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AN EXPERIMENTAL STUDY ON PERCEPTION OF CELEBRITY ENDORSEMENT BY VIEWERS**JATIN PANDEY****STUDENT****SRI JAYACHAMARAJENDRA COLLEGE OF ENGINEERING
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MYSORE****ANUPAMA SUNDAR****ASST. PROFESSOR****DEPT OF MANAGEMENT SCIENCE
SRI JAYACHAMARAJENDRA COLLEGE OF ENGINEERING
MYSORE****ABSTRACT**

Small groups of participants received an experimental pack that was completed in the presence of the experimenter and returned immediately upon completion. The experimenter pack contained a brief description of the study followed by the baseline measure. After completing the baseline measure, participants were asked to read a set of instructions that contained the experimental manipulations. Participants were randomly assigned either to the unpaid condition in which they were told that a celebrity endorses a product on a voluntary basis without receiving any payment or the paid condition in which they were told that same celebrity was paid 5 crores for endorsing the same product. After reading the instructions participants viewed the endorsement amount and completed the questionnaire. The results suggest that endorsement advertising effectiveness can be strongly influenced by consumers' inferences concerning whether the endorser truly likes the product. Advertisers, on the other hand, often appear to be satisfied with merely creating an association between a popular endorser and their product with the hope that the endorser's positive image will somehow "rub off" on the product. The present research suggests that advertisers should put more effort not only into choosing endorsers who are well matched with products, but also into making strong arguments and believable explanations for why endorsers truly do like the products they endorse.

KEYWORDS

Celebrity, Endorsement, Celebrity Endorsement.

INTRODUCTION

Celebrities are the people who enjoy public recognition by a large share of a certain group of people. Celebrity endorsement is a billion dollar industry with companies signing deals with celebrities aiming to stand out from their clutter and give them a distinctive and significant position in the mind of the consumers.

Celebrity endorser is someone known to the public for their achievements in the areas other than of the product class endorsed. The main purpose of using celebrity endorser is to influence consumer behaviour, especially purchase intention that is directly linked to revenue of the company. Celebrity Endorsement advertising is an important marketing tool which used at the correct time may prove to be far more rewarding.

Appeals by celebrities and other similar reference groups are used very effectively by advertisers to communicate with their markets. Celebrities can be a powerful force in creating interest or actions with regard to purchasing or using selected goods and services.

Across the world, celebrities have been used for a variety of brands, India has opened its markets only recently and it's witnessing an era of competition that it never experienced before. Friedman and Friedman (1979) suggest that a celebrity endorser is someone known to the public for their achievements in areas other than of the product class endorsed. Undoubtedly, the celebrity endorser could reinforce a company's marketing communications, positioning and represent its brand (Erdogan, 1999). However, the main purpose of using celebrity endorser is to influence consumer behaviour, especially purchase intention that is directly linked to revenue of the company. Firms have been juxtaposing their brands and themselves with celebrity endorsers (e.g. athletes, actors) in the hope that celebrities may boost effectiveness of their marketing for at least a century. One of the early examples is Queen Victoria's endorsement of Cadbury's Cocoa (Sherman 1985).

Regardless of these hindrances, celebrity endorsed advertising is an important marketing tool which when used at the correct time, may prove to be far more rewarding.

OBJECTIVE

This research examines whether consumers infer that celebrity endorsers like the products they endorse, and presents a model using these inferences and other characteristics of the endorser to predict attitudes toward the endorsed product.

LITERATURE REVIEW

Although past research documents a general tendency for consumers to believe in the purity of the motives of the celebrity endorsers, it is likely that this tendency varies substantially both across consumers and across endorsers. In short the effectiveness of a celebrity endorser is dynamic, dependent on the celebrity, the product and perhaps even societal conditions at the time and place where the advertisement is shown and also whether consumers will tend to make corresponding inferences about celebrity endorsers.

Companies frequently use spokespersons to deliver their advertising message and convince consumers of their brands. A widely used and very popular type of spokesperson is the celebrity endorser (Tom et al. 1992).

According to Friedman and Friedman a "celebrity endorser is an individual who is known by the public for his or her achievements in areas other than that of the product class endorsed." The reason for using celebrities as spokespersons goes back to their huge potential influence. Compared to other endorser types, famous people achieve a higher degree of attention and recall.

They increase awareness of a company’s advertising, create positive feelings towards brands and are perceived by consumers as more entertaining (Solomon 2002). A central goal of advertising is the persuasion of customers, i.e., the active attempt to change or modify consumers’ attitude towards brands (Solomon 2002).

In this respect, the credibility of an advertisement plays an important role in convincing the target audience of the attractiveness of the company’s brand. Pursuing a celebrity endorsement strategy enables advertisers to project a credible image in terms of expertise, persuasiveness, trustworthiness, and objectiveness (Till and Shimp 1998).

To create effective messages, celebrity advertisers also have to consider the attractiveness of the spokesperson (McCracken 1989). Source attractiveness refers to the endorser’s physical appearance, personality, likeability, and similarity to the receiver, thus to the perceived social value of the source (Solomon 2002).

The use of attractive people is common practice in television and print advertising, with physically attractive communicators having proved to be more successful in influencing customers’ attitudes and beliefs than unattractive spokespersons (Ohanian 1991).

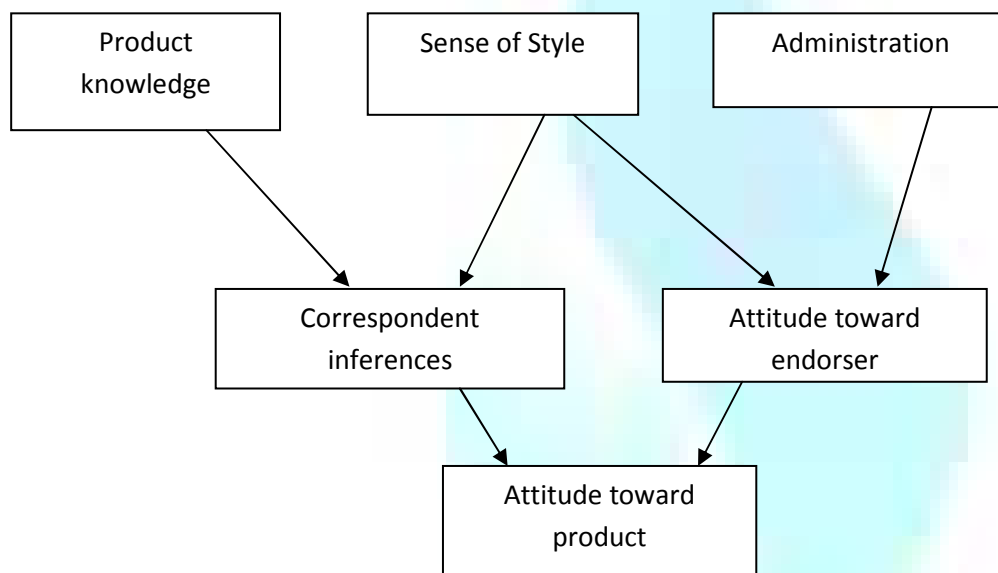
Several Research studies have examined the congruency between celebrity endorsers and brands to explain the effectiveness of using famous persons to promote brands (e.g. Till and Busler 1998, Martin 1996, Till and Shimp 1998). Results show that a number of celebrity endorsements proved very successful, whereas others completely failed, resulting in the ‘termination’ of the respective celebrity communicator (Walker et al. 1992).

Empirical work on the congruency theory often has concentrated on the physical attractiveness of the endorser (e.g. Kahle and Homer 1985). According to Kahle and Homer (1985) attractive spokespersons are more effective in terms of attitude change when promoting brands that enhance one’s attractiveness.

Though Ohanian (1991) acknowledges a popular person’s ability to create awareness and initial interest for an advertisement, she concludes that this may not necessarily change consumer’s attitude toward the endorsed brand. The author rather states, that “for celebrity spokespersons to be truly effective, they should be knowledgeable, experienced, and qualified to talk about the product.”

MODEL PREDICTING ATTITUDE TOWARD THE ADVERTISED PRODUCT

FIGURE 1: MODEL PREDICTING ATTITUDE TOWARD THE ADVERTISED PRODUCT



RESEARCH METHODOLOGY

PARTICIPANTS

The participants were 191 students, at Mysore who participated on a voluntary basis. The mean age of the participants was 21-25 years.

MATERIALS

- Baseline measure. Prior to examining any of the other experimental materials, participants were asked to indicate what they believed people in general think about the Pepsi soft drink and Vivel Di Will’s soap on a scale from 1=“not good at all” to 7=“very good”.
- Endorsement advertisement. Participants were shown a black and white PPT advertisement in which Sachin Tendulkar endorsed Pepsi soft drink and Kareena Kapoor endorsed Vivel Di Will’s soap. The advertisement had a close-up picture of Sachin Tendulkar and Kareena Kapoor. The slogan was written at the bottom on the advertisement.
- Evaluation questionnaire. The evaluation questionnaire included measures of correspondent inferences, attitude toward the advertisement, attitude toward the product, and attitude toward the celebrity endorser. Each of the answer was answered on a seven-point scale ranging from 1=“not at all likely” to 7=“Extremely likely”.

All attitude items used semantic differential scales with a value of one associated with the more negative word and a value of seven associated with the more positive word. Participants were also asked to rate how much they admired Sachin Tendulkar and Kareena Kapoor.

PROCEDURE

Small groups of participants received an experimental pack that was completed in the presence of the experimenter and returned immediately upon completion. The experimenter pack contained a brief description of the study followed by the baseline measure. After completing the baseline measure, participants were asked to read a set of instructions that contained the experimental manipulations. Participants were randomly assigned either to the unpaid condition in which they were told that Kareena Kapoor endorses Vivel on a voluntary basis without receiving any payment or the paid condition in which they were told that Kareena Kapoor was paid 5 crores for endorsing vivel brand .the amount was describes as Kareena Kapoor standard endorsement fee. After reading the instructions participants viewed the endorsement amount and competed the questionnaire.The same procedure was used for Sachin Tendulkar with a new set of participants in Small groups.

DATA ANALYSIS AND FINDINGS

The result of factor analysis was done on the celebrity scale and the results are shown in table 1 KMO statistics of 0.870 indicate sample adequacy and Bartlett’s Test of Sphericity of significance of test of sphericity indicate that the factor model is appropriate and a total of two factors were extracted with 60% of variation explained. The items pertaining to celebrity endorsement scale the results of factor analysis were therefore justified Reliability table is also included where in cronbach’s data should be above .70

TABLE 1: KMO AND BARTLETT'S TEST FOR CELEBRITY SCALE

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.870
Bartlett's Test of Sphericity	Approx. Chi-Square	234.647
	Df	15
	Sig.	.000

TABLE 2: TOTAL VARIANCE EXPLAINED FOR CELEBRITY SCALE

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.580	59.674	59.674	3.580	59.674	59.674
2	.597	9.956	69.630			
3	.574	9.566	79.196			
4	.531	8.854	88.051			
5	.399	6.644	94.694			
6	.318	5.306	100.000			

Extraction Method: Principal Component Analysis.

ANOVA

1) Taking Gender as a factor:

TABLE 4: ANOVA GENDER MALE WITH PAID AND UNPAID

		Sum of Squares	df	Mean Square	F	Sig.
AVGGV	Between Groups	2.511	1	2.511	2.752	.100
	Within Groups	105.848	116	.912		
	Total	108.359	117			
AVGOP	Between Groups	.453	1	.453	.333	.565
	Within Groups	157.682	116	1.359		
	Total	158.135	117			
AVGUSE	Between Groups	.722	1	.722	.527	.469
	Within Groups	159.006	116	1.371		
	Total	159.728	117			
AVGAD	Between Groups	1.947	1	1.947	1.636	.203
	Within Groups	138.064	116	1.190		
	Total	140.011	117			
AVGCB	Between Groups	4.483	1	4.483	2.429	.122
	Within Groups	214.114	116	1.846		
	Total	218.597	117			
AVGP	Between Groups	4.225	1	4.225	2.668	.105
	Within Groups	183.699	116	1.584		
	Total	187.925	117			

TABLE 5: ANOVA FOR MALE WITH SACHIN AND KAREENA KAPOOR

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
AVGGV	Between Groups	7.125	1	7.125	8.164	.005
	Within Groups	101.234	116	.873		
	Total	108.359	117			
AVGOP	Between Groups	.113	1	.113	.083	.774
	Within Groups	158.021	116	1.362		
	Total	158.135	117			
AVGUSE	Between Groups	23.027	1	23.027	19.540	.000
	Within Groups	136.701	116	1.178		
	Total	159.728	117			
AVGAD	Between Groups	.638	1	.638	.531	.468
	Within Groups	139.373	116	1.201		
	Total	140.011	117			
AVGCB	Between Groups	7.661	1	7.661	4.213	.042
	Within Groups	210.936	116	1.818		
	Total	218.597	117			
AVGP	Between Groups	3.052	1	3.052	1.915	.169
	Within Groups	184.873	116	1.594		
	Total	187.925	117			

TABLE 6: ANOVA GENDER FEMALE WITH PAID AND UNPAID

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
AVGGV	Between Groups	6.183	1	6.183	6.374	.014
	Within Groups	68.877	71	.970		
	Total	75.060	72			
AVGOP	Between Groups	2.620	1	2.620	1.570	.214
	Within Groups	118.485	71	1.669		
	Total	121.104	72			
AVGUSE	Between Groups	1.074	1	1.074	.745	.391
	Within Groups	102.328	71	1.441		
	Total	103.402	72			
AVGAD	Between Groups	4.333	1	4.333	4.562	.036
	Within Groups	67.442	71	.950		
	Total	71.776	72			
AVGCB	Between Groups	.674	1	.674	.555	.459
	Within Groups	86.280	71	1.215		
	Total	86.954	72			
AVGP	Between Groups	2.272	1	2.272	1.554	.217
	Within Groups	103.789	71	1.462		
	Total	106.062	72			

TABLE 7: ANOVA FEMALE WITH KAREENA KAPOOR AND SACHIN TENDULKAR

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
AVGGV	Between Groups	1.480	1	1.480	1.429	.236
	Within Groups	73.579	71	1.036		
	Total	75.060	72			
AVGOP	Between Groups	4.560	1	4.560	2.778	.100
	Within Groups	116.544	71	1.641		
	Total	121.104	72			
AVGUSE	Between Groups	3.275	1	3.275	2.322	.132
	Within Groups	100.127	71	1.410		
	Total	103.402	72			
AVGAD	Between Groups	.695	1	.695	.694	.408
	Within Groups	71.081	71	1.001		
	Total	71.776	72			
AVGCB	Between Groups	2.039	1	2.039	1.705	.196
	Within Groups	84.915	71	1.196		
	Total	86.954	72			
AVGP	Between Groups	.195	1	.195	.131	.718
	Within Groups	105.866	71	1.491		
	Total	106.062	72			

Taking into account the table 4 to table 7, we can come to a conclusion that the male viewers in comparison to general view of the product, usage of the product, and when it came to positive opinion about the Celebrity were more than the female viewers. When both Sachin Tendulkar and Kareena Kapoor were shown. The general view and advertisement for female viewers were more than their male counterparts.

TABLE 83: ANOVA UNPAID STUDY WITH GENDER

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
AVGGV	Between Groups	2.457	1	2.457	3.064	.083
	Within Groups	80.994	101	.802		
	Total	83.450	102			
AVGOP	Between Groups	.889	1	.889	.629	.430
	Within Groups	142.829	101	1.414		
	Total	143.718	102			
AVGUSE	Between Groups	5.387	1	5.387	4.572	.035
	Within Groups	119.009	101	1.178		
	Total	124.396	102			
AVGAD	Between Groups	6.062	1	6.062	5.692	.019
	Within Groups	107.569	101	1.065		
	Total	113.631	102			
AVGCB	Between Groups	5.965	1	5.965	3.386	.069
	Within Groups	177.951	101	1.762		
	Total	183.916	102			
AVGP	Between Groups	18.460	1	18.460	14.543	.000
	Within Groups	128.206	101	1.269		
	Total	146.666	102			

TABLE 94: ANOVA UNPAID STUDY WITH KAREENA KAPOOR AND SACHIN TENDULKAR

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
AVGGV	Between Groups	4.975	1	4.975	6.403	.013
	Within Groups	78.475	101	.777		
	Total	83.450	102			
AVGOP	Between Groups	3.836	1	3.836	2.770	.099
	Within Groups	139.882	101	1.385		
	Total	143.718	102			
AVGUSE	Between Groups	5.232	1	5.232	4.434	.038
	Within Groups	119.164	101	1.180		
	Total	124.396	102			
AVGAD	Between Groups	.072	1	.072	.064	.801
	Within Groups	113.558	101	1.124		
	Total	113.631	102			
AVGCB	Between Groups	5.117	1	5.117	2.890	.092
	Within Groups	178.799	101	1.770		
	Total	183.916	102			
AVGP	Between Groups	9.469	1	9.469	6.970	.010
	Within Groups	137.197	101	1.358		
	Total	146.666	102			

TABLE 10: ANOVA FOR PAID WITH GENDER

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
AVGGV	Between Groups	.121	1	.121	.109	.742
	Within Groups	95.135	86	1.106		
	Total	95.256	87			
AVGOP	Between Groups	9.196	1	9.196	5.924	.017
	Within Groups	133.494	86	1.552		
	Total	142.690	87			
AVGUSE	Between Groups	1.864	1	1.864	1.122	.292
	Within Groups	142.860	86	1.661		
	Total	144.724	87			
AVGAD	Between Groups	1.391	1	1.391	1.221	.272
	Within Groups	97.945	86	1.139		
	Total	99.335	87			
AVGCB	Between Groups	.115	1	.115	.080	.778
	Within Groups	122.834	86	1.428		
	Total	122.948	87			
AVGP	Between Groups	.840	1	.840	.449	.504
	Within Groups	160.750	86	1.869		
	Total	161.590	87			

TABLE 115: ANOVA PAID STATEMENT WITH KAREENA KAPOOR AND SACHIN TENDULKAR

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
AVGGV	Between Groups	4.184	1	4.184	3.951	.050
	Within Groups	91.072	86	1.059		
	Total	95.256	87			
AVGOP	Between Groups	.038	1	.038	.023	.880
	Within Groups	142.652	86	1.659		
	Total	142.690	87			
AVGUSE	Between Groups	21.374	1	21.374	14.902	.000
	Within Groups	123.351	86	1.434		
	Total	144.724	87			
AVGAD	Between Groups	.285	1	.285	.247	.620
	Within Groups	99.051	86	1.152		
	Total	99.335	87			
AVGCB	Between Groups	5.741	1	5.741	4.213	.043
	Within Groups	117.207	86	1.363		
	Total	122.948	87			
AVGP	Between Groups	.208	1	.208	.111	.740
	Within Groups	161.382	86	1.877		
	Total	161.590	87			

Taking into account table 8 to table 11, we can come to a conclusion that the male viewers in unpaid study with the gender of use of the product, advertisement of the product, general opinion about the celebrity were more than the female viewers. In the celebrity paid with the gender in general view, use of the product male viewers were more than the female viewers and the celebrity personnel of the female viewers were more than the male viewers. The number of male viewers was more than the female with respect to general view and use of the product and celebrity opinion was more by the female viewers than the male users

TABLE 12: ANOVA KAREENA KAPOOR WITH GENDER

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
AVGGV	Between Groups	1.839	1	1.839	1.935	.168
	Within Groups	86.507	91	.951		
	Total	88.346	92			
AVGOP	Between Groups	10.223	1	10.223	6.262	.014
	Within Groups	148.561	91	1.633		
	Total	158.784	92			
AVGUSE	Between Groups	10.504	1	10.504	9.047	.003
	Within Groups	105.661	91	1.161		
	Total	116.166	92			
AVGAD	Between Groups	7.444	1	7.444	6.113	.015
	Within Groups	110.803	91	1.218		
	Total	118.246	92			
AVGCB	Between Groups	.266	1	.266	.184	.669
	Within Groups	131.854	91	1.449		
	Total	132.120	92			
AVGP	Between Groups	4.323	1	4.323	2.384	.126
	Within Groups	164.998	91	1.813		
	Total	169.321	92			

TABLE 136: ANOVA KAREENA KAPOOR WITH PAID AND UNPAID

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
AVGGV	Between Groups	3.460	1	3.460	3.709	.057
	Within Groups	84.886	91	.933		
	Total	88.346	92			
AVGOP	Between Groups	.414	1	.414	.238	.627
	Within Groups	158.370	91	1.740		
	Total	158.784	92			
AVGUSE	Between Groups	5.857	1	5.857	4.832	.030
	Within Groups	110.309	91	1.212		
	Total	116.166	92			
AVGAD	Between Groups	4.530	1	4.530	3.625	.060
	Within Groups	113.716	91	1.250		
	Total	118.246	92			
AVGCB	Between Groups	1.238	1	1.238	.861	.356
	Within Groups	130.882	91	1.438		
	Total	132.120	92			
AVGP	Between Groups	2.067	1	2.067	1.124	.292
	Within Groups	167.255	91	1.838		
	Total	169.321	92			

TABLE 147: ANOVA SACHIN TENDULKAR WITH GENDER

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
AVGGV	Between Groups	.133	1	.133	.144	.705
	Within Groups	88.306	96	.920		
	Total	88.439	97			
AVGOP	Between Groups	.262	1	.262	.200	.656
	Within Groups	126.005	96	1.313		
	Total	126.267	97			
AVGUSE	Between Groups	1.065	1	1.065	.779	.380
	Within Groups	131.167	96	1.366		
	Total	132.232	97			
AVGAD	Between Groups	1.177	1	1.177	1.133	.290
	Within Groups	99.651	96	1.038		
	Total	100.828	97			
AVGCB	Between Groups	1.801	1	1.801	1.054	.307
	Within Groups	163.998	96	1.708		
	Total	165.798	97			
AVGP	Between Groups	9.556	1	9.556	7.296	.008
	Within Groups	125.741	96	1.310		
	Total	135.297	97			

TABLE 158: ANOVA SACHIN TENDULKAR WITH UNPAID AND PAID

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
AVGGV	Between Groups	5.862	1	5.862	6.815	.010
	Within Groups	82.577	96	.860		
	Total	88.439	97			
AVGOP	Between Groups	1.791	1	1.791	1.381	.243
	Within Groups	124.476	96	1.297		
	Total	126.267	97			
AVGUSE	Between Groups	.010	1	.010	.007	.933
	Within Groups	132.222	96	1.377		
	Total	132.232	97			
AVGAD	Between Groups	1.771	1	1.771	1.716	.193
	Within Groups	99.057	96	1.032		
	Total	100.828	97			
AVGCB	Between Groups	.747	1	.747	.435	.511
	Within Groups	165.051	96	1.719		
	Total	165.798	97			
AVGP	Between Groups	6.016	1	6.016	4.467	.037
	Within Groups	129.281	96	1.347		
	Total	135.297	97			

Taking into account all the table12 to table 15, we can come to a conclusion that the male viewers looking into consideration of celebrity as opinion, use of the product were significant more than the female viewers. In relation to Sachin Tendulkar as a personality male viewers were more than the female viewers and in the paid and unpaid segment interestingly, in the general view and use of the product female viewers were more than the male viewers, and in Sachin Tendulkar paid as a celebrity the general view male were more and in personality female viewers were more.

CONCLUSION

Celebrity endorsers have managerial significance. A ‘right’ celebrity endorsement strategy can be an effective competitive weapon in mature and saturated markets in order to differentiate products from competitors, since there is a heavy advertising clutter and almost no room for actual product differentiation in markets. However, at times, celebrity qualities may be inappropriate, irrelevant, and undesirable so as to select a ‘right’ celebrity endorser becoming a challenge for many firms. Thus, it is necessary from consumer perspective to address a major question: how can companies select and retain the ‘right’ celebrity among many competing alternatives and manage this resource, as well avoiding potential pitfall.

The high costs associated with product advertising make it imperative that advertising messages effectively increase consumers’ interest in the product. With that in mind, studies that examine characteristics of advertisements that make them effective are especially valuable. The present experiments represent a first step in identifying what makes endorsement advertisements effective based on work in attribution theory within social psychology. The results suggest that endorsement advertising effectiveness can be strongly influenced by consumers’ inferences concerning whether the endorser truly likes the product. Advertisers, on the other hand, often appear to be satisfied with merely creating an association between a popular endorser and their product with the hope that the endorser’s positive image will somehow “rub off” on the product. The present research suggests that advertisers should put more effort not only into

choosing endorsers who are well matched with products, but also into making strong arguments and believable explanations for why endorsers truly do like the products they endorse.

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ANNEXURE

Questionnaire									
Section-A									
1) What do the people in general think about the Pepsi/vivel ?									
Not Good at all	1	2	3	4	5	6	7	Very Good	
Unpleasant	1	2	3	4	5	6	7	Pleasant	
Not Likeable	1	2	3	4	5	6	7	Likeable	
Uninteresting	1	2	3	4	5	6	7	Interesting	
Bad	1	2	3	4	5	6	7	Good	
Unattractive	1	2	3	4	5	6	7	Attractive	
Not nice	1	2	3	4	5	6	7	Nice	
Unhealthy	1	2	3	4	5	6	7	Healthy	
Not exciting	1	2	3	4	5	6	7	Exciting	
Not Energiser	1	2	3	4	5	6	7	Energiser	
Not Tasty	1	2	3	4	5	6	7	Tasty	
Not Quest thrust	1	2	3	4	5	6	7	Quest Thrust	
Section-B									
2) In your opinion how likely is it possible that Sachin Tendulkar/ Kareena Kapoor									
Likes the Pepsi/vivel brand									
Not at all likely	1	2	3	4	5	6	7	extremely likely	
Frequently uses the Pepsi/vivel brand									
Not at all likely	1	2	3	4	5	6	7	extremely likely	
Views the Pepsi/vivel brand as a good product									
Not at all likely	1	2	3	4	5	6	7	extremely likely	
Has faith in the brand Pepsi/vivel									
Not at all likely	1	2	3	4	5	6	7	extremely likely	
Often uses the brand Pepsi/vivel									
Not at all likely	1	2	3	4	5	6	7	extremely likely	
Looks at the Pepsi/vivel brand as a superior product									
Not at all likely	1	2	3	4	5	6	7	extremely likely	
3) Use Vivel/ Drinking Pepsi according to you is									
Not good at all	1	2	3	4	5	6	7	very good	
Unpleasant	1	2	3	4	5	6	7	Pleasant	
Not likeable	1	2	3	4	5	6	7	Likeable	
Uninteresting	1	2	3	4	5	6	7	Interesting	
Bad	1	2	3	4	5	6	7	Good	
Unattractive	1	2	3	4	5	6	7	Attractive	
Not nice	1	2	3	4	5	6	7	Nice	
Unhealthy	1	2	3	4	5	6	7	Healthy	
Not exciting	1	2	3	4	5	6	7	Exciting	
Not Energiser	1	2	3	4	5	6	7	Energiser	
Not tasty	1	2	3	4	5	6	7	Tasty	
Not Quest thrust	1	2	3	4	5	6	7	Quest thrust	

4) Advertisement of Pepsi according to you is									
	1	2	3	4	5	6	7		
Not Good at all	1	2	3	4	5	6	7		Very Good
Unpleasant	1	2	3	4	5	6	7		Pleasant
Not Likeable	1	2	3	4	5	6	7		Likeable
Uninteresting	1	2	3	4	5	6	7		Interesting
Bad	1	2	3	4	5	6	7		Good
Unattractive	1	2	3	4	5	6	7		Attractive
Not nice	1	2	3	4	5	6	7		Nice
Unhealthy	1	2	3	4	5	6	7		Healthy
Not exciting	1	2	3	4	5	6	7		Exciting
Not Energiser	1	2	3	4	5	6	7		Energiser
Not Tasty	1	2	3	4	5	6	7		Tasty
Not Quest thrust	1	2	3	4	5	6	7		Quest Thrust
5) Kareena Kapoor / Sachin Tendulkar as a celebrity/person is									
	1	2	3	4	5	6	7		
Unpleasant	1	2	3	4	5	6	7		Pleasant
Not likeable	1	2	3	4	5	6	7		Likeable
Disinteresting	1	2	3	4	5	6	7		Interesting
Bad	1	2	3	4	5	6	7		Good
Unattractive	1	2	3	4	5	6	7		Attractive
Not Nice	1	2	3	4	5	6	7		Nice



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