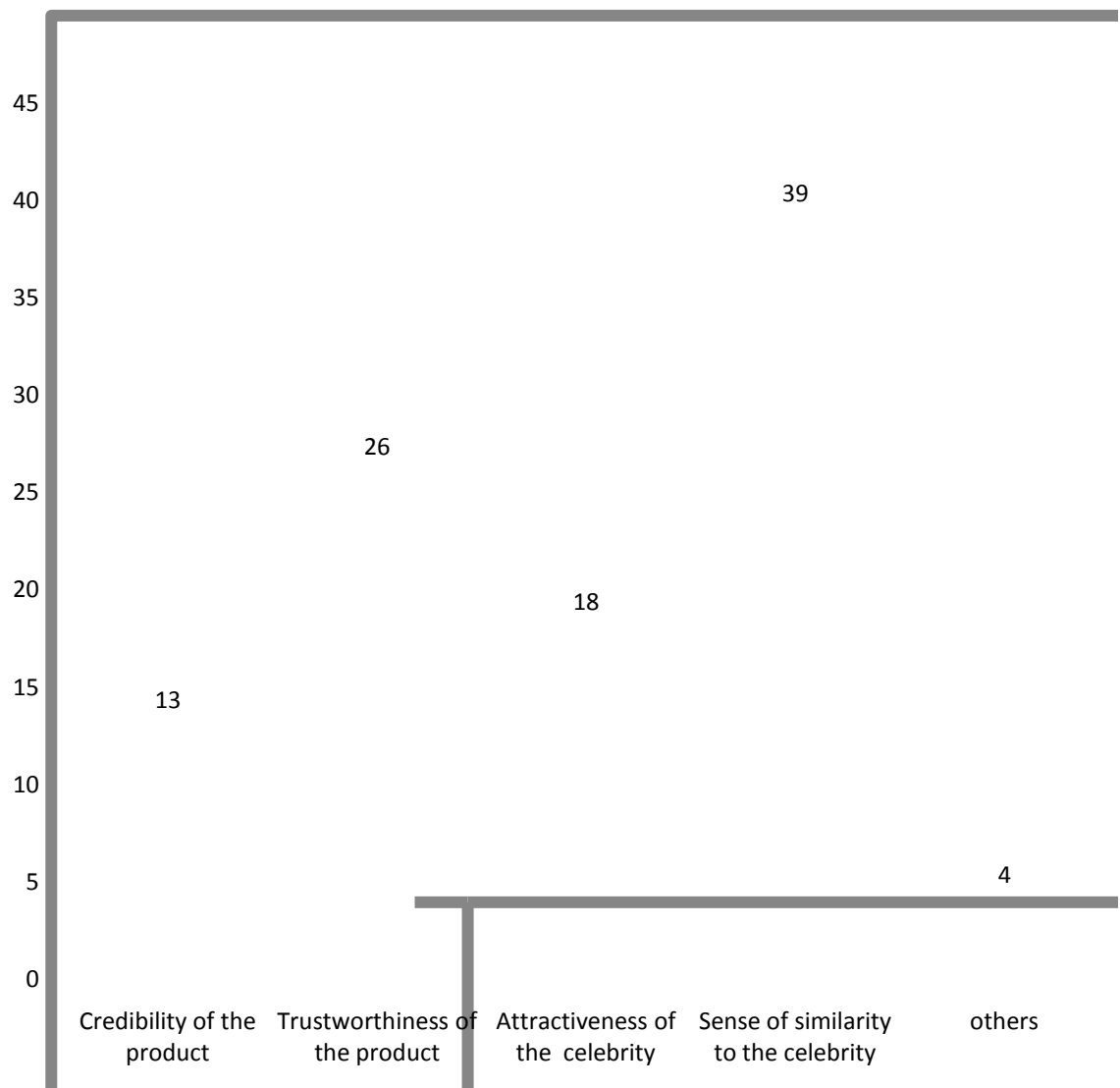


TABLE 3.11
TABLE SHOWING WHETHER THE CELEBRITY BRINGS CREDIBILITY
TO ADVERTISING MESSAGE

Options	No of Respondents	Percentage
Yes	77	77
No	23	23
Total	100	100

ANALYSIS

Above table shows that 77% of the respondents are in the opinion that celebrity brings credibility to the advertising message and 23% are in opposite opinion.

INFERENCES

It is inferred that majority of the respondent believing that celebrity brings credibility to the advertising message.

CHART 3.11
CHART SHOWING WHETHER THE CELEBRITY BRINGS CREDIBILITY
TO ADVERTISING MESSAGE

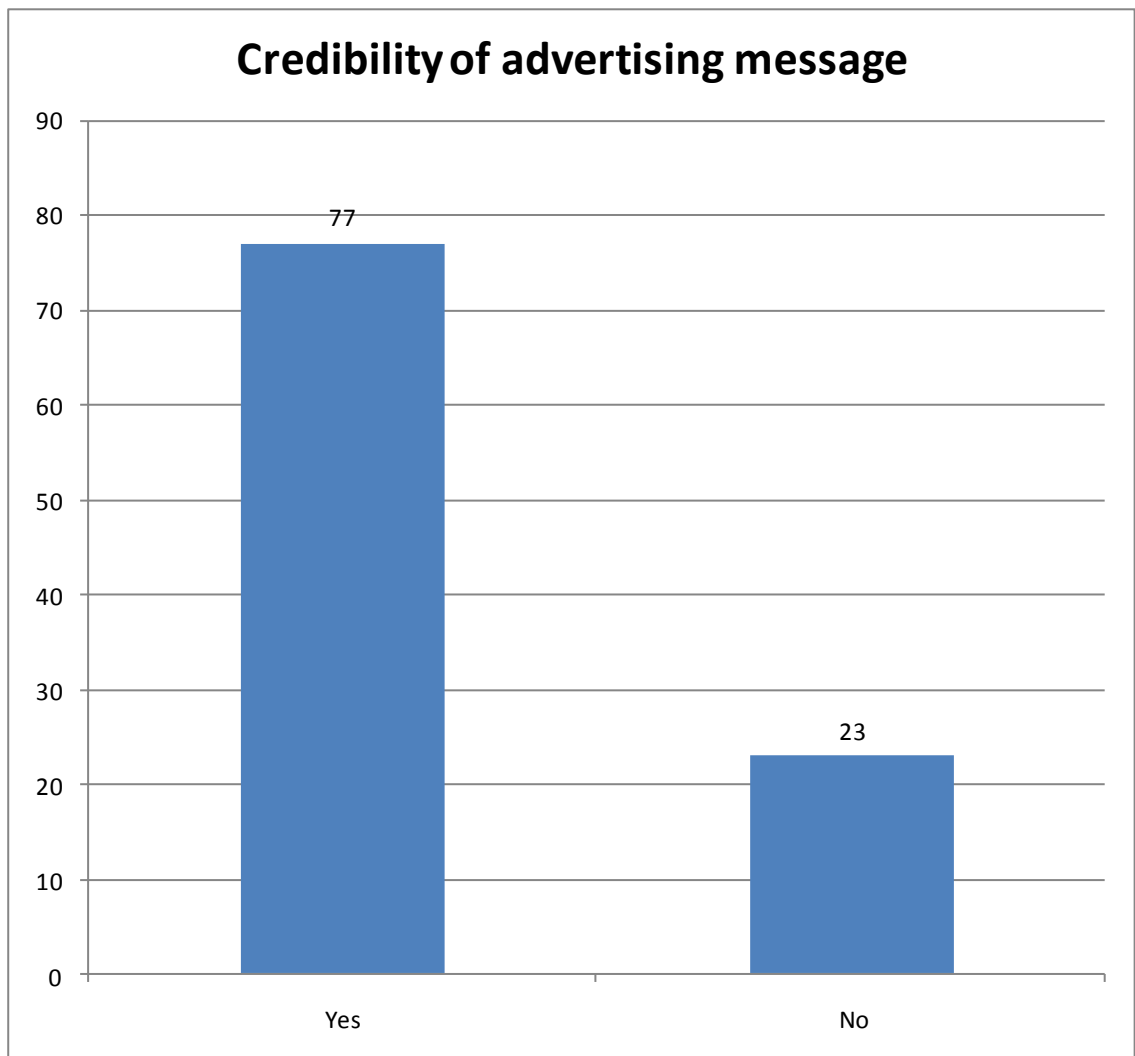


TABLE 3.12
TABLE SHOWING THE REASON THAT FASHION BRAND USE
CELEBRITIES IN THEIR ADVERTISEMENT

Options	No. Of Respondents	Percentage
Attractiveness	52	52
Expertise	14	14
Trustworthiness	34	34

ANALYSIS

Above table shows that fashion brand uses celebrities in their advertisement because of 52% of Attractiveness, 14% of expertise, 34% of Trustworthiness.

INFERENCES

From the above it is inferred that fashion brands uses celebrities in their advertisement because it is highly attractive.

CHART 3.12
CHART SHOWING THE REASON THAT FASHION BRAND USES
CELEBRITIES IN THEIR ADVERTISEMENT.

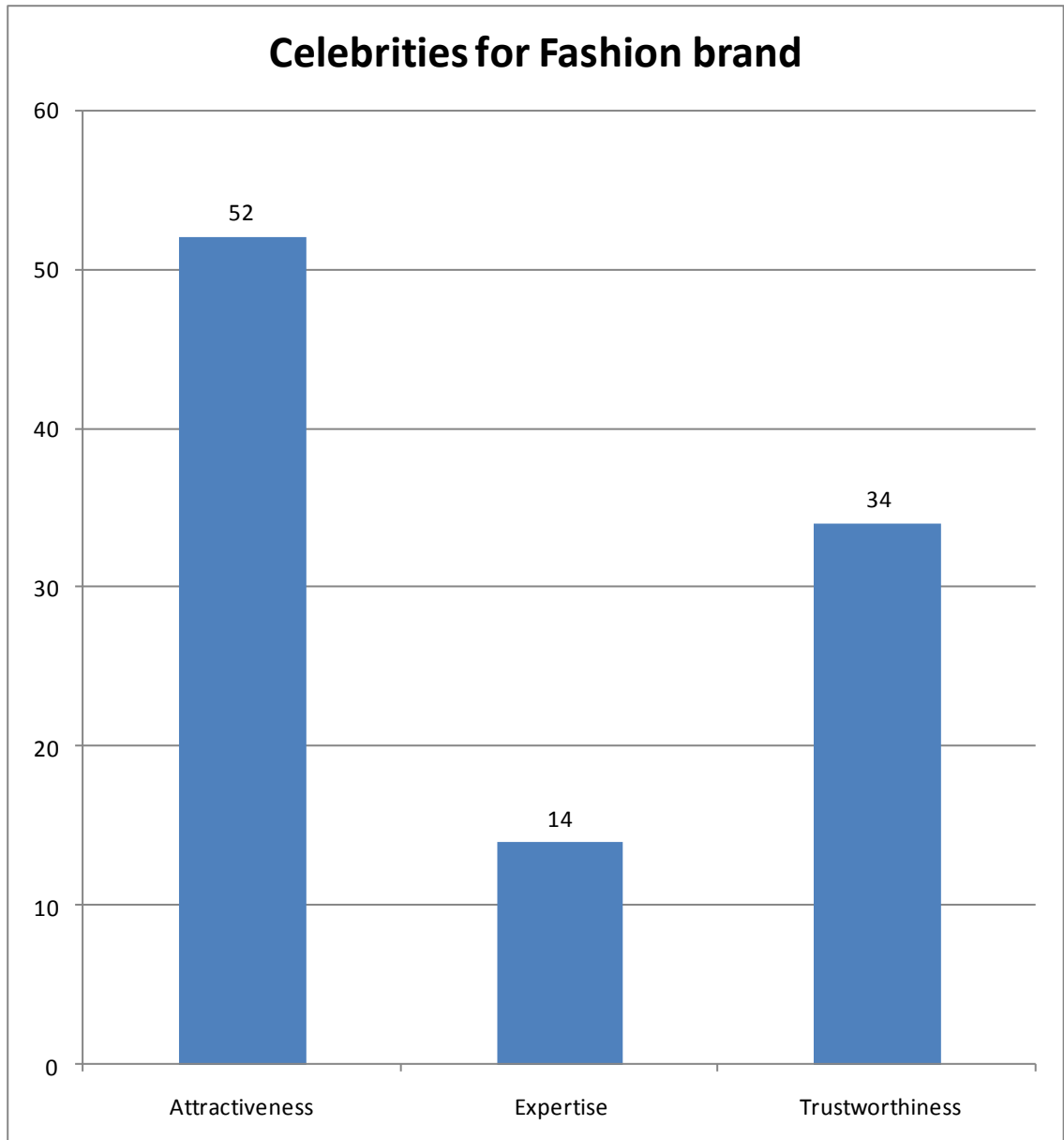


TABLE 3.13
TABLE SHOWING RESPONDENT'S PREFERENCES FOR CELEBRITY
FIGURE IN FASHION ADVERTISEMENT

Model	15	34
Singer	4	4
Actress/actor	47	42
Sportsperson	34	20
Total	100	100

ANALYSIS

Above table shows 47% of the respondent giving priority for Actress/Actor, 34% for sportsperson, 15% for Models, 4% Singer for fashion advertisement.

INFERENCES

It is inferred from the above that respondent's preferences for fashion advertisement is Actors/actress. After that they gave priority for sportsperson.

CHART 3.13
CHART SHOWING RESPONDENT'S PREFERENCE FOR CELEBRITY
FIGURE IN FASHION ADVERTISEMENT.

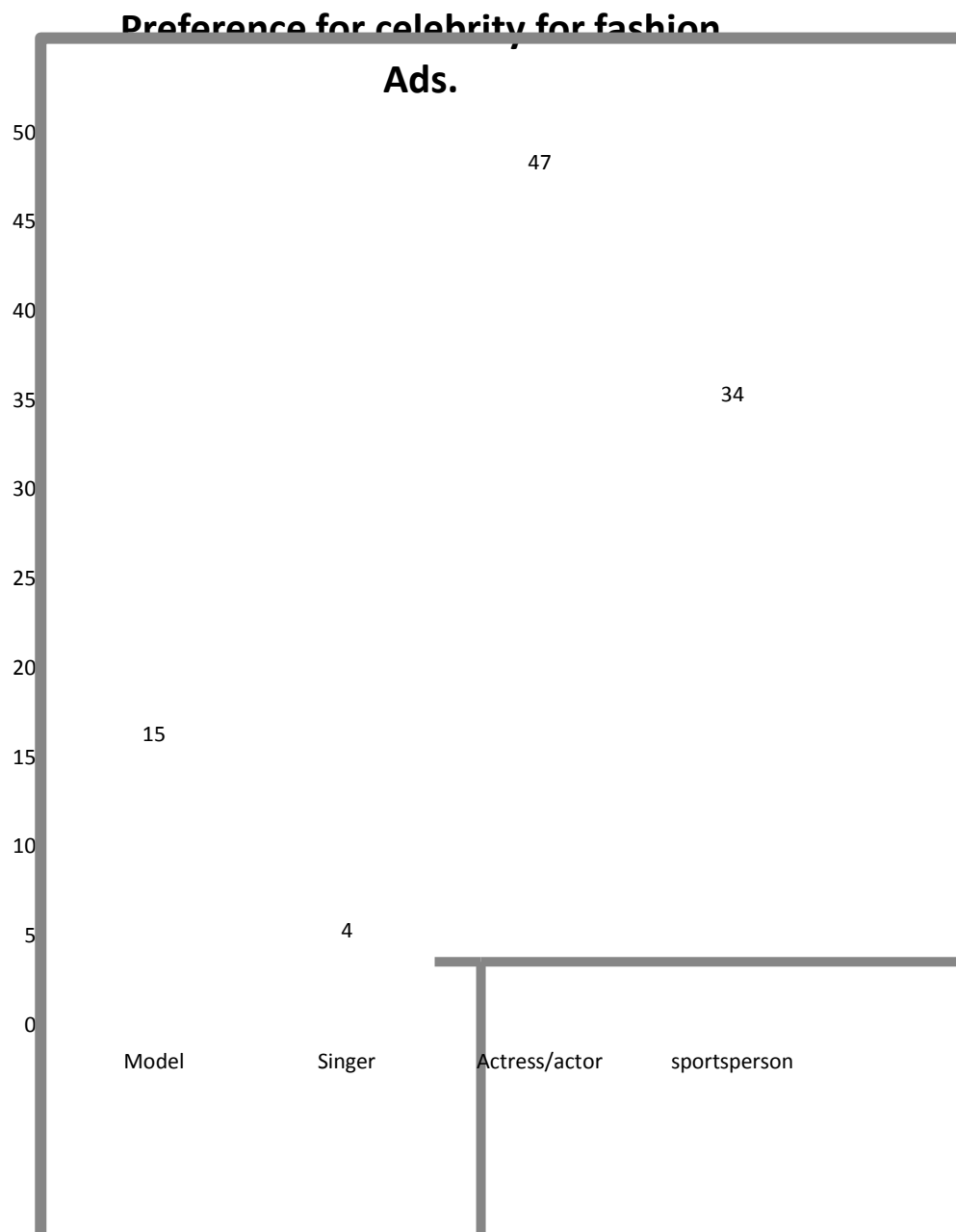


TABLE 3.14
TABLE SHOWING THE ATTENTIONS IN WHICH THE WAY OF
CELEBRITY IS BEING DRESSED

Options	No of Respondents	Percentage
Yes	54	54
No	46	46
Total	100	100

ANALYSIS

From the above table it is clear that 54% of the respondents gave attention for the way to celebrity is being dressed. The remaining 46% is didn't have any attention for that.

INFERENCES

It is inferred from the above that most of the respondents gave attention for celebrities dressing style.

CHART 3.14
CHART SHOWING THE ATTENTIONS THE WAY OF CELEBRITIES
BEING DRESSED

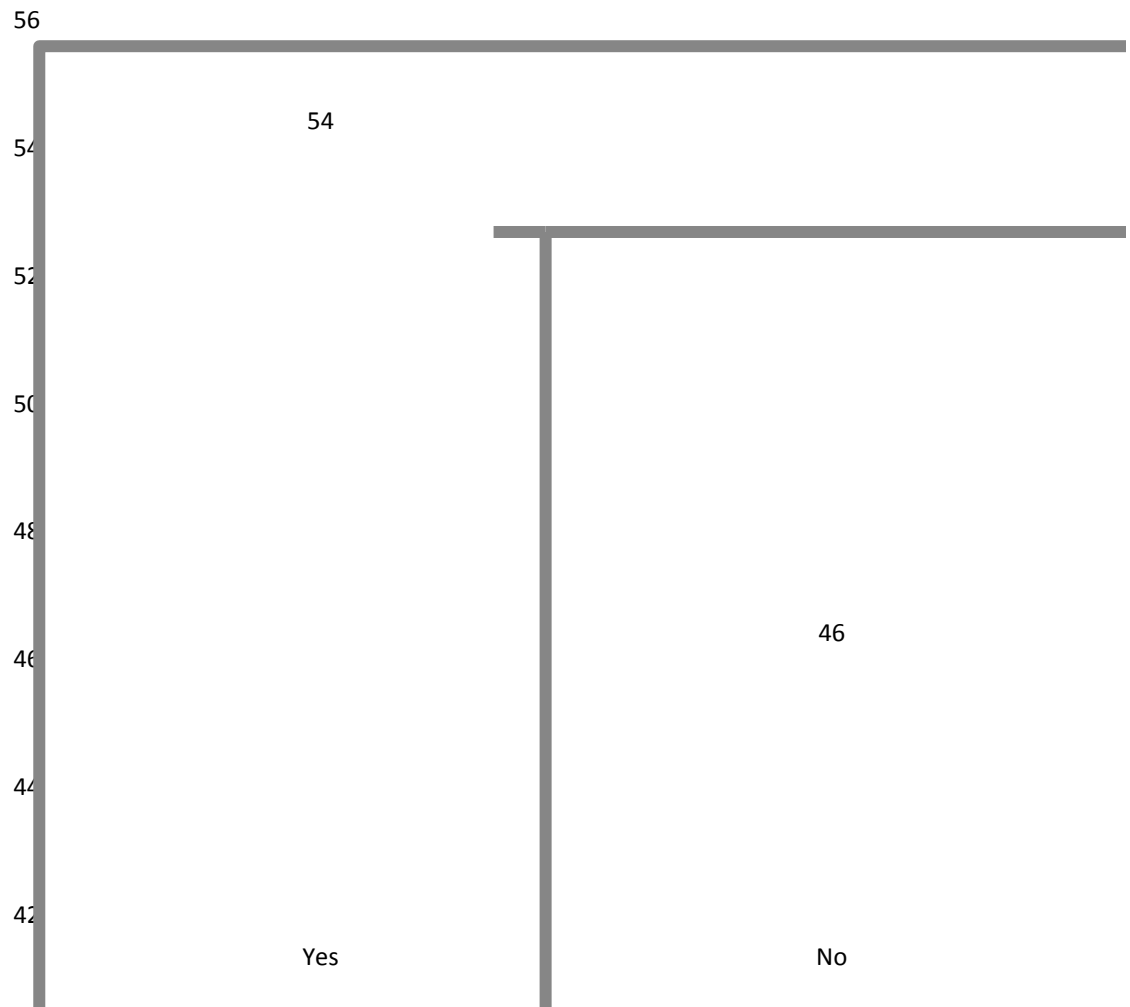


TABLE 3.15
TABLE SHOWING THE ROLE OF CELEBRITIES IN REMEMBERING
THE BRAND

Options	No of Respondents	Percentage
Strongly Disagree	6	6
Disagree	19	19
Neutral	31	31
Strongly Agree	44	44

ANALYSIS

From the above table it is clear that role of celebrities in remembering the brand is very high. The 44% of the respondents strongly Agree, Neutral 31%, Disagree 19%, strongly Disagree 6%.

INFERENCES

It is inferred that celebrity plays a vital role in the mind of consumers for remembering the product or brand.

CHART 3.15
CHART SHOWING THE ROLE OF CELEBRITIES IN REMEMBERING
THE BRAND

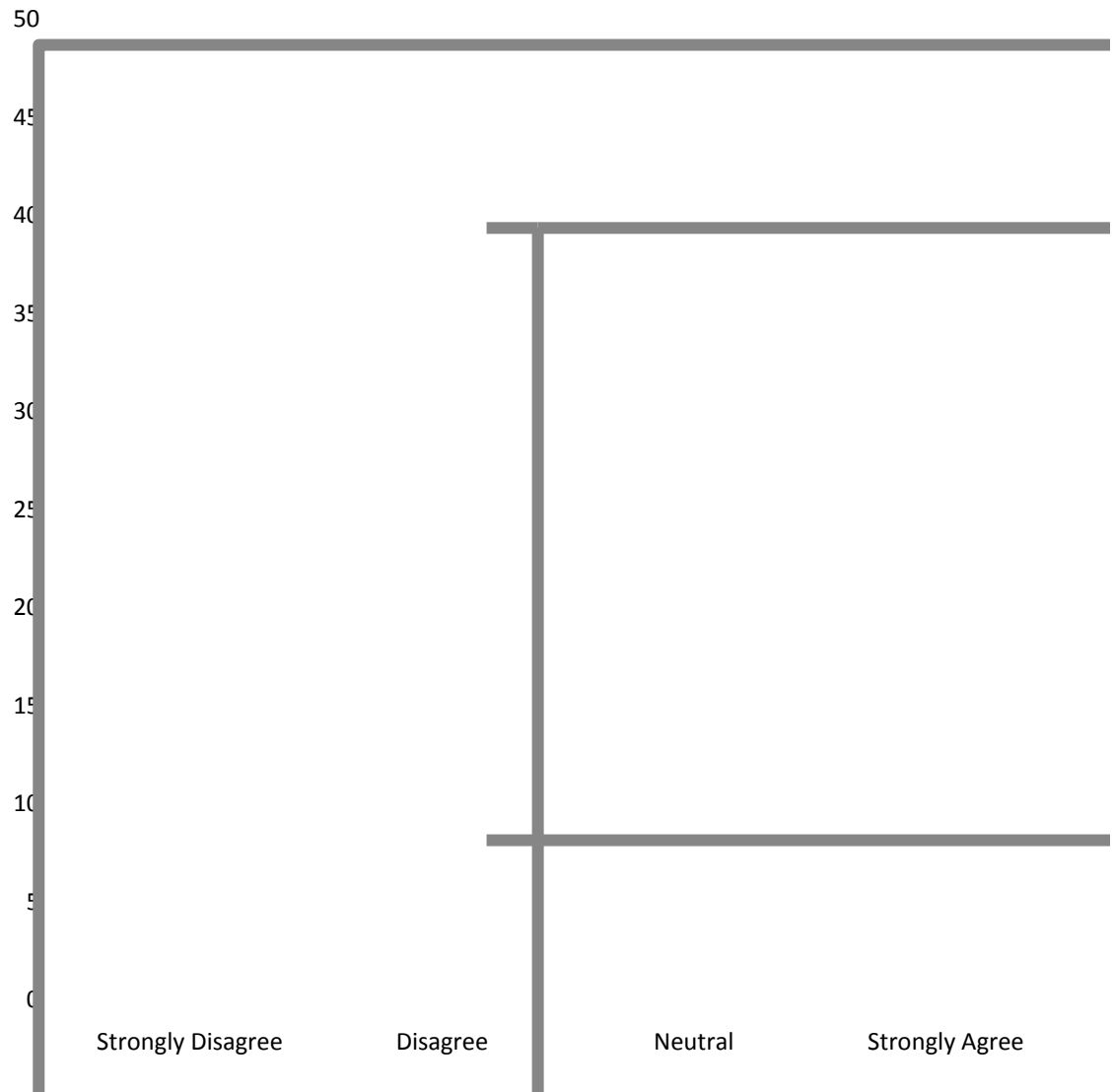


TABLE 3.16
TABLE SHOWS TENDENCY TO BUY THE BRAND ENDORSED BY
CELEBRITY

Options	No of Respondents	Percentage
Strongly Disagree	15	15
Disagree	23	23
Neutral	38	38
Strongly Agree	24	24

ANALYSIS

From the above table it is clear that 24% of the respondents strongly agree that they have the tendency to buy the brand endorsed by celebrity and 38% neutrally. At the same time 23% Disagree and only 15% are strongly Disagree.

INFERENCES

It is inferred from the above that majority of the respondents have the tendency to buy the product which is endorsed by their favorite celebrity.

CHART 3.16
CHART SHOWING TENDENCY TO BUY THE BRAND ENDORSED BY
THEIR FAVORITE CELEBRITY.

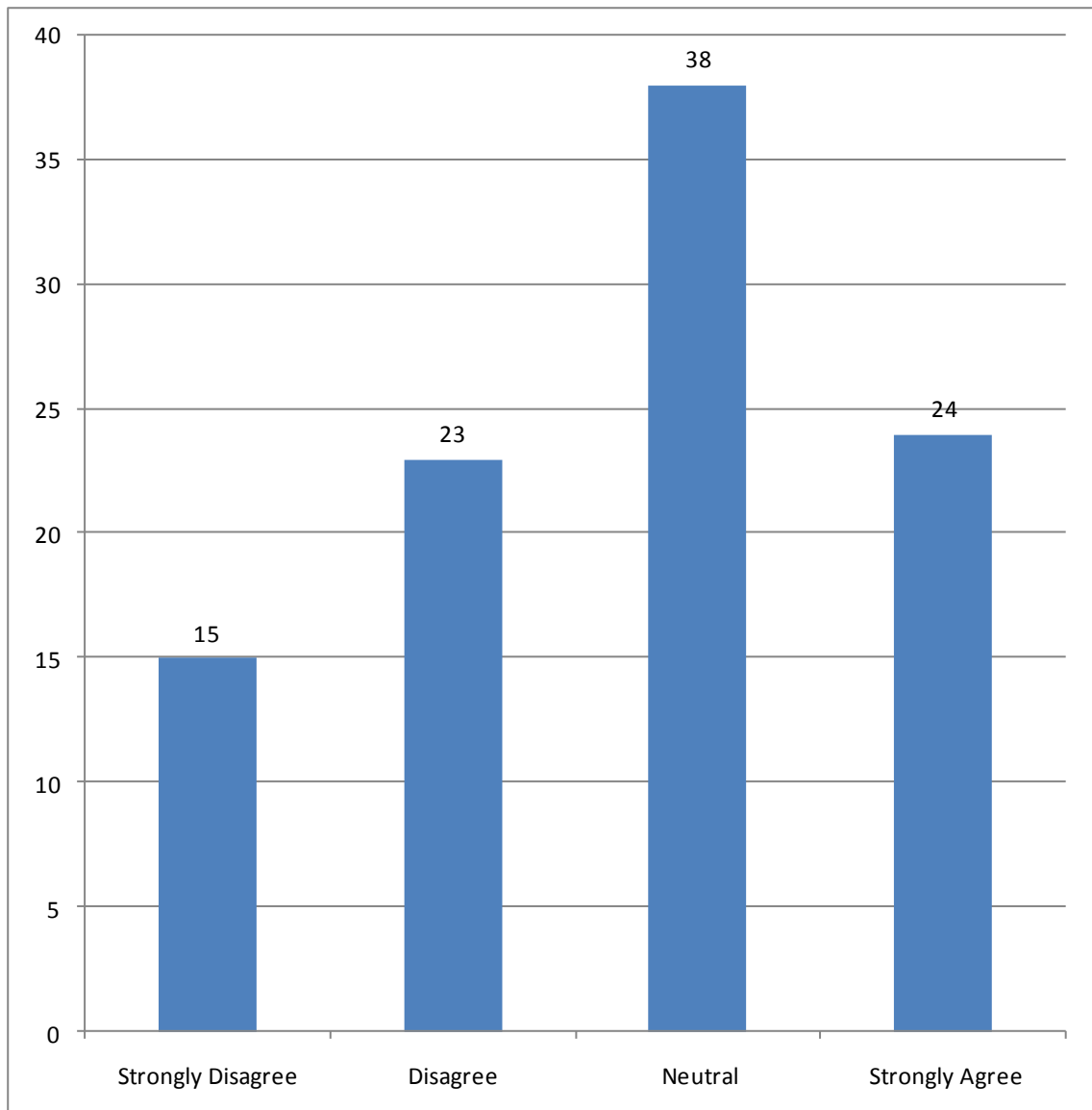


TABLE 3.17
TABLE SHOWS CONSEQUENCE FOR THE BRAND IN CASE THE
CELEBRITY GOT INVOLVED IN ANY SCANDAL.

Options	No of Respondents	Percentage
Strongly Disagree	32	32
Disagree	28	28
Neutral	22	22
Strongly Agree	18	18

ANALYSIS

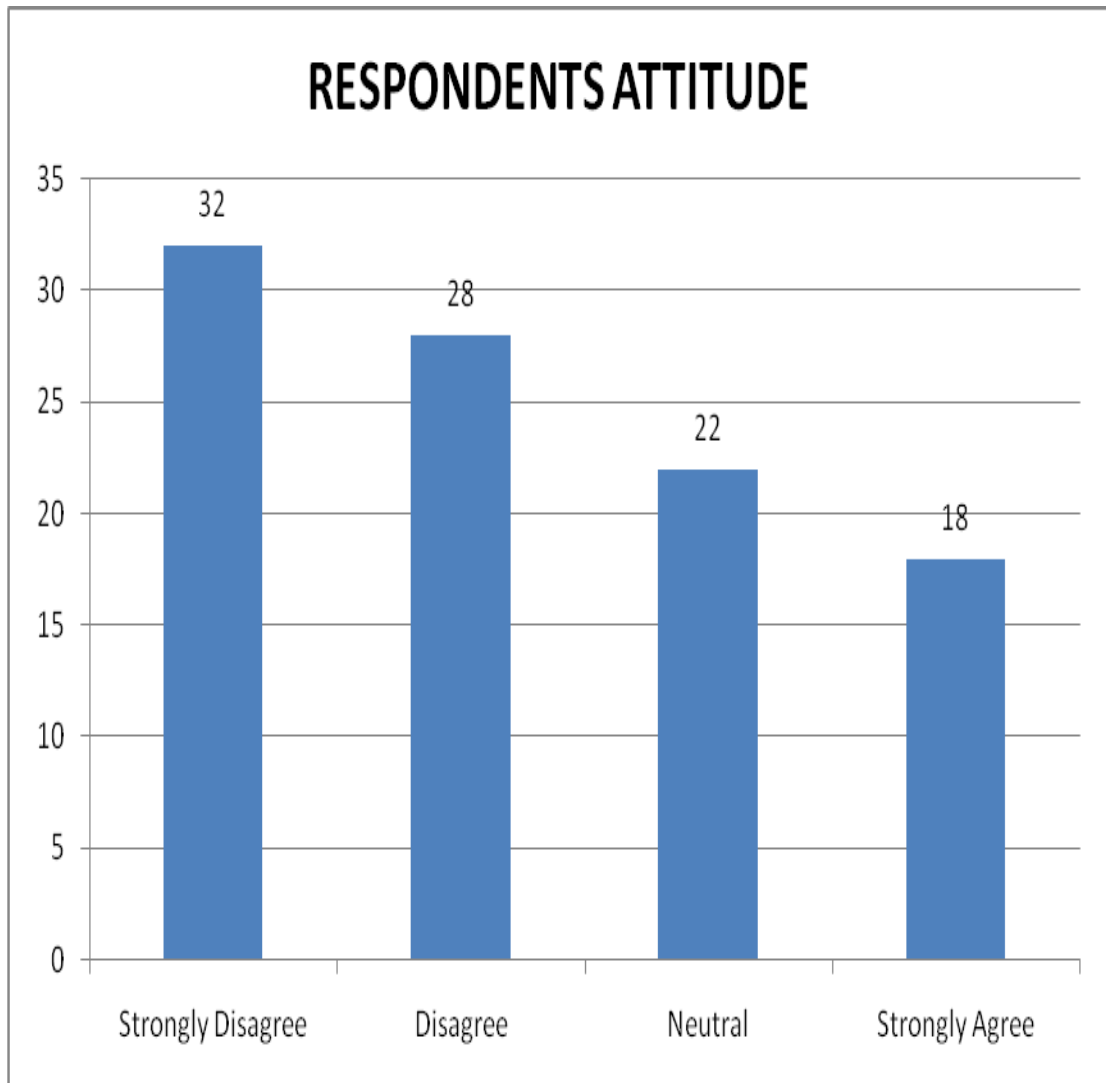
From the above it is clear that 32% of the respondents strongly disagree, 28% disagree that they will not stop buying the brand if their favorite celebrity endorsed. While 22% neither of respondents neutrally agree nor disagree to buy the products whereas 18% of respondents strongly agree to stop buying.

INFERENCE

It is inferred from the above table that majority of the respondents does not stop buy the particular product or brand in case of celebrity scandal.

CHART 3.17

CHART SHOWING RESPONDENTS ATTITUDE TOWARDS BUYING A BRAND IF THEIR FAVORITE CELEBRITY GOT INVOLVED IN ANY SCANDAL.



CHAPTER 4
SUMMARY OF FINDINGS, SUGGESTIONS AND
CONCLUSIONS

CHAPTER 4

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSIONS

4.1 SUMMARY OF FINDINGS

1. That most of the respondents are considering the price of the product, they consider the quality only after price. So after price and quality the respondents look for celebrity endorsed in a particular brand or product while noticing a brand or products.
2. It is inferred from the study that Sharuk Khan is selected as most favorite celebrity of the respondent's. The second favorite celebrity is Indian cricket team captain M.S Dhoni and Amir Khan at third. In actress side Katrina Kaif is the favorite celebrity of respondent's.
3. The celebrities have a vital role in creating & maintaining the respondent's style.
4. The majority of the respondents does not try to imitate the celebrities even though they like the celebrities. Only small portion of the respondents sometimes try to imitate their celebrity icon. It indicates that the respondents are keeping their own personality and not ready to change it as per the way of celebrity.
5. The most of the respondents gave attention for the advertisement using celebrity icon. So using of celebrity in advertisement is very useful to grab the attention of the respondents.
6. The number of respondents who were attracted to buy the brand endorsed by the celebrity is very high and influence of celebrities in the buying behavior is also very high.

7. It is inferred that majority of the respondents buy the brand because of sense of similarity to the celebrity in which they endorsed.

.

8. Respondents believing that celebrity bring credibility to the advertising message.

9. The fashion brands use celebrities in their advertisement because it is highly attractive.

10. Majority of respondent's preferences for fashion advertisement is Actors/actress. After that they gave priority for sportsperson.

11. It is found that most of the respondents gave attention for celebrities dressing style.

12. It found that celebrity plays a vital role in the mind of consumers for remembering the product or brand.

13. It is found that majority of the respondents have the tendency to buy the product which is endorsed by their favorite celebrity.

4.2 SUGGESTIONS

1. Companies in the Two Wheeler industry, Packaged Snack Food Business, and Mobile Service Providers and other lower value consumer durables can use celebrity endorsement at ease compared to other industries.
2. Companies in the financial service industry have to be careful in choosing a celebrity as here the biggest challenge is to arrive at a best match between the celebrity and the product/service intended to deliver.
3. Companies ~~must~~ be extra careful while using multiple celebrity endorsements for the same product/service/brand as this might lead to a clear confusion in the minds of the consumer.
4. The frame work which has been presented earlier helps in systematic analysis of choosing a celebrity for endorsement.

4.3 CONCLUSION

There is a large category of consumers who may like to try out variety in a given category while being loyal to a specific brand. Celebrity advertising, whether for a national brand or a regional brand would have to have a clear-cut goal of initiating trials. Celebrity usage, especially for a new brand being introduced, should necessarily have a long-term strategy in place before the celebrity route is taken. Consumers may not invest a fortune in an expensive durable simply because celebrities endorse a brand. Celebrities from the Sports and the Cinema fields have greatest impact than anyone else. Celebrity endorsements can be replaced by fictional characters and Stereotypes to a great extent.

Celebrity appeal has a high impact on the consumers. Organization/brand/Product, should back up the celebrity assurance through excellent service experience. The equity of a brand matters to a great extent in the first place. Mere recalls of a particular brand or product does not lead to an economic activity of the consumer in any form. Do long-term brand associations are important for higher purchase decisions. The celebrity approach has a few serious risks which have been stated earlier in the report. International Celebrities tend to create far lesser impact in India as compared to Indian celebrities. Acceptability of a particular celebrity endorsement in all respects also doesn't lead to a purchasing activity by the consumer. It is difficult for consumers to identify specific characteristics of a celebrity which are relevant to a particular product. On the contrary people easily recognize the attributes, characteristics of a Product.

I would like to quote Tom Duncan at this juncture "It's important to remember that when a company signs a celebrity endorser, they're signing an image, and a certain stigma is attached, Just remember, we're talking multimillion-dollar deals, and any company should get what they pay for."

CHAPTER 5

BIBLIOGRAPHY & ANNEXURE

CHAPTER 5

BIBLIOGRAPHY & ANNEXURE

5.1 BIBLIOGRAPHY

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5.2 ANNEXURE

QUESTIONNAIRE

Dear Sir/Madam

This questionnaire is a part of the research study that I, MOHAMED JAMAL a Post Graduate Student of AL-AMEEN INSTITUTE OF MANAGEMENT STUDIES Bangalore undertake to analyze the “Effectiveness of Celebrity Advertising in Bangalore” Please take a few minutes to pen down your answers for the questions below. The answers received will serve as inputs for the research project and determine the outcome of the study. Your answers/information will be utilized for Academic Purposes only and will be kept confidential.

Thank you,

Name:

1. Age

- A) 18-22 ☐ B) 23-32 ☐ C) 33-42 ☐
D) 43-52 ☐ E) Above 52 ☐

2. Gender

- Male ☐ Female ☐

3. Occupation:

- | | |
|-------------------------------------|--|
| Employee ☐ | Businessmen ☐ |
| House wife ☐ | Professionals ☐ |
| Student ☐ | Others ☐ |

4. What makes you notice a brand?

Quality ☐ Advertisements ☐
Endorsing celebrity ☐ Price ☐

5. Who is your favorite celebrity?

6. In what extend do you think celebrities influence your style?

High ☐ Moderate ☐ Low ☐ None ☐

7. Do you have a celebrity icon whose style you try to imitate?

Yes ☐ No ☐

8. Do you pay more attentions to the advertisement using celebrity icons?

Yes ☐ No ☐

9. Do you get any attraction to buy a product or brand endorsed by a celebrity?

Strongly disagree ☐ Disagree ☐
Neutral ☐ Agree ☐

10. If agreeing, why?

Credibility of the product ☐
Trustworthiness of the product ☐
Attractiveness of the celebrity ☐
Sense of similarity to the celebrity ☐
Other ☐

11. do you think that celebrity bring credibility to advertising messages?

Yes ☐ No ☐

12 Why do you think fashion brands use celebrities for their ads?

Attractiveness ☐ expertise ☐ Trustworthiness ☐

13. Which celebrity figure do you prefer in fashion ads?

Model ☐ singer ☐

Actress/actor ☐ Sports person ☐

14. Do you pay attention to celebrities and the way they are getting dressed?

Yes ☐ No ☐

	Questions	strongly disagree	disagree	neutral	strongly agree
15	Celebrities helps me more to remember a brand/ product				
16	Would you buy a brand if your favourite celebrity is endorsing it?				
17	Will you stop buying a brand if your favourite celebrity endorsing it got involved in a scandal?				