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# CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	A LITERATURE REVIEW ON EFFECTIVENESS OF CELEBRITY ENDORSEMENT FOR THE SOCIAL CAUSE <i>DR. A. PRABHU KUMAR, K. KALIDAS &amp; JAVID ABBAS</i>	1
2.	CORPORATE ENVIRONMENTAL RESPONSIBILITY IN PUBLIC SECTOR ORGANISATIONS: A STUDY OF THE SINGARENI COLLIERIES COMPANY LIMITED <i>A. R. SATYAVATHI &amp; V.CHANDRA SEKHARA RAO</i>	4
3.	INNOVATIVE RECOGNITION AND REWARD STRATEGY AS A TOOL FOR EMPLOYEE ENGAGEMENT: AN EMPIRICAL STUDY ON PRIVATE RETAIL BANKING IN ODISHA <i>SUDIP KUMAR GHOSE &amp; DR. PRADIP KUMAR MOHANTY</i>	8
4.	EFFECT OF VIPASSANA MEDITATION ON MINDFULNESS AND LIFE SATISFACTION OF EMPLOYEES <i>SEEMA PRADHAN, DR. AJITH KUMAR V. V. &amp; SINGH MANJU</i>	11
5.	HOW ORGANIZED RETAILING HAS EFFECTED UNORGANIZED MARKET IN RETAIL BUSINESS <i>NEHA AGRAWAL &amp; DR. LATA AGRAWAL</i>	17
6.	RELATIONSHIP BETWEEN DEMOGRAPHIC PROFILE AND RISK TAKING ABILITY OF THE INVESTORS TOWARDS STOCK MARKET: A STUDY <i>DR. G N P V BABU &amp; DR. PRATIMA MERUGU</i>	23
7.	THE EFFECT OF INNOVATION AND ORGANIZATIONAL LEARNING ON FIRM PERFORMANCE: AN EMPIRICAL STUDY IN QUALITY ORIENTED FIRMS <i>HAKAN KITAPÇI &amp; PINAR ÇÖMEZ</i>	28
8.	A STUDY ON PERCEPTION TOWARDS THE SERVICES OFFERED BY THE LIFE INSURANCE CORPORATION IN CHENNAI CITY <i>ETHEN MALAR J &amp; DR. N. GLADSTONE JOY</i>	35
9.	STRESS MANAGEMENT WITH SPECIAL REFERENCE TO PUBLIC SECTOR BANK EMPLOYEES IN TRICHY <i>R. THIRIPURASUNDARI &amp; DR. B.SEKAR.</i>	40
10.	FOREIGN DIRECT INVESTMENT DETERMINANTS IN BANGLADESH READY-MADE GARMENTS INDUSTRY <i>MD. MANIK RANA CHOWDHWRY &amp; YINGHONG SHAO</i>	43
11.	THE EMERGENCE OF COMMODITIES AS AN INVESTMENT CLASS: A STUDY BASED ON OF PONDICHERRY REGION <i>SHYAMA.T.V</i>	49
12.	BEING SOCIALLY RESPONSIBLE & ITS IMPORTANCE IN BANK EMPLOYEES <i>DR. NAVAL LAWANDE</i>	57
13.	EXISTENCE OF POSITIVE DEPENDENCE, ASYMMETRY AND LEVERAGE EFFECTS IN REAL ESTATE EXCHANGE-TRADED FUNDS (ETFs) <i>TUAN HAI NGUYEN &amp; JOHN FRANCIS DIAZ</i>	61
14.	A STUDY OF CSR INITIATIVES OF PRIVATE BANKS IN UTTAR PRADESH DISTRICT <i>NAMRATA SINGH &amp; DR. RAJLAXMI SRIVASTAVA</i>	72
15.	PERFORMANCE EVALUATION OF MUTUAL FUND: A STUDY OF RELIANCE MUTUAL FUND <i>ANKIT SRIVASTAVA &amp; DR. VIKAS KUMAR</i>	77
16.	TOURIST SATISFACTION VARIABLES AND DESTINATION LOYALTY: A STUDY OF KASHMIR DIVISION <i>MOHD RAFIQ GADOO &amp; SNOWBER</i>	83
17.	FROM HALF WAY LIGHT HOUSE THAN WHITE ELEPHANTS TO MAHARATNA: THE EXPECTATIONS AND REALITY OF PUBLIC SECTOR ENTERPRISES IN INDIA <i>PREETI JOSHI BHARDWAJ</i>	86
18.	STRESS RELIEVING TECHNIQUES FOR ORGANIZATIONAL STRESSORS <i>DR. NALAWADE RAJESH CHANDRA KANT &amp; SEEMA PRADHAN</i>	93
19.	COMPOSITION OF IMPORTS AND ITS CONSEQUENCES ON ECONOMIC GROWTH <i>VANITHA.V, PUNITHA.P &amp; KAVYA.S</i>	99
20.	ONE PERSON COMPANY (OPC): EVALUATING ITS FIRST STEP IN INDIA <i>URMILA YADAV &amp; SAVITA MALHAN</i>	102
	<b>REQUEST FOR FEEDBACK &amp; DISCLAIMER</b>	<b>106</b>

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**A LITERATURE REVIEW ON EFFECTIVENESS OF CELEBRITY ENDORSEMENT FOR THE SOCIAL CAUSE**

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**ABSTRACT**

*Marketers overtly acknowledge the power of celebrity in influencing buyer's purchase decision. From the theory and practice it is evident that the use of stars and their unleashing power can generate a lot of publicity and attention for the publicity of a social cause. But the underlying questions are do these stars really help a social cause by increasing awareness about it? On the other hand, can they really have an impact on their fans willingness to take voluntary participation for social cause? Keeping these lines in mind this study explores the increasing appearance of celebrity endorsement and their role in advancing for social causes and their accomplishments in shaping consumer behaviour. The rise of celebrities endorsing brands has been steadily increasing over the past 30 years or so. They have firm believe that likeability or a favourable attitude towards a brand is created by the use of a celebrity. Today, celebrities from various fields like the celluloid world and sports are being hired to act as brand ambassadors to promote products, services, television game shows, tournaments and even social cause, meaning their role is getting extended into the real world beyond films, studios, ramps and sports grounds. They are now appearing in hard news stories, pictured performing mundane daily activities, and seen supporting various causes.*

**KEYWORDS**

purchase decision, favourable attitude, celluloid world, ramps, voluntary.

**INTRODUCTION**

It's easy to say that if you have a celebrity on board, you're going to get more donations," an assistant professor of accounting at the Rutgers School of Business-Camden find that celebrities also offer a credibility signal to donors, which is especially important for nonprofit organizations. That's because research being done at Rutgers-Camden suggests movie stars, musical performers, and other celebrities who are associated with philanthropic causes help increase financial support from the public.

We find that celebrities also offer a credibility signal to donors, which is especially important for nonprofit organizations. To determine just how much impact celebrity endorsements on masses at large. The real purpose of using the celebrities by the governments to take the advantage such as

- Large population
- Quick reachability
- Less cost
- Credibility

Famous public figures often use their celebrity to not only sell products, but also promote good causes. Ruth, an expert in brand strategy and consumer behavior, says celebrities bring attention to charities just as they would a product, creating image-related links on the basis of qualities such as attractiveness and likability, expertise, and trustworthiness.

A brand that is able to break through the clutter of marketing messages by being associated with a well-known, attractive, and sometimes expert endorser is typically perceived to be more credible and more likable. Both of those aspects - credibility and likeability - add value to a brand, which in turn makes it easier and more likely that consumers would choose the particular brand. We believe it's a fairly similar process for celebrities and nonprofit organizations, as reflected in donations."

Recent study reveals that more than 500 charities with known celebrity affiliations, including organizations that raise money for arts and culture, the environment, education, hospitals, human services, and international causes.

Many researchers found that athletes, movie stars, and newscasters are associated with the largest increase in public donations. It is difficult for the public to gauge how successful charity organizations are in meeting their stated goals, but celebrity support lends credibility to those organizations. Furthermore, a relationship with a celebrity allows nonprofit organizations to allocate more resources to service missions than fundraising campaigns, Harris says.

"Charitable organizations have to spend a lot of time to cultivate the relationship with a celebrity and we think that speaks well of nonprofit managers," We hope nonprofit marketing professionals may increase awareness of their organizations through celebrity endorsements."

**PROBLEM STATEMENT**

A few promos I saw of a forthcoming show on environment on a popular TV channel I noticed the anchors beaming when film stars Shah Rukh Khan, Katrina Kaif, Amir Khan and Priyanka Chopra appear on the stage. I wonder where were those social activists who had slogged and struggled, putting their own lives and families at stake, and go unsung in the fight to protect environment. Bringing one or two of them on to the stage amidst a loud applause does not do justice to the cause. In a way it is a dangerous trend. The film stars (cricketers still have lot of money to make from IPL matches, and so have no time to spare) are taking the space that richly and genuinely belongs to social activists. Social activism is being marginalised in the process. This has serious repercussions.

It all began when some TV channels came up with a fanciful idea of taking film stars (and ex-cricketers) to the border areas to do a bit of dancing for the jawans. After a few shows, and a few film stars, the viewer's interest weaned, and so did that of TV channels. In fact, I have always wondered why film stars have not jostled with jawans for several years now. In other words, film stars had no interest in soldiers manning the frontline; it was simply because the TV channels wanted them to do so. I haven't yet seen a film star who has expressed concern about the spate of farmer suicides and has dared to walk the talk by actually visiting and spending some time with the farmer families in distress.



I wouldn't be however surprised to see a number of pretty faces jumping onto the stage and even shedding a tear or two for the farmers who were left with no option but to drink pesticide or hang themselves from the nearest tree. The TV audience will applaud, the newspapers will discuss the issue for a couple of days, and life will be back to normal after a few days.

## OBJECTIVES

1. Evaluation of existing celebrity endorsement in India
2. To measure the impact of celebrity endorsement in rural and urban masses
3. To identify the best method of reaching the people promptly through celebrity endorsement.

## REVIEW OF LITERATURE

While the use of celebrities in advertisement is a global phenomenon, its high incidence in India can have explanations emanating from power distance dimension of culture. As per Hofstede (2001) study, the power distance index score for India is 77 which will be considered significantly higher than United States score of 40, and thus pointing towards a culture of high power distance. A culture of high power distance signifies inequality in the society. The existence of class and caste manifests the inequalities in this dimension. Hofstede (2001) pointed that these inequalities can occur in areas like prestige, wealth, and power and generally values about inequality are coupled with values about the exercise of power.

**Abhishek Arvind Sahay – 2013:** Celebrity endorsement is a big market in India and continues to grow bigger. However, in spite of prevalent use of celebrities for endorsement, not all celebrity endorsements have been successful. The list of unsuccessful examples suggests that it will be wrong to consider celebrity endorsement as an effective response to media clutter in all situations in spite of the intensity of involvement people have with celebrities in India. In absence of existing celebrity endorsement theories to satisfactorily explain the phenomenon in India, this paper uses the lens of culture to develop propositions on how customer attitude towards celebrity endorsements is a function of cultural parameters in emerging countries like India. We build our argument by using culture to explain the congruence between celebrity and consumers for elaborating celebrity endorsement in Indian markets.

**Subhadip Roy, Y. L. R. Moorthi – 2009:** However, researchers have not looked into the issue of Celebrity Personality affecting the Brand Personality even in congruence studies. In this paper we try to address the issue of celebrity personality affecting brand personality. Based on an empirical study, we try to find out whether the same personality dimensions exist for the celebrity and the brand endorsed respectively. Following which we have tried to see whether celebrity personality has an effect on brand personality. The study is supposed to generate research interest because of its novelty of idea.

**Dr. Dinesh Kumar Gupta – 2007:** The field of consumer behaviour is the study of individuals, groups or organizations and the processes they use to select, secure, use and dispose of products, services, experiences, or ideas to satisfy needs and impacts that these processes have on the consumer and society. And understanding the consumer behaviour is the prime and toughest task in front of every marketer. There are a lot of factors, which influence consumer buying behaviour. This study aimed at to understand the "influence of celebrity endorsee on consumer buying behaviour 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. Third, 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 endorsee influence consumer buying behaviour and brand building but while using celebrity endorsee, marketer has to take care of all the aspects that whether the brought personality and image of celebrity matches or not, whether celebrity endorsee has deep penetration among the masses or not, whether he is considered as credible source or not etc.

**Zhe yin (Jane) Gu – 2005:** This study examines celebrity endorsement from a strategic perspective and examines the impact of social networks on a firm's celebrity endorsement strategy. I focus on two social network effects: the information dispersion effect and the demand inter correlation effect. Information dispersion means that product information can be transmitted between two socially connected individuals; demand inter-correlation means that two socially connected individuals are likely to be affected by common environmental factors and consequently are likely to have inter-correlated demand. Celebrity endorsement can be used as long-term or short-term strategies. A firm's long-term celebrity endorsement strategy affects its product quality and price. With long-term celebrity endorsement, a firm produces a higher product quality than without only when the information dispersion effect and the demand inter-correlation effect are both strong. A firm's short-term celebrity endorsement strategy is affected by the market awareness level of its product. In particular, with strong demand inter correlation, a firm should use a more popular short-term celebrity endorser for a product with higher market awareness; in contrast, with weak demand inter-correlation, a firm should use a less popular celebrity endorser to promote a product with higher market awareness. Finally, no matter whether for long-term or short-term celebrity endorsement, a firm should use a more popular celebrity endorser when the information dispersion effect is stronger and when the demand inter-correlation effect is weaker.

**Hanna Leiprecht – 2013:** This study responds to the current trend in marketing practice of celebrity endorsed because related marketing (CRM) and is the first one to investigate its effects. The present experimental research (N=137) shows that consumer responses to celebrity endorsed CRM in terms of brand attitude, purchase intention and cause attitude are overall positive whereas the intention to make a direct donation for the cause is relatively low. Furthermore, the effects of a celebrity endorsed CRM message do not significantly differ from the effects of a simple CRM message. Celebrity endorsement of a CRM message, compared to a simple CRM message, does not improve attitudes towards the brand, purchase intention, attitude towards the cause or the intention to make a donation. Consumers' affinity for the cause is not found to influence the effects of celebrity endorsed CRM. Furthermore, the results showed that brand credibility does not mediate the effects of celebrity endorsed CRM on brand attitude and purchase intention.

**Kiran Sharma & Shashi Shekhar Kumar – 2013:** The celebrity endorser is a panacea for all marketing woes. It is today a frequently used approach in marketing for all brand building exercises. The star appeal however needs to be perfectly blended intelligently and strategically to reap the benefits and make brands. It serves as an aid to expedite recall and influence purchase. But, this can also be a nightmare unless accompanied by a powerful idea, effective and impeccable positioning. (Khatri P).

This research attempts to assess whether celebrity endorsement can translate into brand loyalty, over a period of time. In this way, one would be able to see whether or not celebrity endorsements can positively influence the brand, more specifically, does it lead to brand loyalty in the long run? The cause and effect relationship between celebrity endorsement and brand loyalty is analysed. The research would also suggest what the impact on brand loyalty is when brands have used a series of different endorsers, over a period of time. Has it hampered brand loyalty or did the consumers' attitude towards the brand remain unchanged? It also explores whether there was a common thread of similarity amidst the various endorsers that promoted the brand. In this way, corporate giants that are seeking to increase customer loyalty towards their brands would be able to make smarter decisions regarding the use of a celebrity endorser in their advertisements.

**Jennifer Brubaker – 2011:** In the 2004 and 2008 presidential election campaigns, Hollywood celebrities loudly and proudly voiced their support for the candidate of their choosing. With fundraisers, speeches, concerts, and advertisements, celebrities were not shy. But do people really care who actors and musicians endorse? Have we become a culture so entrenched in the aura of celebrity that we rely on their opinions to choose our democratic voice? It is important to understand the effects of campaign strategies on voters, including celebrity endorsements. Third person effect predicts that people will tend to overestimate the influence that mass communication will have on the attitudes and behaviour of others (Davison, 1983). Specifically, individuals exposed to a persuasive communication will expect the communication to have a greater effect on others than on themselves. Pew Research (2007) reported that only 15% of respondents believed that Oprah's endorsement of Obama would positively affect their vote; however, 60% believed that the endorsement would benefit Obama. In this paper, I will look at the role of celebrity endorsements in the 2004 and 2008 campaigns and analyze the effect they had on voters as well as the perceived effects on others. As we move forward towards the already celebrity saturated 2012 election, it is important to understand the role of celebrity in today's political scene.

**HSUAN-YI CHOU – 2015:** This article examines the advertising effects of celebrity political endorsement (CPE) on young Taiwanese voters' attitudes and voting behaviours. Based on construal-level theory, the moderating effect of consistency between an ad-recommended party and voters' party preferences on different celebrity endorser types is also explored. Experimental results indicate the following: (1) Political messages delivered by political figures, regular citizens, and idols belong to different construal levels; (2) the preference-consistency party (versus the preference-inconsistency party) reduces voters' perceived social distance from the party and causes voters to construe party-related information in lower-level construal's; (3) CPE effects are greater than non-CPE effects; and (4) voters respond better to political ads that recommend a preference-inconsistency party using political figure endorsements, and voters respond better to political ads that recommend a preference-consistency party using idol endorsements.

**Naveed Ahmed, Omer Farooq, Junaid Iqbal – 2014:** Celebrity Endorsement has become one of the important tools in advertisement persuading customers. No study has been yet conducted in Pakistan to measure the impact of credibility of celebrity on the buying intentions of customers. This paper investigates the credibility of celebrity endorser influence on consumers buying intention and also whether the experience of celebrity with the usage of endorsed product matters to consumers or not. For this purpose, Regression tests are used and questionnaire was distributed to respondents who were university students/scholars. Results show that the in celebrity endorsement, credibility of endorsing celebrity matters for the consumer before the endorsed product also the experience of the celebrity with that product usage. Companies using celebrity endorsement strategy for their promotion must carefully select the endorsing celebrity with relatively high credibility.

**Kristin Wright – 2015:** This study analyzes celebrities and their social media presence and how they can benefit from using different social platforms. The rise of social media has caused people to rely on it for news, viewing content, and making connections with others. Celebrities no longer have to relay messages or content through their managers and public before releasing it. The way people interact through social media has allowed celebrities to engage their fans, enhance their career, and ultimately increase their stardom. This study investigates how social media impacts a celebrity's career and what the best practices are for receiving positive benefits.

**Karen Page Winterich, Rajdeep Grewal & Manish Gangwar – 2012:** Though celebrity endorsements have long been used in advertisements, celebrity endorsements are more prominent in some emerging markets such as China, Korea, India, and Latin America than developed countries such as the United States and United Kingdom. Why are celebrity endorsements more popular in emerging markets than developed countries? This research examines whether the effectiveness of celebrity endorsers is consistent across cultures. Specifically, power distance, a cultural orientation regarding the extent to which one expects and accepts differences in power, is proposed to moderate the effect of celebrity endorsements on advertisement evaluations. We theorize that celebrity endorsers should more positively influence advertisement evaluations in countries with higher power distance because power distance varies positively with consumers' perceived source credibility (i.e., expertise, trustworthiness, and attractiveness). To test our hypotheses, we develop a mediated-moderation regression model that we estimate using Markov chain Monte Carlo methods that enable the calculation of standard errors for the mediated-moderation regression coefficients in a straight forward manner and allow us to correct for endogeneity of the mediator (source credibility) using latent instrumental variables. The results from analysis of data from a two country (India and United States) experiment provide support for mediated-moderation and suggest that power distance does explain the popularity of celebrity endorsements in emerging markets and that this moderating effect of power distance is mediated by perceptions of source credibility.

**Mehdi Zahaf, James Anderson – 2008:** The study of celebrity endorsement is one that, in recent years, has gained a lot of attention. However, the combined effect of source and management based factors with the psychographic profile of a celebrity endorser on the consumer willingness to buy hasn't been investigated in the previous research. This paper has studied the possible relationship between having a celebrity endorser and the attributes that lead to willingness to buy. In different ways, the endorser can influence the willingness to buy. To investigate these relationships, a combination of regressions and experiments has been used. During the research, the experimental group was and the control group was not exposed to a celebrity endorser. In the end, the main 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.

## CONCLUSION

In today's scenario celebrity endorsement strategy can be a competitive tool for companies to be successful. This celebrity endorsement would attract the customers. And the customers buy the products. The marketer should choose celebrity endorser who is the most popular in order to target the customers. The celebrity has the power to change the perception of the product.

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