A STUDY ON CONSUMER ATTITUDE PERCEPTION ABOUT CELEBRITY ENDORSEMENT

Mr. Pratiksinh SureshsinhVaghela∗

ABSTRACT:

Celebrity endorsement is a form of advertising campaign which involves well known persons using their name to help promote a product or service. Celebrity endorsement has been extensively used in present era despite of risk and cost involved with this technique of advertising. In India, celebrities are idolized as Gods and marketers have been trying their best to tap on this emotional connect of the people with the celebrities. Today, most of the popular brands are being endorsed by a famous personality either from film industry or sports arena. After reviewing the literature which gives significant inside for this research the study attempts to identify the perception and attitude of consumer towards celebrity endorsement and its effectiveness. For these purpose 100 college students of different discipline are selected and questionnaire was used to collected data. The main findings are Celebrity endorsement is the most important strategy for brand building. The positive score of semantic differential scale suggest that the respondents have positive attitude about celebrity endorsement and as far as effectiveness of celebrity endorsement is concern, 53% respondents said that celebrity endorsement is likely to influence their purchase intention, more Bollywood stars endorser are more effective than sports stars and female endorsers are more effective that male stars endorsers. The respondent perception about endorsed product quality is good (36% of total respondents) and product quality is average (55% of total respondents).

Key words: Celebrity endorsement, Attitude and Perception, Effectiveness of celebrity endorsement.

∗ Assistant Professor, Shree J.D.G. Commerce Collage & Shree S.A.S. Collage of Management,Varachha, Surat, Gujarat, India.

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories
Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gage, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A.
International Journal of Marketing and Technology
http://www.ijmra.us

150

INTRODUCTION:

REFERENCE GROUP:

There are many factors that influence consumer buying behavior and one of the factor is reference groups. A person's Reference groups are all groups that have direct and indirect influence on their attitude and behavior. Reference group is used as an information source in the deference stages of decision making process.

CELEBRITY AS A REFERENCE GROUP:

CELEBRITY:

Celebrity is a reference group that perceived as attractive or powerful can induce consumer attitude and behavioral change. For example, whenever consumer is looking for information about a product, he is more like to believe someone who has high credibility. Massages delivered by highly credible, more attractive or popular source can achieve higher attention and recall and this is the reason why advertisers often use celebrity as a stockperson. Credibility of source is depends on three factors: expertise, trustworthiness and likability. *Expertise* is the specialized knowledge the communicator possesses to back the claim. *Trustworthiness* is related to how objective and honest the source is perceived to be. *Likability* describes the source attractiveness.

CELEBRITY ENDORSEMENT IN INDIAN:

In today's market strategic brand positioning and effective communication are the keys to success where many brands compete in the same category for the market share. Companies are employing their maximum effort to promote their brands and occupy a long lasting image in the minds of the consumers. In India, television is the most popular and effective means of the mass communication. So, it is very important for the marketers to ensure that their marketing strategy stands out amongst the completion. That is the reason why Indian firms are investing millions of rupees on celebrity advertising.

Indians love their celebrities and blindly follow their suit. This has proved to be a boon for the marketers and celebrity endorsement is just getting better by the day. Celebrity endorsement becomes an important part of the marketing strategy. It is effective option for Indian marketers because of the heterogeneity of the Indian consumer base on their religion, traditions, value system and most importantly economic difference. Therefore, advertisers in India emphasis a lot on brand recall and customer persuasion for differentiating their advertising campaigns from those of the competitors and for that celebrity endorsement is effective strategy.

EXAMPLE OF CELEBRITY ENDORSEMENT:

One of the strongest celebrity endorser is cricketer Sachin Tendulkar who is a youth icon and endorses many successful brands like, Pepsi, Boost, Aviva Life Insurance, TVS, Britannia Biscuits, Visa, Airtel etc. Like, Shahrukh Khan, Amitabh Bachchan, Kareena Kapoor also have many brands in their kitties. The classic forms of celebrities like actors (Sharukh khan, Amitabh Bachhan), models (John Abraham, Malaika Arora, Diya Mirza) Sports athletes (Sachin Tendulkar, Sania Mirza) entertainers (Barkha Dutt, Shekhar Suman) And Pop Stars (Mika, Dailer Mehndi) but also for less obvious groups like businessmen (ex Dirubhai Ambani) or politicians (Laloo Prasad Yadav) Besides these there are fictional celebrities like Ronald McDonald, Fido dido, gattu, Amul Girl, Pillsbury doughboy and the like. It is a win –win situation for both the celebrities and the brands. However, the consumers are ones who are least benefitted as they end up paying more for the products.

CERTAIN PARAMETERS THAT EXPLAIN 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

EFFECTIVENESS OF CELEBRITY ENDORSEMENT:

The effectiveness of celebrity endorsement can be explained by the following advantages that are given on the overall brand.

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories
Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gage, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A.

International Journal of Marketing and Technology
http://www.ijmra.us

152

- **Credibility:** Titan uses Amir Khan in his different types of communication to the public that their watches are as reliable and passionate as Amir is for films.

- **Attention:** Hrithik dancing on tune of "hide and sick" ad certainly helps to draw the attention of the target group by breaking the clutter of advertisements.

- **Higher recall:** The first thing that comes to one's mind after seeing Sony laptop is Karina Kapoor. People tend to associate the personality of celebrity with the brand, thereby increases the brand's recall value.

- **Associative benefit:** Lux has always used women celebrities and added punch line like "mujh mei star jagaye."

- **Media coverage:** media not only cover endorsing advertisement but also cover celebrity –company marriage for brand endorsement.

ADVANTAGES OF CELEBRITY ENDORSEMENT:

- Approval of brand by star fosters a sense of trust.

- Celebrity ensure the attention of target audience by breaking the clutter of advertisements

- A celebrity's preference for brand claimed that he/she benefited from the brand, the consumer too feel they will also benefit from it.

- The star's attractiveness is used to attract the fans towards the brand.

- Some star have universal appeal therefore proves to be a good back to generate interest among the masses.

CELEBRITY ENDORSEMENT FAILURE:

- The reputation of the celebrity may derogate after he/she has endorsed the product: PepsiCo. Suffered with three celebrities – Mike Tyson, Madonna and Michael Jackson. Since the behavior of celebrity reflect on the brand.

- The vampire effect: this is pertaining to issue of a celebrity overshadowing the brand. If there is no congruency between the celebrity and the brand, than the audience will remember only the celebrity not the brand.

- Inconsistency of the professional popularity of the celebrity.

- Multi brand endorsement leads to overexposure.

- Celebrity endorsing one brand and using another brand.

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories
Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gage, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A.
International Journal of Marketing and Technology
http://www.ijmra.us

153

REVIEW OF LITERATURE:

Friedman and Friedman (1979) describe celebrity endorser as an individual who is known to public for his or her achievements in areas other than that of product class endorsed. Celebrity endorsements are an omnipresent feature of present day marketing (Meenaghan and O" Mahony, 1998). The billions of dollars spent on celebrity endorsement contracts illustrates the importance celebrities play in the advertising industry (Kambitsis et al., 2002).

Pradeep agrawal and Dr. S. K. Dubey (2012) study the celebrity endorsement as a link between brands and their customer to analyze role of celebrity endorsement in the process of brand building by taking appropriate examples from the advertising landscape. Result shows that Celebrity endorsement can be a goldmine or a minefield for a company's brand building process. Celebrity endorsement has worked well in some consumer segments while failing in others. Few celebrities have been more successful than those with almost parallel fame. So the role of celebrity endorsement in the advertising space is equivocal and cannot be seen as an assured strategic tool to win profits, market share, revenues, etc.

Rajni surana (2008) study the effectiveness of celebrity endorsement in Indian. In depth qualitative interview approach has been adopted to investigate the attitude of the consumer towards celebrity endorsement and how it affects their daily lives. It is clear that all the participants were very much aware of the fashion of celebrity endorsing products. There appeared to be a clear separation between consumers, one being the 'celebrity enthusiast' and the product enthusiast'. It was observed that even though celebrity endorsement as a marketing communication activity is viewed in a positive light since the consumers used terms like 'glamorous' and 'eye catching' to define it, the general view relating to opting for celebrity endorsed product as a personal choice was pessimistic.

Vipul Jain (2011) focuses on examining the perception of these Indian Consumers about the celebrity endorsement process and the subsequent impact on their purchase decisions. 84% respondents were agreeing with the statement that celebrity endorsement motivate them to buy. 36% believed that celebrity endorsement was used to increases sales and profit and 70% belived that it helps in brand promotion.

Reshma Farhat & Dr. Bilal Mustafa Khan (2011). An attempt has been made to trace the effect of a celebrity on building a relationship in terms of congruity between the brand personality and consumer personality. The results proved that successful brand promotion needs congruency

between the brand's and the endorser's personality, though it may be moderate. Our research shows that congruence between a celebrity and a brand is an important concept, while considering the pre attitude toward the ad featuring a celebrity endorsing a brand.

Ziyu Liu (November 2009). The objective of the research is to find out how celebrity endorsed print advertisements affect Nelson Mandela Metropolitan University (NMMU) students' purchase behavior. The empirical findings showed that both male and female students indicated that the use of celebrity endorsers get their attention and created interest, and make advertisements more memorable. Males were more influenced than ii females. Moreover, both groups indicated that for a desired or familiar product, celebrity endorsers did not easily change their purchase decisions. It was also found that the use of pictures, colors and wording featured in the advertisements are important to students.

Aïcha Meksi Gaied and Kaouther Saied Ben Rached (2010), compare the persuasive effectiveness and attitudes change induced in the case of famous and non famous endorser in advertisement. Experimentation was conducted by 290 Tunisian women. Our empirical results showed that the non celebrity spokesperson was more credible and generated more favorable attitudes towards advertising, brand and purchase intent than celebrity spokesperson.

Clinton Amos, Gary Holmes, David Strutton (2008), Exploring the relationship between celebrity endorser effects and advertising effectiveness. Results suggest negative celebrity information can be extremely detrimental to an advertising campaign. The source credibility model composed of celebrity trustworthiness, celebrity expertise, and celebrity attractiveness appears to capture the three most influential source effects on purchase intentions, brand attitudes and attitudes towards the advertisement.

Bahram Ranjbarian, Zahra Shekarchizade, Zahra Momeni (2010). Analyzes the celebrity endorser influence on attitude toward advertisements and brands. The findings show that attitude toward celebrity endorser can influence on attitude toward brand directly or indirectly. In indirectly approach, attitude toward advertisement is as a mediator between attitude toward celebrity endorser and attitude toward brand. On the other hand, attitude toward celebrity endorser has not significant effect on purchase intention.

Paul J. Costanzo, Janelle E. Goodnight (2005) found that a celebrity recognized in a magazine advertisement did not increase consumer recall of the brand endorsed by the celebrity for both professional athlete celebrities and other entertainment celebrities who are not professional

athletes. Furthermore, subjects in this study did not correctly identify the brand when previously exposed to the full magazine advertisement, even when the celebrity's face cued the subject for recall. The results of this study raise questions relative to using celebrity endorsements to enhance brand recall.

Mehdi Zahaf, James Anderson (2008), studied the possible relationship between having a celebrity endorser and the attributes that lead to willingness to buy. The result was that the celebrity factor, by itself, did not have a real effect on the intentions to buy. While the main attributes that influenced the willingness to buy could be complimented by having a celebrity, the celebrity inclusion on conditions that those factors were absent did not further encourage the purchase of the product.

OBJECTIVES OF THE STUDY AND METHODOLOGY:

This research aimed to identify consumer perception and attitude towards celebrity endorsement and effectiveness of celebrity endorsement. To measure the attitude towards celebrity endorsement semantic differential scale was used. For this purpose 100 students are selected from the various disciplines like commerce, management, arts, diploma and engineering. Questionnaires were used to collect data from the respondent. For the analysis of data various test like t- test, chi-square test, frequency distribution, cross tabs, tables and charts were used with help of SPSS software.

RESULT AND ITS ANALYSIS:

SAMPLE CHARACTERISTICS: **TABLE: 1**

Descriptive statistics		
Gender	Male	52
	Female	48
Age	19	8
	20	24
	21	26
	22	14
	23	22
	24	6
Education Stream	Engineering	21
	Management	53

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Includd in the International Serial Directories
Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gage, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A.
International Journal of Marketing and Technology
http://www.ijmra.us

156

		Commerce	26

Source: primary data

The attitude of the respondent toward celebrity endorsement is positive (Table no 1). The mean score of all the parameters is more than the zero and that is for interesting it is (1.25), likable (1.05), pleasant (0.71), good (0.60), useful (0.16), appealing (0.43) and attractive (1.26). This score indicate that celebrity endorsement is more interesting, attractive and likable for the respondents.

The endorsed products quality (Table no: 2) relates perception of respondent is 36% said that endorsed products having good quality, 55% said that products having average and remaining said that poor quality. More 37% respondents said that endorsed products are used by celebrity themselves, 33% are disagreeing and remaining said that they don't know. Most of the respondent said that the reason of using celebrity endorsement are mainly, first is increase sale and profit and second at the time of new product launch. Total 77% respondents said that celebrity endorsement helps to recall and recognize brand quickly. Total 53% respondents said that the Celebrity endorsement holds power to influence you personally. Female endorsers are more effective than male endorsers and bollywood endorsers are more effective than sport endorsers.

ONE SAMPLE T- TEST FOR SEMANTIC DIFFERENTIAL SCALE:

Null Hypotheses (Ho): There is no significant difference between the calculated sample mean and hypothesized population mean (1.00). (Ho: $x = \mu = 1$)

Alternative Hypothesis (H₁): There is significant difference between calculated mean and hypothesized mean (1.00). (H₁: $x \neq \mu \neq 1$)

Significance level: Here test of hypothesis is at 95% confidence level i.e. the chance of occurring type 1 error is 5%.

TABLE: 2

one sample t- test for semantic differential scale:								
Statements	Test Value = 1				N = 100			
	t	df	Sig. (2-tailed)	Mean Difference	Mean	Std. Deviation	Std. Error Mean	
1	Celebrity Endorsement is interesting	2.611	99	.010	.250	1.25	0.957	0.096

2	Celebrity Endorsement is pleasant	-3.536	99	.001	-.290	0.71	0.820	0.082
3	Celebrity Endorsement is likeable	0.591	99	.556	.050	1.05	0.845	0.085
4	Celebrity Endorsement is good	-3.518	99	.001	-.400	0.60	1.137	0.114
5	Celebrity Endorsement is useful	-7.648	99	.000	-.840	0.16	1.098	0.110
6	Celebrity Endorsement is appealing	-5.444	99	.000	-.570	0.43	1.047	0.105
7	Celebrity Endorsement is attractive	2.597	99	.011	.260	1.26	1.001	0.100

Source: primary data

Inference: Here in above cases Null Hypothesis is accepted only in case of the statement one, three and seven because P value for the statement is greater than 0.05. And for rest all cases Null Hypothesis is rejected which means that for all other parameters there is significant difference between hypothesize mean and calculated mean.

CHI-SQUARE TEST FOR INDEPENDENT OF GENDER AND RESPONSE TO THE STATEMENT BOLLYWOOD STARS ENDORSERS ARE MORE EFFECTIVE THAN SPORT STARS ENDORSERS.

Null Hypotheses (Ho): The response to the statement "Bollywood stars endorsers are more effective than sport stars endorsers" is independent of gender.

TABLE: 3

Bollywood stars endorsers are more effective than sport stars endorsers	Gender		Total
	Male	Female	
No	21	8	29
Yes	31	40	71
Total	**52**	**48**	**100**
Symmetric Measures	N = 100	Value	Approx. Sig.

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Inclded in the International Serial Directories
Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gage, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A.
International Journal of Marketing and Technology
http://www.ijmra.us

158

| Nominal by Nominal | | Phi | 0.261 | 0.009 |

Source: primary data

Inference: Null hypothesis is rejected because the P value of the calculation is 0.009 which is less than 0.05. It is conclude that there is association between responses to the statement Bollywood stars endorsers is more effective than sport stars endorsers and gender.

ONE SAMPLE T- TEST:

Null Hypotheses (Ho): There is no significant difference between the calculated sample mean and hypothesized population mean (2.00). (Ho: $x = \mu = 2$)

Alternative Hypothesis (H$_1$): There is significant difference between calculated mean and hypothesized mean (2.00). (H$_1$: $x \neq \mu \neq 2$)

Significance level: Here test of hypothesis is at 95% confidence level i.e. the chance of occurring type 1 error is 5%.

TABLE: 4

One-Sample Test							
Statement	Test Value = 2				N= 100		
	t	df	Sig. (2-tailed)	Mean Difference	Mean	Std. Deviation	Std. Error Mean
1 Endorsed products are used by celebrity themselves.	7.909	99	.000	.970	2.97	1.226	.123
2 Celebrity endorsement helps to recognize and recall brand promptly.	-1.096	99	.276	-.110	1.89	1.004	.100
3 Celebrity endorsement holds power to influence you personally.	5.155	99	.000	.460	2.46	.892	.089

Source: primary data

Here in above cases Null Hypothesis is accepted only in case of the statement two because test P value for the statement is greater than 0.05. And for rest all cases Null Hypothesis is rejected which means that for all other parameters there is significant difference between hypothesize mean and calculated mean.

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories
Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gage, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A.

International Journal of Marketing and Technology
http://www.ijmra.us

159

CONCLUSION:

Celebrity endorsement is the most important strategy for brand building. The positive score of semantic differential scale suggest that the respondents have positive attitude about celebrity endorsement and as far as effectiveness of celebrity endorsement is concern, 53% respondents said that celebrity endorsement is likely to influence their purchase intention, more Bollywood stars endorser are more effective than sports stars and female endorsers are more effective that male stars endorsers. The respondent perception about endorsed product quality is good (36% of total respondents) and product quality is average (55% of total respondents).

Table: 5

ANALYSIS OF SEMENTIC DEFFERENTIAL SCALE								Total Score	Mean Score
No.	Parameters	Gender	Response Frequency						
			2	1	0	-1	-2		
1	Interesting/Uninteresting	Male	28	14	7	1	2	65	1.25
		Female	23	16	8	0	1	60	1.25
		Total	51	30	15	1	3	125	**1.25**
2	Pleasant/Unpleasant	Male	8	22	18	4	0	34	0.653846
		Female	8	24	13	3	0	37	0.770833
		Total	16	46	31	7	0	71	**0.71**
3	Likeable/Unlikable	Male	18	23	9	2	0	57	1.096154
		Female	14	24	6	4	0	48	1
		Total	32	47	15	6	0	105	**1.05**
4	Good/Bad	Male	17	14	14	7	0	41	0.788462
		Female	10	13	15	6	4	19	0.395833
		Total	27	27	29	13	4	60	**0.6**
5	Useful/Useless	Male	6	9	28	5	4	8	0.153846
		Female	7	12	16	8	5	8	0.166667
		Total	13	21	44	13	9	16	**0.16**
6	Appealing/Unappealing	Male	12	16	15	5	4	27	0.519231
		Female	4	16	21	6	1	16	0.333333
		Total	16	32	36	11	5	43	**0.43**
7	Attractive/Unattractive	Male	32	10	7	1	2	69	1.326923
		Female	23	15	6	4	0	57	1.1875
		Total	55	25	13	5	2	126	**1.26**

Source: primary data

Table: 6

The quality of product endorsed by celebrity							
		Good Quality	Average Quality	Poor Quality	Total		
Gender	Male	18	27	7	52		
	Female	18	28	2	48		

Endorsed products are used by celebrity themselves							
		Strongly Agree	Agree	Can't Say	Disagree	Strongly Disagree	Total
Gender	Male	7	6	20	10	9	52
	Female	5	20	9	9	5	48

Reason for using celebrity endorsement							
		Compete Strongly	Increase Sales and Profit	Launch New Product	Brand Awareness	Easy Recognition and Recall	Other Reason	Total
Gender	Male	5	23	14	6	2	2	52
	Female	8	14	8	8	10	0	48

Celebrity endorsement helps to recognize and recall brand promptly							
		Strongly Agree	Agree	Can't Say	Disagree	Strongly Disagree	Total
Gender	Male	26	13	7	6	0	52
	Female	19	18	8	2	1	48

Celebrity endorsement holds power to influence you personally							
		Very Likely	Likely	Neutral	Unlikely	Very Unlikely	Total
Gender	Male	8	19	21	3	1	52
	Female	5	21	16	5	1	48

Female endorser is more effective than male endorsers							
		No	Yes	Total			
Gender	Male	12	40	52			
	Female	9	39	48			

Bollywood stars endorsers are more effective than sport stars endorsers							
		No	Yes	Total			
Gender	Male	21	31	52			
	Female	8	40	48			

Source: primary data

References:

1. Aïcha Meksi Gaied and Kaouther Saied Ben Rached(2010) "The Persuasive Effectiveness of Famous and Non Famous Endorsers in Advertising" IBIMA Publishing IBIMA Business Review http://www.ibimapublishing.com/journals/IBIMABR/ibimabr.html Vol. 2010 (2010), Article ID 474771, 14 pages DOI : 10.5171/2010.474771

2. Bahram Ranjbarian, Zahra Shekarchizade, Zahra Momeni (2010) "Celebrity Endorser Influence on Attitude Toward Advertisements and Brands", European Journal of Social Sciences – Volume 13, Number 3 (2010)

3. Celebrity endorsement in India, viewed on 22/07/2012, http://www.projectguru.in/publications/celebrity-endorsement-in-india/

4. Clinton Amos,Gary Holmes, David Strutton (2008) "Exploring the relationship between celebrity endorser effects and advertising effectiveness" International Journal of Advertising, 27(2), pp. 209–234 © 2008 Advertising Association Published by the World Advertising Research Center, www.warc.com

5. Dr. Vipul jain,(2011)," Celebrity Endorsement And Its Impact On Sales: A Research Analysis Carried Out In India." Global Journal of Management and Business Research Volume 11 Issue 4 Version 1.0 March 2011, Global Journals Inc. (USA)

6. Mehdi Zahaf , James Anderson,(2008) "Causality effects between celebrity endorsement and the intentions to buy" Innovative Marketing, Volume 4, Issue 4, 2008

7. "NEW TRENDS IN ADVERTISING" by abhishek negi, graphic era university, dehradun (2010)

8. Philip kotler, Kevin keller, Abraham koshy, mithileshwar jha. (2009). Marketing management (13th Ed.) Pearson Education.

9. Paul J. Costanzo Janelle E. Goodnight, (2005) Celebrity Endorsements: "Matching Celebrity and Endorsed Brand in Magazine Advertisements"

10. Pradeep Agrawal, 2Dr. S. K. Dubey (2012) Celebrities: The Linking Pin Between Brands & Their Customer" International Journal of Management & Business Studies IJMBS Vol. 2, Issue 1, Jan. - March 2012

11. Ramanuj Majumdar (2010). Consumer behavior, insights from Indian Eastern economy edition, PHI learning private limited, Haryana.

12. Rajni Surana (2008) "The Effectiveness of Celebrity Endorsement in India", dissertation.

13. Reshma Farhat & Dr. Bilal Mustafa Khan (2011) "An Exploratory Study of Celebrity Endorsements" International Conference on Economics and Finance Research IPEDR vol.4 (2011) © (2011) IACSIT Press, Singapore

14. Successful celebrity endorsements for a brand- An Indian perspective for Celebrity Endorsement in India viewed on 22/07/2012, http://www.scribd.com/doc/52766700/7/Successful-celebrity-endorsements-for-a-brand-An-Indian-perspective

15. Ziyu Liu, (2009) CELEBRITY ENDORSEMENTS OF BRANDED APPAREL AND ITS ROLE IN PRINTED ADVERTISING,the Nelson Mandela Metropolitan University.