

EFFECTIVENESS OF CELEBRITY ENDORSEMENT OF VARIOUS BRANDS: TEENAGER'S PERCEPTION

Dr. Vipul Vyas*

Abstract

The use of celebrities in order to increase the sales and/ or the recall value of a brand is called celebrity endorsements. Endorsements by celebrities have started since a long time. The very fact that their use has continued for so long is proof enough of its immense advantages, but they have several disadvantages too. Following the successful strategy of Lux using celebrities to appeal to its target audience, number of companies are using different celebrities from movies and cricket to promote their brands. This study attempts to find out the effectiveness of celebrity endorsements.

The main objective of the project is, to study the effectiveness of celebrity endorsement of various brands among the college students. To study the above mentioned objective, sample size of 200 units has been selected through non-probably convenient sampling method. The sample is made up of college students studying in various colleges of Surat.

Major findings of the project are: Respondents have correctively identified celebrities associated with Boost, Airtel, Parker, Munch, Taj Tea and Sunfeast; Only 75% of the respondents have successfully named the product endorsed by Amitabh Bachchan; Major number of males as well as females could not recollect three products endorse by Rahul Dravid, is not effective enough though the ex-captain of Indian cricket team; Celebrities are more effective on television than other media of advertisement; Film stars are more effective than sports person and artist; Among

* Prof. and Head, Dept. of Management Studies, Shah and Anchor Kutchhi Engineering College, Chembur, Mumbai – 88.

film stars, actors are more popular among female teenagers and actresses are more popular among male teenagers; Most of the people do not agree that multiple product endorsement by any celebrity reduces effectiveness and Most of the respondents believe that celebrities are effective for high quality and precious product as well as low cost, day to day products too.

Keywords: Celebrity, Brand, Teenagers, Advertising, Endorsement

INTRODUCTION:

The society that we live in can not only be called secular or democratic, but also as over-communicated these days. A typical super-market in USA displays more than 12000 brands, an American family has at least two television sets and a consumer is exposed to around 1000 ads per day. Likewise, there are more than 530 television channels in India broadcasting over 3.5 million television commercials each year in India. The media-explosion can thus be easily demonstrated. More over, people forget 80% of the information in just 24 hours! Just imagine the plight of the marketer to make brand shout over the deafening clutter of all the brands! Somewhere in the 80's Indian marketers found the solution, 'Celebrity Endorsement' for the brand!

The late '80s saw the beginning of celebrity endorsements in advertising in India. Hindi film and TV stars as well as sportspersons began encroaching on a territory that was, until then, the exclusive domain of models. There was a spurt of advertising, featuring stars like Tabassum (Prestige pressure cookers), Jalal Agha (Pan Parag), Kapil Dev (Palmolive Shaving Cream) and Sunil Gavaskar (Dinesh Suitings). Of course, probably the first ad to cash in on star power in a strategic, long-term, mission statement kind of way was for Lux soap, a brand which has, perhaps as a result of this, been among the top three in the country for much of its lifetime. Detergents on the other hand ran the whole gamut from Lalitaji - the antithesis of celebrity - to Shekhar Suman stepping into the lives of ordinary housewives.(Blonnet, April 2003)

Firms endorse celebrity for a variety of reasons. It might be the life experience of the celebrity that fits the advertising message or the endorser's high appeal with the firm's consumer target group. Studies associated with the market effect of celebrity endorsement suggest that consumers

positively value the use of celebrity endorsers in the advertisements. Firms invest significant money in putting together brands and organizations with endorser qualities such as attractiveness, likeability, and trustworthiness. But today's dynamic market conditions make these investments unviable. In this paper we are attempting to discuss the positive and negative effects of celebrity endorsement with few examples.

Endorsements by celebrities have started since a long time. The very fact that their use has continued for so long is proof enough of its immense advantages, but they have several disadvantages too. When it comes to celebrity endorsement, the first brand that comes to the Indian mind is that of Lux, the Beauty Bar of the Stars. Since its inception, Lux the brand has grown positioning itself thus. However, recently Lux has tried to change its positioning from being a woman's soap to being soap for men as well. Sticking to its strategy of using celebrities to appeal to its target audience, this time around it has used Shah Rukh Khan to endorse Lux. But this time the response has been confusing.

What is celebrity endorsement?

- The use of celebrities in order to increase the sales and/ or the recall value of the brand is called celebrity endorsements. (Art Buchwald; 1999)

Positive Impacts of Celebrity Endorsement on the Brand

- Celebrities can add unique value to your brand or organization. The positive benefits of celebrity association or endorsements include:
 1. Raising brand or campaign awareness.
 2. Raising the brands profile and media coverage.
 3. Attracting new audiences.
 4. Demystifying key messages and issues.
 5. Mobilizing public opinion and involvement.
 6. Contributing to brand repositioning in the public perception.
 7. Reinvigorating a long running campaign.

So how does one decide whether to put a celebrity in an ad? Ideally, this should be dictated by the communication idea. Celebrity endorsements should be used when the case is justified. There are many cases where you need to use the celebrity to break out of a category clutter. At times celebrity endorsement is used to build credibility to the brand offer.

Most experts concur that, when used judiciously, celebrity endorsements can be an effective strategy. And there are many examples of good and bad use of celebrities. Actor Amitabh Bachchan, who has been used by some companies like Parker Pens and ICICI Home Loans remarkably well while some others have been unable to exploit his Big B status too well. Shah Rukh Khan's endorsement of Hyundai Santro too seems to have worked well.

In a test of the match up hypothesis, Kamins (1990) demonstrated that the positive impact of a celebrity endorser depends in part on proper fit between the celebrity and the product. Some evidence even suggests that Wall Street values the use of celebrity endorsers - Agrawal and Kamakura's (1995) analysis of stock price movements showed that press releases announcing celebrity endorsement contracts resulted, on average, in a .44% excess return. (Journal of Advertising, July 1997).

As 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. Think of Sachin Tendulkar. He means Pepsi in soft drinks, Boost in malted beverages, MRF in tyres, Fiat Palio in cars, TVS Victor in two-wheelers, Colgate Total in toothpastes, Britannia in biscuits, Visa in credit cards, Airtel in mobile services and Band-aid. Clearly, an overload of brands and categories associated with one star. (Business Standard, 2003.)

OBJECTIVE OF THE PROJECT

To study the effectiveness of celebrity endorsement of various brands among college students

RESEARCH METHODOLOGY

For the purpose of our study, we have collected data from secondary sources like magazines, journals, newspaper, references books and internet etc. at the initial stage to construct background

for the purpose of research. Primary data have been collected later using structure questionnaire via personal interview. We have used structured questionnaire to collect primary data. In our study the target population is students studying in first, second third year of college in addition to post graduation colleges. We have taken sample size of 200 students from various colleges of Surat city. To obtain the sample, we have chosen non probability convenient sample in which we have selected most excisable population members. Personal interview is considered the most versatile method in which interview can ask more questions and explain the respondent in detail. For our study, we have used personal interview method for data collection. We have tabulated, develop frequency distribution, calculate simple or weighted average for the major variables and presented them using pie or bar charts. The ultimate objective of any research is to find answers to managerial problems or researchers objectives. The findings of data will be useful to marketers to take necessary actions to fulfill the objective.

FINDINGS AND ANALYSIS

(1) Objective: To study the names of top ten celebrities recalled by respondents:

Names of top ten celebrities	Male		Female		Total	
	No	%	No.	%	No. of votes	%
Amitabh Bachchan	74	84	85	76	159	80%
Shahrukh Khan	47	53	78	70	125	63%
Sachin Tendulkar	38	43	33	29	71	36%
Aamir Khan	39	44	29	26	68	34%
Abhishek Bachchan	29	33	37	33	66	33%
Aishwarya Rai	14	16	48	43	62	31%
Rani Mukhrjee	33	38	21	19	54	27%
Salmaan Khan	15	17	23	21	38	19%
Hritik Roshan	8	9	27	24	35	18%
Sania	11	13	23	21	34	17%

John Abraham	20	23	3	3	23	12%
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We have listed top 11 out of 86 celebrities recalled most by the respondents surveyed. The findings were that celebrity Amitabh Bachchan has been recalled by all 80% respondents in the list of first five celebrities. Shah Rukh Khan occupies second position in terms of popularity among the respondents surveyed. The most noticeable finding is Amitabh Bachchan and is popular among males where Shah Rukh Khan is more popular among females. Sachin Tendulkar the senior most and world famous cricketer has been listed by only 36% by respondents, in the list of first five celebrities in the above list have been recalled by 12% - 34% respondents as top 5 celebrities.

(2)(a) Objective: To study the recognition of celebrities associated with following brands:

Brands	Overall		
	Right	Wrong	Blank
Boost	192(96%)	2(1%)	6(3%)
Visa	119(60%)	27(14%)	54(27%)
Airtel	182(91%)	11(6%)	7(4%)
Yamaha Gladator	101(51%)	50(25%)	49(25%)
Parrker	193(97%)	0%	7(4%)
ICICI	109(55%)	22(11%)	69(35%)
Titan	178(89%)	9(5%)	13(7%)
Ford ikon	133(67%)	7(4%)	60(30%)
Munch	190(95%)	10(5%)	0%
Bank Of Baroda	141(71%)	2(1%)	57(29%)
Extra Premium (Petrol)	40(20%)	100(50%)	60(30%)
Britannia	104(51%)	45(23%)	51(26%)
Nerolac	82(41%)	47(24%)	71(36%)
Taj Tea	160(80%)	13(7%)	27(14%)

Sunfeast	167(83%)	(10)5%	(23)12%
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We asked the respondents to recognize the celebrities associated with the brands mentioned above. We found that majority of the respondents (96%) have correctly recognized Virendra Sehwaq and Sachin Tendulkar associated with the brand “Boost”. However, another product, i.e. Visa, endorsed by Sachin has been recognized correctly by 60% respondents only. Whereas Parker endorsed by Amitabh Bachchan, has been recalled by 97%, which shows the effectiveness of endorsing. On the other hand, Extra Premium petrol, endorsed by cricketer Irfan Pathan has been recognized wrong by 50% of the respondents, which signifies that the respondents have failed to identify endorser of Extra premium. If we go on to Britannia, we can see that though 51% have answered right but 26% of them are not aware of it with 23% answering wrong. Nerolac at the same time has even lower rate of awareness with just 41% of them answering right. But on the other hand, Taj Tea & Sunfeast have got tremendous rate of brand awareness by 80% & 83% of the respondents answering right.

(2)(b) Objective: To study the recognition of celebrities associated with following brands:

Brands	Females			Males		
	Right	Wrong	Blank	Right	Wrong	Blank
Boost	96%	2%	2%	96%	0%	4%
Visa	59%	11%	31%	57%	24%	20%
Airtel	98%	2%	0%	85%	0%	15%
Yamaha Gladiator	45%	35%	20%	61%	20%	19%
Parker	98%	0%	2%	100%	0%	0%
ICICI	50%	10%	40%	61%	9%	30%
Titan	82%	4%	14%	92%	5%	3%
Ford ikon	68%	6%	27%	63%	5%	32%
Munch	96%	4%	0%	91%	9%	0%
Bank Of Baroda	61%	0%	39%	82%	9%	9%
Extra Premium (Petrol)	12%	51%	37%	36%	55%	9%
Britannia	42%	22%	36%	72%	14%	14%

Nerolac	34%	48%	18%	45%	10%	45%
Taj Tea	83%	2%	15%	75%	12%	13%
Sunfeast	93%	4%	4%	77%	5%	18%

Classifying the recognition of celebrities among male and female, we found that Yamaha Gladator bike endorsed by John Abraham is a male domain product, here the knowledge of female respondents is just 45% compared to male which is 61%. This shows that female are not very interested in knowing about the products which are not meant for them. ICICI BANK was earlier endorsed by Amitabh Bachchan and later on by shahrukh khan. Both these celebrities are the most preferred and famous celebrities and even though only 50% of the female respondents could give the correct answers for it compared to male respondents (61%). This reflects that female is not very familiar with commercial world. TITAN endorsed by Amir khan and Rani Mukharjee has been given correct answer by female 82% while male 92%. There was no answer for Titan by 14% female comparatively only 3% of males gave no answer. Viewing these figures, we can say that female though considered shopping freak are not very conscious about the endorser of the brand. Ford ikon, a car by endorsed Abhishek Bachchan is very much identified by female and male as the ratio the percentage is 68% by females and 63% by males respectively. We can judge that ABISHEK BACHCAHN is very much liked by all. Munch chocolate, endorsed by Rani Mukherjee has been noticeable celebrity in advertisement. Bank of Baroda endorsed by Rahul Dravid is correctively answered by 61% females while 82% males gave the correct answer. Extra Premium petrol endorsed by Irfan Pathan has a very poor figure i.e. 12% by females & 36% by males, which is lower on both the sides, but still comparatively higher by males because of the nature of the product and the endorser being a cricketer. Taj Tea is having a good amount of awareness by 83% & 73% of females & males answering right respectively. While Sunfeast, endorsed by Shahrukh Kahn, figured out by females with 93% of them answering right and 77% of males answering right which is fair enough.

(3)(a) Objective: To study the Brand recognition of females associated with the following celebrities:

Celebrity	Female		
	Right	Wrong	Blank
Amitabh Bachchan	67%	1%	32%
Shah Rukh Khan	67%	0%	33%
Salman Khan	46%	4%	50%
Abhishek Bachchan	48%	4%	49%
Aamir Khan	61%	0%	39%
Ashwarya Rai	55%	1%	42%
Kajol	44%	6%	50%
Hrithik Roshan	52%	0%	48%
Rani Mukharjee	49%	4%	48%
Sachin Tendulkar	51%	0%	49%
Rahul Dravid	43%	1%	56%
Virendra Sehwag	32%	1%	67%
Saurav Ganguly	29%	0%	71%
M.S. Dhoni	16%	25%	58%
Sania Mirza	38%	2%	60%

Here in this question we gather views of females regarding the awareness of brands associated with celebrities. These answers will normally let us know the popularity of the celebrities associated with the popular brands. Amitabh Bachchan, Shah Rukh Khan & Aamir Khan are the 3 most popular celebrities in the view of females with 67%, 67% & 61% of them answering right respectively. Then there are Aishwarya Rai, Rani Mukherjee, Sachin Tendulkar, Salman Khan, Kajol, Hrithik Roshan, Rahul Dravid & Abhishek Bachchan with around 45% to 55% of the females associating them rightly with the popular brands they endorse. The third group contains Sourav Ganguly, Sania Mirza & MS Dhoni with relatively low rates in terms of right answers associating them with right brands.

(3)(b) Objective: To study the brand recognition of males associated with the following celebrities:

Celebrity	Male		
	Right	Wrong	Blank
Amitabh Bachchan	80%	0%	20%
Shah Rukh Khan	61%	5%	35%
Salman Khan	43%	2%	55%
Abhishek Bachchan	45%	0%	55%
Aamir Khan	59%	0%	41%
Ashwarya Rai	45%	3%	52%
Kajol	45%	0%	55%
Hrithik Roshan	56%	2%	43%
Rani Mukharjee	51%	3%	45%
Sachin Tendulkar	66%	0%	33%
Rahul Dravid	43%	0%	56%
Virendra Sehwaag	45%	0%	55%
Saurav Ganguly	36%	0%	64%
M.S. Dhoni	39%	5%	56%
Sania Mirza	31%	3%	65%

Here in this question we gather views of males regarding the brand awareness associated with celebrities. These answers will normally let us know the popularity of the celebrities associated with the popular brands. Amitabh Bachchan is leading here with 80% associating correctly with the brands he endorses, with Shah Rukh Khan, Aamir Khan, Sachin Tendulkar, Hrithik Roshan & Rani Mukherjee following Mr. Bachchan with around 50% to 60% answering right. Remaining celebrities did not find much place among males in getting rightly associated with the brands they endorse with less than 45% of the answers correctly answered.

(3)(c) Objective: To study the Brand recognition associated with the following celebrities:

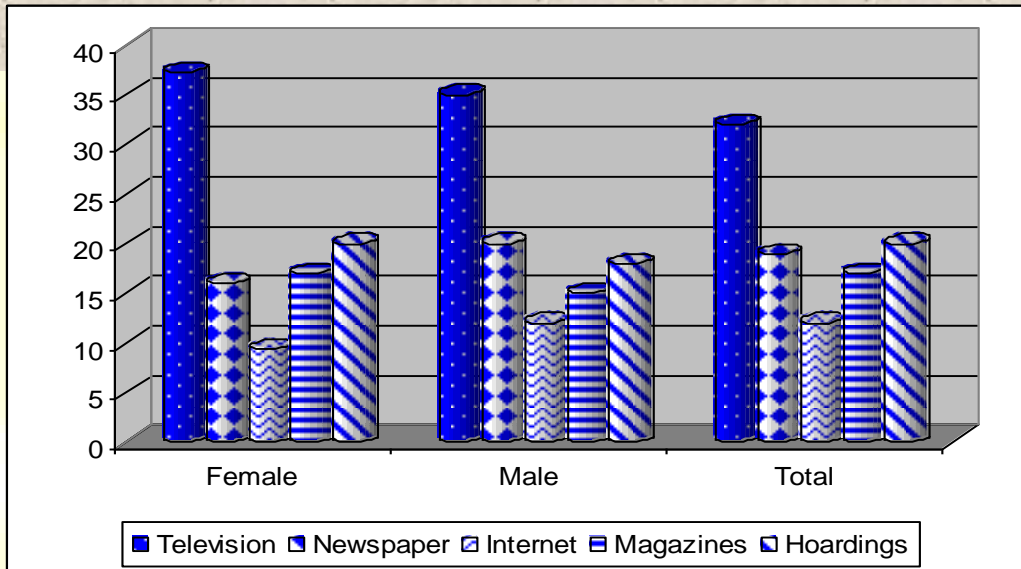
Celebrity	Overall Response		
	Right	Wrong	Blank
Amitabh Bachchan	75%	1%	25%
Shah Rukh Khan	65%	1%	34%
Salman Khan	33%	2%	65%
Abhishek Bachchan	47%	2%	51%
Aamir Khan	60%	0%	40%
Ashwarya Rai	50%	2%	48%
Kajol	45%	3%	52%
Hrithik Roshan	54%	1%	45%
Rani Mukharjee	50%	4%	46%
Sachin Tendulkar	57%	0%	43%
Rahul Dravid	43%	1%	56%
Virendra Sehwaag	36%	0%	64%
Saurav Ganguly	33%	0%	67%
M.S. Dhoni	10%	15%	75%
Sania Mirza	35%	3%	62%

Here in this question we gather overall views of overall respondents regarding the brand awareness associated with celebrities. These answers will normally let us know the popularity of the celebrities associated with the popular brands. Again if we see here, there is not much change in the view which shows Amitabh Bachchan & Shah Rukh Khan as the leaders in terms of getting maximum right answers. One thing is noticeable that though Amitabh Bachchan is endorsing a dozen of brands, only 75% of respondents have correctly named three products endorsed by him. But again as we have mentioned in views of males & females, MS Dhoni has been rightly associated with the brands endorsed by him by only 10% of the overall respondents.

(4) Objective: To study on which of the following media the celebrity ads are seen the most:

Media	Female		Male		Total	
	no	%	no	%	no	%
Television	117	37	105	35	200	32

Newspaper	50	16	60	20	116	19
Internet	28	9	36	12	73	12
Magazines	58	17	45	15	107	17
Hoardings	63	20	54	18	120	20
Total	316	100	300	100	616	100



Celebrity appeals are used in ads on various media, from electronic to print media. According to our findings, majority of the respondents (32%) notice celebrity appeal on T.V. ads.

The proportion of females is higher than males for T.V. The reason may be, females spend more time watching T.V. than males. It signifies that items used by females should be advertised through T.V. to get maximum exposure. The next most notice media where celebrities are noticed is hoardings. Again the female (20%) respondents notice hoardings comparatively more than male (18%).

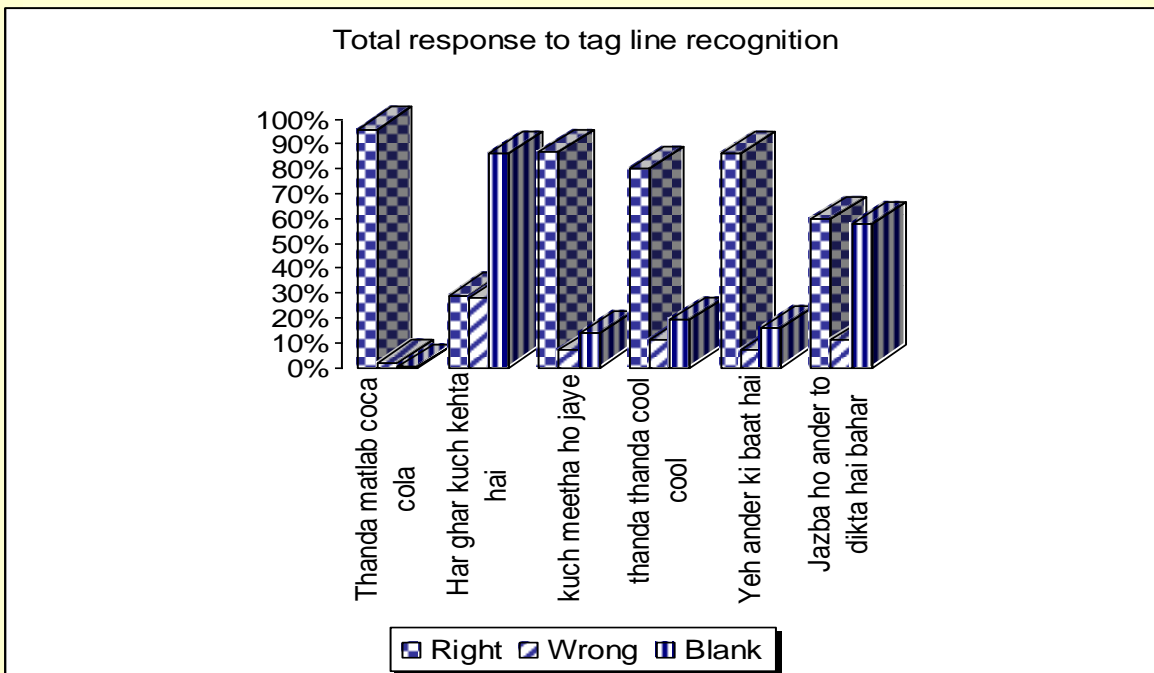
Newspaper overall response is 20%. Normally newspaper being read by all males, they notice celebrity appeal more in newspaper compared to female.

The brands related to males can be given in newspaper for a good response of the product. Magazines are overall 17% with nearby an equal response by female (17%) male (15%).

A small percentage of respondents notice celebrity ads on internet. Internet ads are not so popular India.

(5)(a) Objective: To study recognition of celebrities associated with the following tag lines:

Tag lines	Overall		
	Right	Wrong	Blank
<i>Thanda matlab coca cola</i>	195(96%)	4(2%)	1(0.5%)
<i>Har ghar kuch kehta hai</i>	58(29%)	56(28%)	86(43%)
<i>Kuch meetha ho jaye</i>	173(87%)	13(7%)	14(7%)
<i>Thanda thanda cool cool</i>	160(80%)	21(11%)	19(10%)
<i>Yeh ander ki baat hai</i>	171(86%)	13(7%)	16(8%)
<i>Jazba ho ander to dikta hai bahar</i>	120(60%)	22(11%)	58(29%)



Tag lines as we all know play a very important role for a brand to be recognized in a specific manner and create its image in the market which will effect the perception of the viewers.

Here we can see, 96% respondents have correctly recognized the names of Amir Khan and Aishwrya Rai associated with the 1st tag line of Coca cola.

Second tag line, “*Har ghar kuch kehta hai*” has been voted as wrong or left incomplete by majority of the respondents. That means they either don’t recall the product or the celebrity endorsing the line.

The third line, endorsed by Amitabh Bachchan is recognized by 87% respondents. This concludes that amitabh bachcahn is remembered by most of respondents.

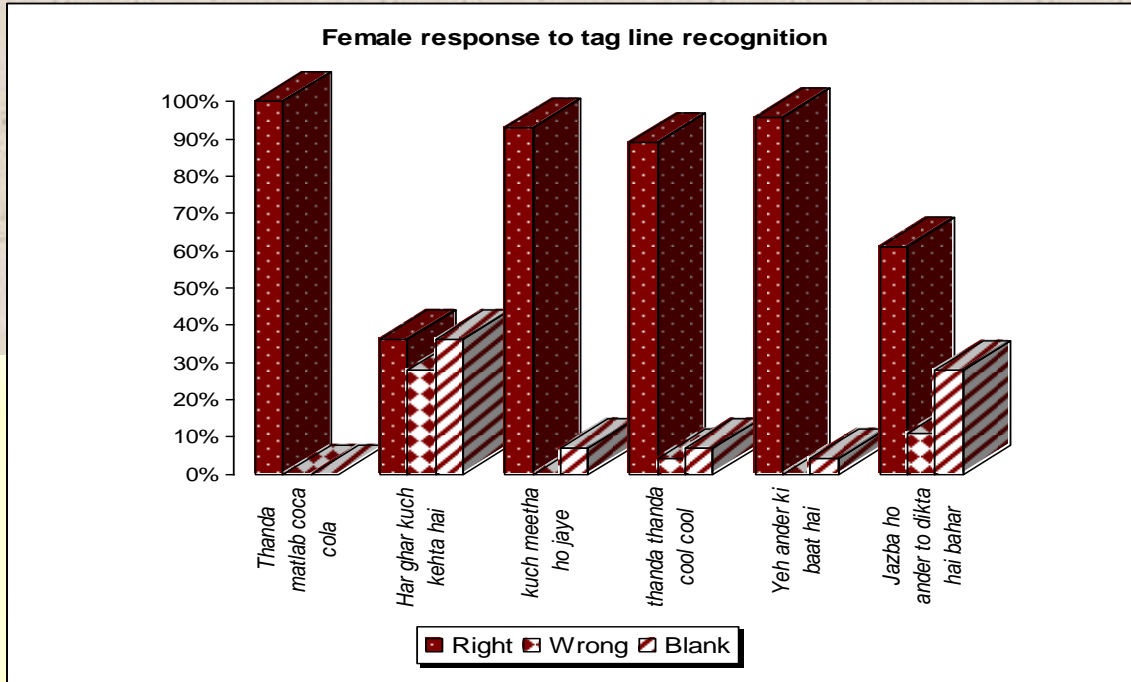
Thanda thanda cool cool by three big celebrities like Amitabh Bachchan, Shah Rukh Khan and Govinda have been answered correctly by 80% respondents. This shows the big celebrities have endorsed the product so it was so effective in catching viewers' sight.

The fifth tag line by Sunny Deol was answered right by 86% respondents; this figure is far enough to justify the celebrities' impact on the product and the tag line.

Jazba ho ander to dikta hai bahar Salmaan Khan has been correctly answered by merely 60% of the respondents. Rest 11% respondents gave wrong answers or 29% left blank. This figure is clear enough that either the tag line was not catchy enough or Salmaan Khan failed in justifying this act towards the product and the tagline.

(5)(b) Objective: To know the recognition of celebrity associated with the following tag lines among females:

Tag lines	Female		
	Right	Wrong	Blank
<i>Thanda matlab coca cola</i>	100%	0%	0%
<i>Har ghar kuch kehta hai</i>	36%	28%	36%
<i>kuch meetha ho jaye</i>	93%	0%	7%
<i>thanda thanda cool cool</i>	89%	4%	7%
<i>Yeh ander ki baat hai</i>	96%	0%	4%
<i>Jazba ho ander to dikta hai bahar</i>	61%	11%	28%



Tag lines, as we all know play a very important role for a brand to be recognized in a specific manner and create its image in the market which will effect the perception of the viewers.

Here in this question we have tried to study female responses with regard to recognition of celebrities associated tag lines.

Here we look at the female respondents & we can find out that Coca Cola being a company has gained 100% right answers indicating its effect of tag line on the viewers.

The second tag line “Har ghar kuch kehta hai” has been answered right by just 36% female respondents. This reveals that this particular tag line has failed to create an impact on the minds of the female viewers.

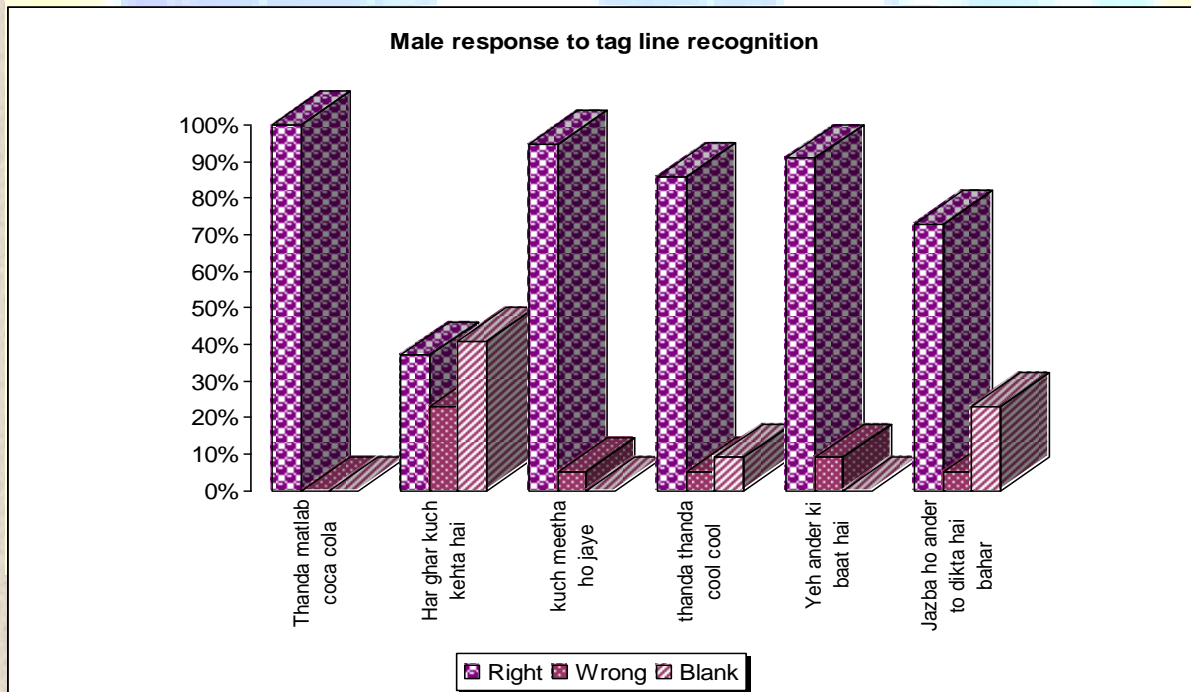
Then there is Cadbury tag line, “kuch meetha ho jaye” by Amitabh bachchan has created a good impact on females and hence the correct response was 86% which is considered good

“Thanda Thanda Cool Cool”, which has three big celebrities, has a good response by females.

“Yeh ander ki baat hai” shows that they have been fairly excellent in terms of their image popularity with around 93% of answers rightly answered. The last tag line by Salmaan khan does not have a very good response for the female respondents.

(5)(c) Objective: To know the recognition of celebrity associated with the following tag lines among males:

Tag lines	Male		
	Right	Wrong	Blank
<i>Thanda matlab coca cola</i>	100%	0%	0%
<i>Har ghar kuch kehta hai</i>	37%	23%	41%
<i>kuch meetha ho jaye</i>	95%	5%	0%
<i>thanda thanda cool cool</i>	86%	5%	9%
<i>Yeh ander ki baat hai</i>	91%	9%	0%
<i>Jazba ho ander to dikta hai bahar</i>	73%	5%	23%

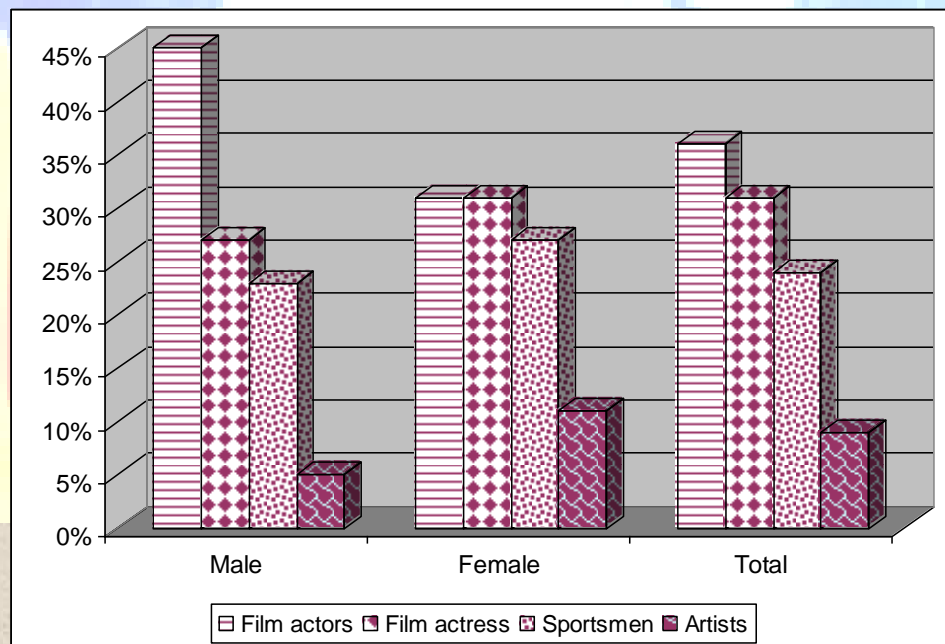


Here we have tried to assess the male response to celebrity recognition associated with above mentioned tag lines. We look at the male respondents & we can find out that Coca Cola being a company has gained 100% right answers indicating its effect of tag line on the male viewers. The second tag line “Har ghar kuch kehta hai” has a very poor recognition among male respondents,

which is just 37%. 41% respondents are unaware about the celebrity associated with it. Rests have answered it wrong. This shows tag line has not been retained in the minds of the viewers. Then it is Cadbury, Thanda Thanda Cool Cool & VIP which shows that they have been fairly excellent in terms of their image popularity with around 90% of answers rightly answered. The remaining ones are the ones which come under the third group of answers which indicate a fair amount of knowledge to the female viewers.

(6) Objective: To study which of the following types of celebrities are more noticeable :

Celebrities	Female		Male		Total	
	No.	%	No.	%	No.	%
Film actors	108	45%	36	31%	130	36%
Film actress	65	27%	36	31%	110	31%
Sportsmen	14	23%	31	27%	87	24%
Artists	55	5%	13	11%	31	9%
Total	242	100%	116	100%	358	100%



Celebrities include just not the film actor/actress but sportsperson and artists also. In this particular question, we had asked the respondents who among the above mentioned categories, are more noticeable. There are numerous actors and actresses like Amitabh Bachan, and Shahrukh khan. Actress like, Rani mukharjee and Kajol endorsing number of advertisements. Sportsperson

like Sachin and Sehwag are seen in number of ad's. Artists like Zakhir Hussain and others have endorsed few brands. Among all, the survey reveals that film actors are more noticeable than film actress. The sport stars are not as noticeable as movie stars. If we see gender wise, it can be seen that male stars are more popular among females than males. Whereas sports persons are more popular among males. Therefore the marketers should keep in mind to include sports persons, particularly cricketers, for endorsing products meant for males.

(7)(a) Objective: To study following aspects of celebrity endorsement according to the degree of agreeability:

Here we have listed few statements regarding suitability and effectiveness of celebrity endorsement. Weighted Average has been calculated for each statement. Greater the W.A., higher the agreeability of the respondents to the statement.

Statements	1	2	3	4	5	WA
(1) Amitabh Bachchan is more suitable for Cadbury but not for hair oil.	31	21	20	33	95	3.70
(2) Celebrity endorsement influence decision making	17	39	58	32	34	2.84
(3) Female celebrities are more appealing than male celebrity	32	47	55	38	28	2.92
(4) I like to buy products endorsed by my favorite actor and actress.	68	33	53	21	25	2.51
(5) Multiple products endorsement by any celebrity reduces effectiveness.	20	58	55	40	27	2.98
(6) Celebrity endorsement increases cost of product services.	22	25	31	54	67	3.58
(7) Acceptance or rejection of products depend or change with the success or failure of celebrity.	46	36	61	38	19	2.74
(8) Movies stars are remembered longer than	28	31	41	46	54	3.34

sports stars.						
(9) High quality and precious products services needs celebrity endorsement.	23	39	50	45	43	3.23
(10) Celebrities are paid for doing advertisement so are they not trustworthy.	47	29	55	40	29	2.88

(1) Amitabh Bachchan is endorsing dozens of brands from D'damas jewellery to Hajmola digestive pills, from chocolate to Himani hair oil and so on. But all the celebrities are not perceived suitable for all the products. In our study we have found that majority of the respondents agree with the fact that Amitabh Bachchan is more suitable products like Cadbury but not hair oil. Majority of the respondents believe, considering the image, age and respect of Mr. Bachchan, he should not endorse products like hair oil.

(2) Million of rupees spend for celebrity endorsed advertisements. The ultimate motive of the marketers is to influence the decision of the target customers. According to our survey, majority of the respondents say that their decision is not influenced by celebrity endorsements. However, such influence is at subconscious level and beyond the comprehension of the customers and not easy to judge the exact effect of celebrity appeal, we can nor deliver concrete conclusion.

(3) Proportion of male celebrities like Amitabh Bachchan, Shahrukh, Sachin, Dhoni, Zakir Hussain, etc. and female celebrities like, Rani Mukhrjee, Preety Zinta, Aishwrya Rai, Sania Mirza, etc. is almost same in various media of advertising. According to our study, majority of the respondents (55) have remained neutral to the statement that female celebrities are more appealing than male celebrities. However, the WA is 2.92 that means significant proportion of respondents think that male and female celebrities are equally appealing.

(4) With the help of this statement, we have tries to assess whether brand endorsement by a favorite celebrity has positive influence on respondents' decision or not. We have found that Majority of the respondents highly disagree to the statement that favorite actor or actress influence their decision. However this is also a matter of comprehensive research because liking or disliking towards an object or a person affects the response towards him.

(5) Today celebrities from various fields, particularly, movies and cricket, endorse number of brands. According to a survey, out of 85 celebrities presently working for ads from different area of expertise, five celebrities occupies 50% of the advertisement market. In other words majority

of the celebrities endorse multiple brands. According to our findings, majority of the respondents do not agree with the statement that multiple product endorsement by any celebrity reduces the effectiveness.

(6) It is an obvious fact that celebrities are paid crores of rupees to promote the brands and such cost is recovered ultimately from the customers that's what has reflected in our findings. Majority of the respondents believe that celebrity endorsement increases that cost of the product/service.

(7) Success and failure of celebrities keeps rotating in a cycle. No celebrity remains on top of his area for very long period of time. We tried to assess whether their failure of success affect brand acceptance or not. We found that majority of the respondents think that success or failure of celebrity does not affect the acceptance of the brand endorsed by him/her.

(8) Presently majority of the celebrities endorsing various brands are from movies and from cricket. Number of celebrities from both these areas promotes number of brands. On sort of competition is there between these two fields. According to our survey, majority of the respondents believe that movie stars are remembered longer than sports person. However it varies from star to star. For example, Sachin is more popular than movie stars like Arshad Warsi and Rimi Sen though he is from sports field.

(9) Majority of the respondents agree with the statement "celebrities are more suitable for precious products diamond, gold jewelry, cars and premium cosmetics". However we daily see some very low cost products like, Hajmola, Sunfeats biscuits and most of the cold drinks are endorsed by celebrities.

(10) All the celebrities endorsing number of brands are paid heavily for their endorsement. In other words they are a paid medium of advertisements. On asking the respondents whether they can be trusted for the products they endorse. We have found that majority of the respondents do not agree with the statement that they are not trustworthy as they are paid for the promotion. In other words most of the respondents believe in the integrity of the celebrities and they believe that they would not mislead the customers. That means celebrities have proven effective in winning the trust of general public.

(7) (b) Objective: To Compare the opinions of males and females on the following statements regarding suitability and effectiveness celebrity endorsement.

Statements	W.A.	W. A.
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	Female	Male
(1) Amitabh Bachchan is more suitable for Cadbury but not for hair oil.	3.93	4.14
(2) Celebrity endorsement influence decision making	3.64	2.34
(3) Female celebrities are more appealing than male celebrity	2.54	2.94
(4) I like to buy products endorsed by my favorite actor and actress.	2.76	2.41
(5) Multiple products endorsement by any celebrity reduces effectiveness.	2.64	3.24
(6) Celebrity endorsement increases cost of products/services.	3.93	3.21
(7) Acceptance or rejection of products depend or change with the success or failure of celebrity.	2.78	2.73
(8) Movies stars are remembered longer than sports stars.	4.15	2.95
(9) High quality and precious products services needs celebrity endorsement.	3.14	3.39
(10) Celebrities are paid for doing advertisement so they are not trustworthy.	2.37	3.11

1. Amitabh Bachchan, the well known celebrity has endorsed many products. It includes product from pen to creams. Looking at the image he holds, we made a comparative study between females and males asking them regarding this particular statement and the female respondents don't believe as much as male respondents do. According to the results it can be concluded that it does not affect the female the personality of a particular celebrity towards the brand, as compared to male.

2. There are number of celebrity endorsing numerous products. Celebrities are liked or disliked by individual. They hold a particular kind of image among us. It may be good or bad. Females

believe that decision making is influenced due to a celebrity endorsing them. On the other hand male respondents' results are below 3, so it can be concluded that males believe that their decision is not effected by the celebrity endorsement.

3. Endorsement of a particular brand by a female celebrity normally is attractive; she is used as a symbol of grace and beauty. The survey results replicated that male respondents believe that female celebrities are more appealing than a male celebrity. However, there is not much difference in the weighted average mean of the opinions of males and females.

4. Generally people like to buy the products promoted by his/her favorite celebrity. However, both males and females do not agree with the statement that they would like to buy the products endorsed by their favorite celebrity.

5. There is a significant difference of opinion regarding multiple product endorsement among males and females. Majority of the males believe that multiple brand endorsements by any celebrity reduce effectiveness. On the other hand females do not agree with the statement.

6. Celebrity advertisement is a paid medium of promotion. Celebrities charge heavy for endorsing the brands. On this fact both, males and females agree that celebrity endorsement increase the cost of products/services.

7. Both the categories of respondents do not agree with the statement, success or failure of a celebrity affect the acceptance of the brand endorsed.

8. There are mainly two fields of the celebrity endorsement. That is, bollywood and sports, mainly cricket. Indians are very interested in watching movies and cricket. They consider them the part of there life. According to our study the females are not very found of cricket so they believe that movie stars are remembered longer. On the other hand, we have seen that males believe cricketers are remembered longer. In other words, cricketers are more effective for items meant for males and film stars are more effective for items meant for females.

9. Celebrities endorse products ranging from one rupee Hajmola to lakhs of rupees diamonds. According to our study, majority of the males as well females believe that celebrities are suitable all types of products.

10. As celebrities are paid for the endorsements, there is a question to think whether their claims are trustworthy or not. According to our study, female think that celebrities are trustworthy even though they are paid for the ads. On other hand, majority of the males believe that celebrities are not trustworthy as they are paid for the ads they endorse.

CONCLUSION:

Major findings of the project are as under:-

- ✚ Majority of the respondents have correctively identified celebrities associated with Boost, Airtel, Parker, Munch, Taj Tea and Sunfeast.
- ✚ John Abraham has been correctively recognized by majority of males but not females.
- ✚ Though Amitabh Bachchan endorses number of products, 75% of the respondents have successfully named the product endorsed by him.
- ✚ Majority of males as well as females could not recollect three products endorse by Rahul Dravid, is not effective enough though the ex-captain of Indian cricket team.
- ✚ Most of the people notice celebrity advertisement on television, that means celebrities are more enjoying more reach on television than other media of advertisement.
- ✚ Tag lines are identity of advertisement. Most of the respondents correctly recognized the celebrity associated with the tag lines.
- ✚ Film stars are more effective than sports person and artist.
- ✚ Among film stars, actors are more popular among female teenagers and actresses are more popular among male teenagers. Most of the female teenagers believe that movie star's are remembered longer than sport star. There for items meant for female should be endorsed by film stars than by sports person.
- ✚ Most of the people do not agree that multiple product endorsement by any celebrity reduces effectiveness.
- ✚ Celebrity endorsement increases recall and preference of product/ service.
- ✚ Most of the respondents believe that celebrities are effective for high quality and precious product as well as low cost, day to day product.

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