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- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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CONSUMER BEHAVIOR TOWARDS CELEBRITY ENDORSEMENT OF PRODUCTS AND SERVICES**DR. D. S. CHAUBEY****DIRECTOR****Roorkee College of Management & Computer Applications****Roorkee****K. R. SUBRAMANIAN****PROFESSOR****MODERN INSTITUTE OF TECHNOLOGY****RISHIKESH****SHYAM SUNDER SAINI****RESEARCH SCHOLAR****PACIFIC UNIVERSITY****UDAIPUR****ABSTRACT**

The goal of most marketing campaigns is to convince a target group of people to buy a product or service. With political and social issues, marketing campaigns might focus on promoting a candidate or helping an organization effect social change. Many marketing techniques exist, and advertisers mix and match them to target different demographics. For example, a political campaign might use direct-mail advertisements, television and radio commercials, and door-to-door volunteers to promote a candidate. Customers are social creatures and are influenced by social changes and the change agents. Celebrities occupy a position of importance and influence many social groups as the members of the group try to identify themselves with the ideals of the celebrity endorsing an opinion or a service or product. Many factors including ego satisfaction of being the celebrity for that moment of using the service or product influence them—like using a cricket bat endorsed by Sachin Tendulkar by a young cricketer! The present research paper aims to find out the impact of consumer behavior towards such celebrity endorsements for products and in particular intangible products like Insurance products and services.

KEYWORDS

Celebrity, endorsement, credibility, impact, endorser, consumer buying behavior, brand building, sponsorship, intangible products and services.

INTRODUCTION

The goal of most marketing campaigns is to convince a target group of people to buy a product or service. Every Advertisement aims to create awareness and arouse interest in the minds of customers. To do so advertisers employ several of marketing techniques. Using a famous person's image to sell products or services by focusing on the person's money, popularity, or fame to promote the products or services or engaging celebrity to endorse the product has emerged as one of the popular marketing technique to promote the product or services. If the famous person agrees to allow his or her image to be used, it is termed a celebrity endorsement. Companies know there is risk when they choose a celebrity-endorsement approach. Many have learned the hard way that it becomes a reflection of themselves: just ask Coca-Cola, with its speedy capitulation of its Michael Vick sponsorship. If you put a face to a name, the more likely you'll remember it, and marketers know the same goes with hitching celebrities to their brands.

REVIEW OF RELATED LITERATURE

Celebrity Endorsement is one of these power tools by which advertisers try to leverage the image and identification of the celebrity to promote a product or company (Atkin & Block, 1983). This not only makes the advertisement lively, attractive, interesting, but attention getting as well (Ohanian 1991, Kamins 1990). It so happens because audience takes the celebrity as a role model and in turn these celebrities impact their lives. Celebrity endorsement has been in application from a long time (Kaikati 1987), in fact not too late when advertisement techniques were taking on new forms because advertisers realized soon that by using publicly renowned personalities in advertisements they will be able to align brands personalities with that of the celebrity's. It's noteworthy that not all the celebrities prove to be successful endorsers, thus making the selection process more difficult (Giffin 1967). That is why advertisers go for a careful selection of celebrities because if any micro aspect may go wrong in celebrity endorsement selection process, whole of the celebrity endorsed advertisement campaign may collapse. This will ultimately show brand the way back to pavilion (Kaikati 1987, Till and Shimp 1995).

Using celebrities to promote products or services capitalizes on their popularity to promote sales. Star athletes, for example, often endorse sneakers and other sportswear for sizable fees. The goal is to give those products credibility. The hope is that people will imitate the celebrity by purchasing the product or service. Marketing campaigns for charities often adopt this approach, only their goal is to use the celebrity status to draw attention to an important need or cause. Celebrity endorsement advertising has been recognized as a "ubiquitous feature of modern day marketing" (McCracken 1989; Keller 2008). Furthermore, celebrity endorsement activity has been increasing over the past years (Biswas et al 2009). From 1984 to 1999, there was a reported eleven-fold increase in sponsorship expenditure representing \$23.16 billion or 7.0% of the worldwide advertising budget (Meenaghan, 2001; Pope, Voges & Brown 2009). Recent estimates suggest that one quarter of all commercials screened in the United States include celebrity endorsers (Till & Shimp 1998). Athletes, both amateur and professional, as well as musicians, television and movie stars, and even animated spokes characters, such as Mickey Mouse, are used to promote and bring awareness to products and services through sponsorship campaigns.

The main goal of using celebrities in advertising is to generate publicity and attention to the brand (Biswas, Hussain & Donnell 2009) as well as influence consumer perceptions of the brand stemming from their knowledge of the celebrity (Keller 2008). This requires that the celebrity must be well known in order to have the desired effect (Keller 2008). Kaikati (1987) expressed five advantages to employing celebrities to endorse products: drawing attention, crisis management, brand repositioning, global marketing, and boosting sales. Biswas et al. 2009 found that the reasons for recalling celebrities included popularity, status symbol, attractiveness and glamour, likeability and recall value or familiarity of the celebrities. The increased awareness and attention resulting from celebrity advertising is thought to combat the challenge of advertising clutter and bring instant credibility and brand recall to consumers. Pope, Voges and Brown (2009) found that sponsorship positively affects an individuals perception of a brands quality and image. Products that may be of inferior quality to their competitors, or have fewer features can benefit from using a high profile celebrity to pitch them to consumers.

Advertisers try to hire such celebrities for endorsement who are not only attractive (Baker and Churchill Jr 1977) but credible as well (Sternthal, Dholakia et al. 1978). Together these aspects cast a comprehensive impact upon the customers, as most of the customers prefer those celebrities who are credible and trustworthy, some like those who are attractive and possess charming physical features, and some look for and consider both of these dimensions. Additionally

advertisers also look for a proper (or at least some) match between the celebrity's personality and product's attributes. This match-up also proves to be successful because the congruence of features from the celebrity and the product targets the senses of the customer more positively and leads to the development of favorable perceptions about the brand (Michael 1989, Ohanin 1991).

Recent studies of hundreds of endorsements have indicated that sales for some brands increased up to 20% upon commencing an endorsement deal. According to Anita Elberse, associate professor at Harvard Business School, some companies have seen their stock increase by .25% on the day the deal was announced. There is the issue of overexposure to consider. We receive more than 3,000 commercial images a day; our subconscious absorbs more than 150 images and roughly 30 reach our conscious mind. Therefore, practice has it that if you use a celebrity-endorsement strategy, you dramatically accelerate the potential for your brand to reach the conscious mind of the consumer, especially given research from Weber Shandwick that finds peer endorsement trumps advertising.

So if word-of-mouth is the No. 1 purchase decision-maker, why are some CMOs displaying recalcitrance toward big names that can create so much brand buzz and peer recommendation? Are we witnessing the decline and fall of "celebrity"? It's true that not every brand needs a celebrity -- it has to be relevant to the brand and the consumer. More important, if there were a face for every brand out there, it would be a calamity. On the upside, celebrity endorsement has the power to instigate and inspire, enlighten and enrage, entertain and edify the consumer. Its inherent benefits are that it can be leveraged across multiple channel experiences (and potentially services), cuts through advertising clutter, creates a brand narrative and allows for channel-specific optimization. Ultimately, celebrity endorsement is always worth investing in if you have the right person. It's an expensive but easy option for companies, but it should be treated like a marriage with added creature comforts that make the partnership invaluable.

Celebrity endorsement is often stymied by constraints and contractual limitations; does leveraging social media represent the next evolution for celebrity endorsement and brand advocacy? 95% of social-media users believe a company should have a presence in social media, which can get the brand into the conversation because social media enables consumers to adopt new behaviors. There are a number of advantages to using celebrities in advertising, whether you are running print, Internet, radio or television commercials. The principal advantage is when celebrities endorse an intangible product which gives a confidence and reliability for trial and usage depending on the reliability of the celebrity. The key for small companies is making sure the local celebrity is relevant and has broad appeal. Popular celebrities often work best because they naturally generate lots of attention. However, despite their following, celebrities are most effective if they promote products or services they are most likely to use. In other words, they must be plausible consumers, such as a local newscaster wearing a business suit from an area men's store.

INFLUENCE ON CONSUMER PURCHASES

The affinity consumers have for certain celebrities can greatly influence their purchases. People may have the attitude, "If the product is good enough for her, it's good enough for me." This philosophy is often the impetus behind advertisements for makeup, skin creams, hair products and attire. Consumers want the wavy hair of a local celebrity, for example. Hence, they purchase the brand that the celebrity uses to achieve her hair's fullness and bounce. Local consumers may also desire the same soft drink as their team's best baseball player. Essentially, the testimonial of the local celebrity adds instant credibility to a small company's product.

BUILD AWARENESS

Celebrities in advertising build brand awareness, according to "Supermarket News," a publication covering the food distribution industry. And they build it much more quickly than traditional types of advertising. Brand awareness measures the percentage of people who are familiar with a particular brand. Small businesses spend lots of money and time for exposure to incrementally increase brand awareness among consumers. The use of a local celebrity can do much to enhance consumers' awareness and understanding of what a small business offers.

POSITION A BRAND

Some small companies use celebrities in advertising to position their brands. Product positioning is placing a company's products in the best possible light in the minds of a target group, according to Inc.com. For example, a small investment firm may use a well-respected and retired local disc jockey to market a retirement plan for people ages 50 and over. The fact that the disc jockey falls in the consumers' age group and has a good reputation in the community makes the company's product and message more believable.

ATTRACT NEW USERS

One challenge small companies face is finding new users for their products. Local celebrities in advertising appeal to customers as well as those who have never tried the brand. The latter may be users of competitive brands. However, those who continually see the local celebrity in a commercial for a certain product may be convinced to try the product.

BREATHE LIFE INTO FAILING BRAND

The use of a celebrity in an advertisement may also help to breathe life into a failing brand. For example, a small soap manufacturer might think about dropping a brand or product, especially if production and overhead costs are leaving little or no profit. However, the use of a celebrity to tout the benefits of the brand could help create new interest and excitement in consumers.

Marketing tends to take on new and unique ways of advertising as advertisers are exploring different ways to make the advertisements effective and influential as well. Celebrity endorsement is one of these. The advertisers know it very well that the positive image that the celebrities cast on the audience is can make the message in the advertisement more persuasive (CHOI and Rifon 2007). According to (Schlecht 2003) term 'celebrity' can be defined as, "Celebrities are people who enjoy public recognition by a large share of certain Group of people." And the term 'Celebrity endorsement' as defined by McCracken: "Any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement." (McCracken 1989)

Advertisers go for celebrity endorsement because of its greater benefits and immense possible influence. There are certain potential advantages of celebrity endorsement, celebrities endorsed advertisements draw more attention as compared to those of non-celebrity ones, helps the company in re-positioning its product/brand and finally empowers the company when it's new in the market or plans to go global. However celebrity endorsement doesn't hold sole key to success. It also presents the company with potential hazards. These might include, overshadowing, overexposure, and controversy (Erdogan 1999).

A number of models have been presented on celebrity endorsement explaining its mode of application. Some of the renowned models include The Source Models (The Source Attractiveness Model, The Source Credibility Model), The Product Match-up Hypothesis and The Meaning Transfer Model and The Elaboration Likelihood Model.

Source Attractiveness Model relies that customer form positive and favorable perceptions about those endorsers who are physically attractive (Erdogan 1999). Research findings show that attractive endorsers are good at influencing the beliefs of customers (Debevec and Kernan 1984). That is why most of the advertisements depict attractive celebrities (Baker and Churchill Jr 1977). *Source Credibility Model* holds that effectiveness of a message is based on the perceived level of expertise and trustworthiness the customers have in an endorser (Sternthal, Dholakia et al. 1978). Expertise can be defined as the extent to which the endorser (communicator) is perceived to be knowledgeable, skillful and experienced. And the statements it makes turn out to be valid (Hovland and Weiss 1951). The benefit of using expert endorser is that it enhances brand recall and positively affects the buying intentions of consumers (Erdogan 1999). Trustworthiness can be defined as the extent to which the endorser is perceived to be believable, honest and dependable. Greater the proportion of these aspects, higher will be the likelihood of the endorser to be selected by the advertisers (Shimp 2007).

Today companies are exerting great emphasis upon the importance of proper match-up between the celebrity and the product. *The Product Matchup Hypothesis* states that there should be perfect match between the celebrity personality characteristics and brand attributes. The extent of successful match-up can be determined by the degree of fitness between the brand and the celebrity (Erdogan 1999).

The Meaning Transfer Model revolves around meanings and their transfer. Every celebrity bears a unique set of meanings, including its personality, attitudes, lifestyle and even demographic components too (gender, age). First stage is the time when customers associate meanings with the celebrity and shape its image. Second, the meanings associated with the celebrity also get associated with the brand and third, customers finally acquire the brand meaning during the

consumption . the Meaning Transfer Model holds that whenever a celebrity endorses product, customers associate certain meanings with the endorser and eventually transfer it to the brand. In simple words we may state that endorsers bring their very own meanings to the brand (McCracken 1989). According to McCracken (1989) this meaning assigning process moves along a path comprising three successive stages.

The field of consumer behavior is the study of individuals, groups or organizations and the processes they use to select, secure, use and dispose of product, services, experiences, or ideas to satisfy needs and impacts that these processes have on the consumer and society. And understanding the consumer behavior is the prime and toughest task of every marketer. There are a lot of factors, which influence consumer buyer behavior. Celebrity endorsements may be the only hope for certain products in the intangible category where product demonstration or feel is not possible and customer has to rely on endorsement by a celebrated personality with credibility.

OBJECTIVE OF THE STUDY

This study aimed at to understand the "influence of celebrity endorsement on consumer buying behavior and marketing." Marketers pay millions of dollars to celebrity endorsee hoping that the stars will bring their magic to brand they endorse and make them more appealing and successful. But all celebrity glitter is not gold. Celebrity sources may enhance attitude change for a variety of reasons. They may attract more attention to the advertisement than would non-celebrities or in many cases, they may be viewed as more credible than non-celebrities. Thirdly, consumers may identify with or desire to emulate the celebrity. Finally, consumer may associate known characteristics of the celebrity with attributes of the product that coincide with their own needs or desire. The effectiveness of using a celebrity to endorse a firm's product can generally be improved by matching the image of the celebrity with the personality of the product and the actual or desired self concept of the target market. What therefore seems relevant by the study is that, yes, definitely celebrity endorsement influence consumer buying behavior and brand building but while using celebrity endorsement, marketer has to take care that the personality and image of celebrity matches, celebrity endorsee has deep penetration among the masses and he is considered as credible source etc.

With these thoughts in mind the following Objectives were framed for the current research:

1. To study the effectiveness of celebrity endorsement as a promotional technique and to explore the extent to which the celebrity endorsement influences consumer behavior.
2. To identify the factors that consumers feel as more important for effectiveness of celebrity endorsement.
3. Assess the consumer perception of the role of celebrity endorsement in favor of product offering.
4. Try and evaluate the suitability and impact of Celebrity endorsement for Insurance products and such intangible nature of products.

RESEARCH METHODOLOGY

To achieve the above objectives both quantitative and qualitative methods were employed to understand celebrity and their role in influencing customer in favor of product offering. This research was conducted in the district of Dehradun. A random sample of customers from various locations was selected which included the respondents of various rank and file. Surveys along with a cover letter explaining the significance and the need for conducting the same were sent to all 500 respondents through email. Snow ball sampling techniques was carried out for getting references. Some data was collected personally using personal interview. In order to ensure a good response rate, follow up telephonic calls were made in order to encourage respondents to complete and return the survey. After follow-up 268 questionnaires were returned. After editing 229 responses were found suitable which was taken up for further analysis. SPSS software was used for data analysis and the conclusions were arrived as indicated below:

DATA ANALYSIS AND INTERPRETATION

The information obtained through the questionnaire feedback was tabulated and arranged for better analysis and interpretation to arrive at conclusions. Demographic information is important in understanding the focus group of respondents to whom advertisement and promotional messages can be addressed. It also helps in avoiding wasteful efforts in directing sales and marketing efforts in unprofitable market segments.

AGE CATEGORY

Young people in the age group of up to 30 years represent about 53% of the respondents. If we consider the population up to 50 years are receptive to celebrity endorsement advertisements. In general it can be concluded that people who are in the employed or employable category are the target segment of audience for celebrity endorsement advertisements.

TABLE 1 - AGE CATEGORY

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	From 13-19 Years	7	3.1	3.1	3.1
	From 20-30 Years	113	49.3	49.3	52.4
	30-40 Years	21	9.2	9.2	61.6
	40-50 Years	23	10.0	10.0	71.6
	Above 50 Years	65	28.4	28.4	100.0
Total		229	100.0	100.0	

GENDER CATEGORY

Majority of the sample is men. We cannot conclude that celebrity endorsement is only for men, it is equally applicable for women who are exposed to TV and other media and are well aware of celebrities. (See Table 2 below)

TABLE 2 - GENDER CATEGORY

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	139	60.7	60.7	60.7
	Female	90	39.3	39.3	100.0
	Total	229	100.0	100.0	

OCCUPATIONAL CATEGORY OF RESPONDENTS

Demographic segmentation of markets and customers is the most popular segmentation technique followed by companies for identifying their target markets and focus their efforts. Occupation gives a good idea to draw the customer profile. In this case students seem to form a dominant segment. This is true as they are in the impressionable age and are more exposed to all types of media and messages. Celebrity endorsement is apt for this audience. (see Table 3)

TABLE 3 - OCCUPATION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Service	36	15.7	15.7	15.7
	Busiess	7	3.1	3.1	18.8
	Students	112	48.9	48.9	67.7
	Others	74	32.3	32.3	100.0
	Total	229	100.0	100.0	

LEVEL OF EDUCATION

It is clear that the level of education has an impact in consumer awareness and preferences. This is true for celebrity endorsements as well. Post graduates and professionally qualified people seem to be more aware and involved because of their chances for media awareness and usage, particularly TV and the electronic media. This is clearly indicated by data tabulated in Table 4, below.

TABLE 4 - LEVEL OF EDUCATION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Matric and below	8	3.5	3.5	3.5
	Post Graduate	144	62.9	62.9	66.4
	Professional Qualification	52	22.7	22.7	89.1
	Othres	25	10.9	10.9	100.0
Total		229	100.0	100.0	

IMPACT OF CELEBRITY ENDORSEMENTS

Companies are concerned with how the celebrity endorsements impact on their operations. A few conclusions can be derived from the data analysis as indicated below:

- o It is interesting to see that about 72% believe that there is no impact on the revenues by celebrity endorsements. Does it mean that this is a wasted effort? (see Table 5 for details)
- o Table 6 gives a feed back as to whether celebrities themselves use the products which they endorse. The feedback does not give conclusive evidence on celebrities themselves using the products which they endorse.
- o Table 7, would indicate that there is no specific preference of a particular personality for a specific product. So, it is the emotional appeal and not a rational preference! This point needs to be understood clearly.

This information is revealing and needs careful consideration for small budget promotions of products and services. The other thing we have to consider is whether there are any other overriding reasons for using celebrity endorsements? For example: this is what makes the customer perceive our product the way we want them to do etc. Celebrity endorsement serves the purpose of increasing the emotional appeal of the product and it is clear that no specific personality is preferred for this. Customers get just mesmerized for the moment and feel like the personality and for this reason they like the product and buy them.

TABLE 5 - IMPACT ON REVENUES BY CELEBRITY ENDORSEMENTS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	63	27.5	27.5	27.5
	NO	166	72.5	72.5	100.0
	Total	229	100.0	100.0	

TABLE 6 - CELEBRITIES USE PRODUCTS THAT THEY ENDORSE?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	67	29.3	29.3	29.3
	No	41	17.9	17.9	47.2
	Donot Know	121	52.8	52.8	100.0
	Total	229	100.0	100.0	

TABLE 7 - PREFERRED PERSONALITY FOR CELEBRITY ENDORSEMENT OF SERVICE PRODUCTS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	51	22.3	22.3	22.3
	NO	178	77.7	77.7	100.0
	Total	229	100.0	100.0	

PREFERENCE OF MEDIUM, PERSONALITY

The response on the type of celebrity preferred is heterogeneous, since the response is from different demographic segments. This has also to be liked with the personality's area of work e.g. a sportsperson like Tendulkar endorsing a cricket bat will be relevant. Also gender specific products like shaving product or eye liner etc. In respect of media there seems to be distinct preference for TV, followed by News paper and Internet. A TV personality will have a better impact on a Commercial in TV and a sports person in the sports page of a magazine or news paper. There is a significant response of over 25% not able to connect between celebrity and product endorsed – the reason being the emotional appeal of the moment! (PI see Table 8 and Table 9)

TABLE 8 – PERSONALITY TYPE ENDORSING PRODUCTS

		Frequency	T	Valid Percent	Cumulative Percent
Valid	Film Star	56	24.5	24.5	24.5
	Famous Personality	48	21.0	21.0	45.4
	Cricketer	39	17.0	17.0	62.4
	Politician	27	11.8	11.8	74.2
	Cant Rate	59	25.8	25.8	100.0
	Total	229	100.0	100.0	

The inescapable conclusion from the above tables (7, 8 and 9) is that celebrity endorsement is very relevant but the personality endorsing the product is more relevant, for an intangible product and the decisions are emotional on the spur of the moment.

TABLE 9 – PREFERENCE OF MEDIA FOR PERSONALITY ENDORSEMENT

		Responses		Percent of Cases
		N	Percent	N
Şab(a)	Television	211	40.0%	92.5%
	Radio	29	5.5%	12.7%
	Newspaper	122	23.1%	53.5%
	Magazine	60	11.4%	26.3%
	Internet	86	16.3%	37.7%
	Others	20	3.8%	8.8%
Total		528	100.0%	231.6%

FACTOR ANALYSIS

One of the main objectives of the research was to identify the underlying factors which motivate customers to buy apart from celebrity endorsement. This is essential for advertisement messages and medium to focus on features- celebrity only endorses and reinforces preferences. From Table 10 it is seen that apart from celebrity endorsements which help in reinforcing consumer preferences it is basically Quality and Price. It is clear as to what a celebrity has to endorse – the reliable and customer buying influences have to be endorsed , particularly for intangible products where customer tends to completely rely on endorsement by a celebrated personality.

TABLE 10 – PRODUCT ATTRIBUTES PREFERRED FOR CELEBRITY ENDORSEMENT

		Responses		Percent of Cases
		N	Percent	N
Şw(a)	Price of the product	142	20.9%	62.0%
	Celebrity Endorsement	153	22.5%	66.8%
	Quality of the product	229	33.7%	100.0%
	Value for the money	70	10.3%	30.6%
	Brand Name	86	12.6%	37.6%
Total		680	100.0%	296.9%

Factor Analysis has been carried out to identify the underlying factors motivation celebrity endorsement. The Table 11 gives the result of rotated component analysis and the factors have been identified.

TABLE 11 – FACTOR ANALYSIS

FACTOR NUMBER AND NAME	Questionnaire variables used for analysis	Component					Mean
		1	2	3	4	5	
F1 CONTENT AND STRUCTURE OF INFORMATION	The ad's message through celebrity is relevant to me.	.861					3.6987
	The information provided by celebrity is reliable and trustworthy	.846					3.5725
	My overall product consumption increases due to celebrity endorsement	.764					3.6157
	The cognitive impact of message in favor of the product is increased through celebrity endorsement	.700					3.8122
	Celebrity help me in taking rational decision	.671					3.6581
F2 ATTRACTIVENESS, EMOTIONAL APPEAL and RECALL VALUE OF THE MESSAGE	Physical attractiveness of model influence me most in purchasing the product endorse by him		.894				3.0480
	I do not purchase the product if there is misfit between brand image and product celebrity image		.883				3.0000
	Celebrity endorsement make me emotional in favor of the product		.710				3.1965
	Celebrity endorsement generate the curiosity for the product in my mind		.613				3.5590
	Effectiveness of a message is based on the perceived level of expertise and trustworthiness of celebrity.		.563				3.3868
	Celebrity endorsement help me a lot in recalling the brand name.		.558				3.5022
	Celebrity endorsement effect the buying decision of product.		.535				3.1658
F3 TRUSTWORTHINESS OF THE MESSAGE	The message claimed by the celebrity about the product is trust worthy because of Trustworthiness of the endorsers.			.847			3.1441
	I associate myself with the personality of celebrity of brand while purchasing a particular product. Celebrity endorsement.			.637			2.9520
F4 CREDIBILITY OF THE MESSAGE	The advertising message through celebrity is understandable.				.828		3.2183
	The information provided by the celebrity in the advertisement is credible because of credibility of the celebrity.				.672		2.9170
	The advertisement of the product through celebrity is believable				.609		3.1087
F5 GENDER IMPACT OF CELEBRITY	The benefits described by the celebrity in the ad are believable to me.				.485		3.2582
	My decision in favour of product is influenced by the gender category of the celebrity.					.799	3.8472

NOTE: Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. a Rotation converged in 7 iterations.

Researcher was interested to investigate the factors that consumer feel more important and want to know the role of celebrity endorsement in favor of product offering by assessing the effectiveness of celebrity endorsement as a promotional technique and to what extent celebrity endorsement influences consumer behavior. After a thorough analysis of various published resources, comments, viewpoints, discussions and observations of many researchers as well as practitioners, the different variable were constructed and respondents were asked to rate each statement on a scale of 1 to 5. The principle components were identified using factor analysis with SPSS software. Some factors like

- content and structure of information,
 - attractiveness, emotional appeal and recall value of the message,
 - trustworthiness of the message,
 - credibility of the message and
 - gender impact of celebrity
- have been taken as evaluative criteria.

TABLE 12 - MEAN OF PERCEIVED FACTORS OF CELEBRITY ENDORSEMENT ACROSS CONSUMPTION PATTERN

My overall product consumption increases due to celebrity endorsement	Content and structure of information	Attractiveness emotional appeal and recall value	Trustworthiness of the message	Credibility of message	Gender impact of celebrity
Strongly Disagree	2.1000	2.4286	2.5000	2.0000	1.5000
Disagree	2.3892	2.4170	2.0811	2.6351	3.2162
Neither agree no Disagree	3.1191	3.0881	3.1277	2.7447	4.4043
Agree	4.0205	3.6477	3.6591	3.3892	3.9205
Strongly Agree	4.3176	3.4706	3.8725	3.5441	3.9412
Total	3.5878	3.2626	3.3122	3.1332	3.8472

It is seen from the above table that mean rating of gender impact of celebrity in influencing customer in promoting product consumption is highest among all the factors of celebrity endorsement which are helpful in promoting product consumption as it scored highest mean of 3.8472.

TABLE 13 - ONE WAY AOVA OF PERCEIVED FACTORS OF CELEBRITY ENDORSEMENT ACROSS CONSUMPTION PATTERN

		Sum of Squares	df	Mean Square	F	Sig.
Content and structure of information	Between Groups	120.400	4	30.100	113.804	.000
	Within Groups	59.246	224	.264		
	Total	179.646	228			
Attractiveness emotional appeal and recall value	Between Groups	47.320	4	11.830	15.625	.000
	Within Groups	169.599	224	.757		
	Total	216.919	228			
Trustworthiness of the message	Between Groups	88.241	4	22.060	32.258	.000
	Within Groups	153.185	224	.684		
	Total	241.426	228			
Credibility of message	Between Groups	38.357	4	9.589	12.130	.000
	Within Groups	177.081	224	.791		
	Total	215.438	228			
Gender impact of celebrity	Between Groups	63.295	4	15.824	1.814	.127
	Within Groups	1954.356	224	8.725		
	Total	2017.651	228			

One-way ANOVA analysis was carried out with the assumption that consumer opinion about mean of different factors of celebrity endorsement in influencing their consumption pattern.. From the table 13, it is clear that calculated value of F is less than the tabulated value of F (2.60, $\alpha = .05$) for the factors like Gender impact of celebrity Hence the null hypothesis is accepted, indicating that there is no significant difference in the opinion of respondents about the role of gender in celebrity endorsement in influencing their consumption pattern . How ever it is seen that calculated value of F is greater than the tabulated value of F(2.60, $\alpha = .05$) for the factor like Content and structure of information, Attractiveness emotional appeal and recall value, Trustworthiness of the message Credibility of message and hence null hypothesis is rejected indicating that there is significant difference in the opinion of respondents about the role of gender in celebrity endorsement in influencing their consumption pattern.

CONCLUSION

From the survey results and data analysis and interpretation, it is clear that celebrity endorsement definitely impacts consumer behavior. As a promotional technique it is found to be quite useful. However it needs to be qualified with respect to company benefits of promotion and overall strategy and budgets. There has to be a proper congruence between the celebrity personality and the product profile! We need to remember- as the name suggests- that role of the celebrities is simply limited to endorsement of the product' This method of promotion is very relevant and useful for intangible products like insurance products where a celebrity endorsement is worth its weight in gold. The prospects have nothing else to depend upon. They will lap up celebrity endorsement like a drowning man catching a straw. But beware – the credibility of the personality endorsing the services has to be fool proof.

Factor analysis has clearly indicated that the following are the main underlying components of a celebrity endorsement and the messages have to keep in mind the following:

1. Content and structure of information provided by celebrity endorsement
2. Attractiveness and emotional appeal – since this is the underlying root cause of celebrity endorsement needs no further emphasis
3. Recall value of Message – this determines the Quality of endorsement!
4. Trust worthiness of the message – depends on who endorses – like Amitabh Bachan!
5. Credibility of the endorsement – This is the essence of this technique – Once the credibility is eroded, Product will become defunct very fast!
6. Gender Impact – appropriateness of Gender of the personality makes a big difference in product endorsements (Shaving product endorsement by a famous lady may end up in consumer courts!)

Consumers have clearly indicated that the role of celebrity endorsement is to reinforce their choice of products or service based on Quality, Price and utility and a mere endorsement will not attract them towards a product. So, a product which meets customer expectations in terms of its performance parameters can only be reinforced by celebrity endorsement and promotion!

For intangible products like insurance products – one can estimate from the factor analysis and conclusions there of that credibility and gender impact are critical factors for endorsement i.e. an appropriate personality has to be selected for services endorsement – like for example a recently retired famous personality endorsing an insurance product as to how it has impacted his life after retirement- which will draw more customers towards such products and services and get over the intangibility of the offering!

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