INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE AND MANAGEMENT

CONTENTS

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT   ii

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories

www.ijrcm.org.in

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT iii

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories

www.ijrcm.org.in

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the area of Computer, Business, Finance, Marketing, Human Resource Management, General Management, Banking, Insurance, Corporate Governance and emerging paradigms in allied subjects like Accounting Education; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Monetary Policy; Portfolio & Security Analysis; Public Policy Economics; Real Estate; Regional Economics; Tax Accounting; Advertising & Promotion Management; Business Education; Business Information Systems (MIS); Business Law, Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labor Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; Public Administration; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism, Hospitality & Leisure; Transportation/Physical Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Digital Logic; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Multimedia; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design. The above mentioned tracks are only indicative, and not exhaustive.

Anybody can submit the soft copy of his/her manuscript **anytime** in M.S. Word format after preparing the same as per our submission guidelines duly available on our website under the heading guidelines for submission, at the email addresses, **infoijrcm@gmail.com** or **info@ijrcm.org.in**.

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1.   **COVERING LETTER FOR SUBMISSION**:

DATED: _____

THE EDITOR

IJRCM

Subject: **SUBMISSION OF MANUSCRIPT IN THE AREA OF** _____**.**

(e.g. Computer/IT/Finance/Marketing/HRM/General Management/other, please specify).

DEAR SIR/MADAM

Please find my submission of manuscript titled '_____' for possible publication in your journal.

I hereby affirm that the contents of this manuscript are original. Furthermore it has neither been published elsewhere in any language fully or partly, nor is it under review for publication anywhere.

I affirm that all author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if our/my manuscript is accepted, I/We agree to comply with the formalities as given on the website of journal & you are free to publish our contribution to any of your journals.

NAME OF CORRESPONDING AUTHOR:

Designation:

Affiliation with full address & Pin Code:

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT
A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories
www.ijrcm.org.in

iv

Residential address with Pin Code:

Mobile Number (s):

Landline Number (s):

E-mail Address:

Alternate E-mail Address:

2. **INTRODUCTION**: Manuscript must be in British English prepared on a standard A4 size paper setting. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of the every page.

3. **MANUSCRIPT TITLE**: The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

4. **AUTHOR NAME(S) & AFFILIATIONS**: The author (s) full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email address should be in italic & 11-point Calibri Font. It must be centered underneath the title.

5. **ABSTRACT**: Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para.

6. **KEYWORDS**: Abstract must be followed by list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.

7. **HEADINGS**: All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.

8. **SUB-HEADINGS**: All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.

9. **MAIN TEXT**: The main text should be in a 8 point Calibri Font, single spaced and justified.

10. **FIGURES &TABLES**: These should be simple, centered, separately numbered & self explained, and titles must be above the tables/figures. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.

11. **EQUATIONS**: These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.

12. **REFERENCES**: The list of all references should be alphabetically arranged. It must be single spaced, and at the end of the manuscript. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per following:

- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
- Use (**ed.**) for one editor, and (**ed.s)** for multiple editors.
- When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
- Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
- The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
- For titles in a language other than English, provide an English translation in parentheses.
- The location of endnotes within the text should be indicated by superscript numbers.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS
- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio," Ohio State University.

CONTRIBUTIONS TO BOOKS
- 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.

JOURNAL AND OTHER ARTICLES
- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS
- Garg Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES
- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES
- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITE
- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Economic and Political Weekly, Viewed on July 05, 2011 http://epw.in/user/viewabstract.jsp

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT
A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories
www.ijrcm.org.in

V

CELEBRITY ENDORSEMENT: A STUDY OF INDIAN FMCG SECTOR

SUNILDRO L.S. AKOIJAM
ASST. PROFESSOR
INSTITUTE OF MANAGEMENT STUDIES
KURUKSHETRA UNIVERSITY
KURUKSHETRA – 136 119

ABSTRACT

Today 'Celebrity Endorsement' has attracted immense debate on whether it really contributes to the brand building process or whether it is just another lazy tool to make the brand more visible in the minds of the consumers. Although it has been observed that the presence of a well-known personality helps in solving the problem of over-communication that is becoming more prominent these days, there are few undesirable impacts of this practice on the brand. The theories like 'Source Credibility Theory, Source Attractiveness Theory and Meaning Transfer Theory' provide a basis on which the methodology of celebrity endorsement works and also explains how the process of the celebrity endorsement influences the minds of the consumers. The basic objective of this study is to analyse the impact of celebrity endorsement on Fast moving consumer goods, both a quantitative and qualitative approach were utilized. Quantitative research examines numerical relations between two or more measurable qualities. Such an approach is usually associated with large-scale studies and is related to the objectivity of the researcher. Qualitative research on the other hand relies on transforming the observed phenomena to written words instead of numbers. A combination of a holistic perspective and specific perspective is ideal in this study in order to measure the respondents purchasing behaviour and understanding their attitudes.

KEYWORDS
Attitude, behaviour, brand, celebrity, credibility, endorsement FMCG and perception.

INTRODUCTION

Businesses have long sought to distract and attract the attention of potential customers that live in a world of ever-increasing commercial bombardment. Everyday consumers are exposed to thousands of voices and images in magazines, newspapers, and on billboards, websites, radio and television. Every brand attempts to steal at least a fraction of an unsuspecting person's time to inform him or her of the amazing and different attributes of the product at hand. Because of the constant media saturation that most people experience daily, they eventually become numb to the standard marketing techniques. The challenge of the marketer is to find a hook that will hold the subject's attention. Firms invest huge amounts as advertising expenditure for hiring the right celebrity. However there lies uncertainty with respect to the returns that the company might be able to garner for the brand. The issue of matching the values of the celebrity with the brand values is also very important, i.e. getting the right celebrity to endorse the right brand. Consumers perceive the brand as having superior quality because it has been endorsed by a credible source. This makes endorsement as one of the indictors of quality for any brand. Corporate credibility along with endorser credibility plays a significant role in the attitude of the consumer towards the brand and the advertisement respectively. On the other hand, the over popularity of the celebrity sometimes overshadows the brand. If the celebrity is involved in multiple endorsements, it tends to create confusion among consumers and hence negatively affects the perception of the advertisement and the brand. Hence, to say clearly whether the practice of celebrity endorsement impacts positively or negatively to the brand still remains a debate. The society that we live in can not only be called secular or democratic, it should be more appropriately termed as over-communicated these days. A typical super-market in USA displays more than 12000 brands, an American family has at least one television set and a consumer is exposed to around 1000 ads per day1. Likewise, there are around 130 television channels in India broadcasting over 3 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 his brand shout over the deafening clutter of all the brands! Some where in the 80's, Indian marketers found the solution, 'Celebrity Endorsement' for the brand! .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 organisations 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.

HYPOTHESIS DEVELOPMENT

Consider two new products that are of unknown quality to consumers: light bulbs and cleaning solution. Since these are experience goods, consumers cannot perfectly determine quality upon inspection. However there are attributes of the product which consumers will seek to use in order to judge overall quality.

H(1): Endorsers are used to increase the credibility and relevance of indirect information.

One function of advertising is to provide information to the consumers. This information can be direct in nature or indirect information that consumers infer from the ad. These inferences should depend upon how the indirect information is given and who is used in the ad. This hypothesis will be tested by asking the respondent to evaluate both the creditability and relevance of indirect information about product attributes. The results of the evaluation will then be compared in order to show differences based on the use of an endorser in the ad. Because consumers already have an overall impression about the endorser prior to seeing the ad, the credibility and relevance of positive indirect information should be increased due to the fact that information is delivered by the endorser who is associated with certain characteristics that may project relative quality onto the product. Consequently, consumers tend to rate the performance of the product's attributes higher than if they viewed an ad without the endorser. This leads to the third hypothesis, H(2) as follows:

H(2): A properly matched endorser is expected to signal higher perceived product quality.

Since advertising could be informative by providing direct information and persuasive by providing indirect information which serves to positively influence the consumer. Thomas et. al (1998) notes that persuasive advertising provides indirect information about the quality of unobservable product attributes, which are common with experience goods.

H(3): An endorser whose attributes do not match the attributes of the product is expected to have a less effect on consumers' quality perception than a properly matched endorser.

Through pre-testing endorsers known for specific attributes can be determined. Thus an endorser can be identified according to who possesses the same attributes that consumers look for in order to judge the quality and performance of the two products to be tested. Also an endorser can be found who possesses attributes that do not match those relating to the product.

This hypothesis will be tested to determine the difference in the consumer's perception of quality based on the endorser used in the ad. It is believed that the matched endorser will improve the quality perception much more than the mismatched endorser.

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT   127
A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories
www.ijrcm.org.in

RESEARCH METHODOLOGY

RESEARCH APPROACH

As the objective of this study is to analyse the impact of celebrity endorsement on Fast moving consumer goods, both a quantitative and qualitative approach were utilized. A quantitative research was utilized to measure particular phenomena so they can then be transformed to numbers. Quantitative research examines numerical relations between two or more measurable qualities. Such an approach is usually associated with large-scale studies and is related to the objectivity of the researcher. Qualitative research on the other hand relies on transforming the observed phenomena to written words instead of numbers. A combination of a holistic perspective and specific perspective is ideal in this study in order to measure the respondents purchasing behaviour and understanding their attitudes. Results attained through the use of the two approaches give a more comprehensive coverage of a research problem. Case study is excluded considering the fact that a case study focuses on individual instances rather than wider spectrums.

CLASSIFICATION OF DATA USED

Primary Data: Questionnaires are designed to collect information that is used subsequently as data for analysis. The questionnaire in use consists of a number of relevant questions about the respondent's attitudes and consumer behaviour. The questionnaire is semi-structured, has a combination of closed and open questions. The arrangement of the questionnaire consists of three parts. A sample of 300 was chosen and information was collected through means of convenience. The survey was aimed at male and female under the age of 50 in Delhi and NCR. It was therefore performed at schools, universities and outside shops that are popular amongst the targeted group. The face-to face method was used to achieve a higher rate of response. Interviews with focus groups are ideally set on a group of six to nine participants that are guided by a moderator. The aim of constructing a focus group is to portrait the thoughts and views of the participants in a given matter. It is a cost-efficient and quick mode to acquire detailed data from the participants. The main purpose of focus group research is to draw upon respondents' attitudes, feelings, beliefs, experiences and reactions in a way in which would not be feasible when using other methods, for example observation, one-to-one interviewing, or questionnaire surveys. Compared to individual interviews, which aim to obtain individual attitudes, beliefs and feelings, focus groups elicit a multiplicity of views and emotional processes within a group context. A focus group with eight participants was formed on the basis of age and sex. The theme of the discussion was- "Celebrity endorsement and FMCG sales". Both genders of same number participated the discussion.

Secondary Data: A large proportion of the data used in this study is classified as secondary data because of the wide availability and applicability of it. To a great extent, information was gathered from research journals, books, the internet and articles. With regards to the growth of the internet usage a lot of the data collected was extensively available in electronic format. Secondary data study has been conducted before collecting primary data so as to get a glimpse of the overall industry.

RESEARCH DESIGN

Exploratory research design was used to provide understanding / insights of the subject.

DATA GATHERING AND ESTIMATION TECHNIQUES

This chapter discusses the methodology that will be used to collect data. The experimental data will then be used to develop the hypotheses. However, before data is collected, some pre-testing must be done in order to determine the appropriate products, celebrity endorsers and attributes.

Pre–tests: There will be two pre-tests done in order to determine (1) the celebrities to be used and the attributes identified with each celebrity, and (2) the products to be used for which the selected attributes are deemed important.

Pre-test 1 on celebrity and attribute determination: Two steps are involved in the first pre-test. First, two focus groups are to select celebrities that are familiar to them. Secondly, questionnaires will be used to determine the attributes that are associated with these celebrities and to rate the overall impression of each celebrity. It is important that the celebrities are viewed favourably by the respondents. Specifically, in the first step of the pre-test, a focus group of 12 subjects were used. A focus group is the most widely used form of qualitative questioning in market research. This involves assembling a group of 10 to 15 people in an informal setting. A set of open-ended questions are given to the focus group in order to get group interaction in a brain-storming session. Many researchers use the focus group interview to provide preliminary information in order to prepare for quantitative research. The subjects in the current focus groups were undergraduate students at two large eastern universities. They were asked to identify celebrities that were well known to them. From the two focus groups a list of seventeen celebrity endorsers was compiled. Celebrities cited most often include: Shah Rukh Khan, Amitabh Bachchan, Sachin Tendulkar, Mahendra Singh Dhoni, Yuvraj Singh, Rahul Dravid, Hrithik Roshan, Abhishek Bachchan, Aamir Khan, Aishwarya Rai.

A questionnaire was then prepared and distributed to 300 subjects at Delhi and NCR . These subjects were asked to list four or five attributes which are characteristics of the nine celebrities that were selected from the original focus group. In addition, the celebrities must be likable and viewed favourably and positively by the subjects. The subjects were asked to rate each celebrity on a nine point semantic scale for categories such as strongly dislike versus strongly like, unfavourable versus favourable and negative versus positive. The attribute/celebrity pairs were selected based on a criterion that a broad base of consumers can relate to them. This meant that the celebrity had to be viewed favourably and that the celebrity had to be associated with an attribute that would easily match an attribute for a product. According to this criterion, two celebrities were chosen despite their lower ratings than others. Hrithik Roshan had a positive image and had the attribute of strength/power as most often mentioned, while Aamir Khan who also had a positive image was associated with the attribute of long lasting and consistancy. While other celebrities may also have had a favourable image and even had an attribute strongly associated with them, those attributes are difficult to match with products. For instance, Aishwarya Rai was viewed favourably and exhibited the attribute of attractiveness. While there are many products available to consumers that are made to enhance the attractiveness of the user, the product is not necessarily perceived to be attractive universally to consumers as a whole. Therefore, the fit was not consistent among broad-based consumers as a whole and they too were eliminated.

Pre-test 2 on product pool selection: Two steps are also involved in the second pre-test. First, two focus groups were to identify the products that have the designated attribute. Secondly, questionnaires were used to rate the importance of each attribute. Specifically, in the first step, two focus groups of 15 subjects were again used. The groups were asked to identify products that had the attributes of strong and eneregetic (the attributes matched with Hrithik Roshan) or long lasting and consistency (the attribute matched with Aamir Khan) associated with them. A list of 12 experience goods was thus compiled from the focus groups. These products included: Crazy glue, glassware, Acne medication, Light bulbs, toiletries, Batteries, Pain killers, Cologne, Insecticide, Contact lenses, Cleaning solutions, shaving products, toiletries, soap, cosmetics, teeth cleaning products, shaving products, detergents, glassware, light bulbs and batteries

As a second step, a total of 60 subjects were selected and given another questionnaire. They were asked to list two or three attributes that are associated with each of the twelve products. They then were asked to rate, on a nine point semantic scale, the importance of the attribute to the product. There were four numbers to be determined by the subject; a rating for unimportant versus extremely important for the four attributes: strong, powerful, long lasting and enduring. In order to find subtle differences and to re-enforce the validity of the response two attributes are used for each characteristic.

Final results of two pre -tests: The final selection of the products that match the two pairs of attributes (strong/powerful and long lasting/enduring) is based on the criterion that the rating has to be only one-sided in order to avoid any confounding. Specifically, the rating has to be in favour of either strong/powerful or long lasting/enduring but not both. This is done to ensure that the impact of the celebrity endorsement can be correctly measured in the test of the hypotheses. From the pre-tests the best match-ups were determined using the celebrities that were viewed most favourably. Hrithik Roshan known for the attributes of strong/powerful matches up with cleaning solutions. Aamir Khan for having the attribute of enduring and consistancy matched up with light bulbs.

LIMITATIONS

Since the research was based only on the Delhi and NCR, the same results may not be generalized over the whole market of FMCG. The customers in other states are a major population that contributes to a large portion of FMCG sales. As the topic is very vast and so does its constraints that make the report tough one to cover all area.

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT 128

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories

www.ijrcm.org.in

HYPOTHESIS TESTING

Hypothesis 1- endorser effect on quality perception

It is hypothesized that the quality perception will increase significantly when the information in the ad is presented with the use of a properly matched celebrity endorser. Rated on a scale of one to nine, the mean Quality Perception of light bulb's ad without the use of an endorser was 6.13, while the mean with Aamir in the ad was 6.8. This difference was significant with p =.011.

Similarly the quality perception for cleaning solution was 6.09 without an endorser in the ad and 6.51 with Hrithik. This difference was significant with P = .065. The data supports the hypothesis. The use of a properly matched endorser will significantly increase the consumer's perception of product quality. The results also indicate that the difference becomes more significant if the endorser is viewed more positively and is viewed as being more appropriate. Also, even though the information in the ad was not viewed as being more credible or relevant when Hrithik was used in the cleaning solution ad, the subjects still rated the quality perception higher with the endorser.

Hypothesis 2 - credibility and relevance of information

To test this hypothesis, the subjects were asked to rate the credibility and relevance of the information received from the ad on a nine point scale. The means were calculated and then a single factor ANOVA was used to test for significant differences. In the table the summary results are presented.

TABLE: CREDIBILITY AND RELEVANCE MEASURES

Variable	Cleaning solution		Light bulbs	
	With Hrithik	without endorser	With Aamir	with no endorser
Credibility	5.45	5.10 (<.078)	5.89	5.07 (<.010)
Relevance	5.25	6.37 (<.01)	6.36	5.61 <.01)

(*Note: P values in parentheses.*)

For the pairing of Aamir Khan and the light bulbs, the subjects viewed the information in the ad to be significantly more credible (5.89 v. 5.07, P<.01) and significantly more relevant (6.36 v. 5.61, P<.01). This information supports the hypothesis.

The results were different for the Hrithik Roshan and the cleaning solution pairing. There was only a marginally significant difference in the credibility of the information with the endorser (5.45 v. 5.10, P=.078). The relevance of the information was actually less with the endorser than without. The explanation is probably that Hrithik Roshan is not viewed as favorably as Aamir Khan so the impact on the credibility and relevance is not significantly positive. Since the Khan/ light bulb results were so strong, it is believed that the endorser chosen for the cleaning solution is not really a good match- up. Also, although the subjects from the pre-test were drawn from the same general population as the subjects used in the latter test, some variation regarding the impression and attitude toward Hrithik Roshan appears to exist. Apparently, he was not as well known, nor viewed as favorably by the subjects in the later study.

Hypothesis 3 - the effect of the mismatched endorser

This hypothesis stated that a properly matched endorser will have a greater impact on the consumer's perception of quality than an endorser who does not match-up well with the product. To test this hypothesis, subjects were asked to rate their perception of quality for cleaning solution using the mismatched Aamir as the endorser. Other subjects were asked to rate their perception of quality for light bulbs using the mismatched Hrithik as endorser.

TABLE: QUALITY PERCEPTION RATING WITH MISMATCHED ENDORSERS

Products	Endorser	Quality rating
Light Bulbs	Hrithik	5.7
Light Bulbs	Aamir	6.8 (p<.01)
Cleaning solution	Hrithik	6.5
Cleaning solution	Aamir	6.2 (p=.16)

For light bulb, the difference between the quality perception rating between the two endorsers was very significant (p<.01). For cleaning solution, the difference was not significant (p=.16). This was probably due to Aamir being rated as more favourable and positive than Hrithik so that even when he was mismatched with the product, the difference became less significant. If there is a good match between the endorser and the product, the hypothesis will be supported. By properly matching the attributes of the endorser with the attributes of the product, consumers will perceive the product quality to be higher than with a mismatched endorser.

CONCLUSIONS AND RECOMMENDATIONS

It appears that the selection of an endorser who is viewed positively by consumers and who is known to possess attributes which match up with the attributes of the product, is critical in order for the indirect information to significantly impact the consumer's perception. Mismatched endorsers or endorsers who are not viewed positively will have a much smaller impact on consumers. On the other hand, an endorser who may not match up perfectly with the product, but who is viewed positively may still have an effect on the consumer, although the effect will probably be smaller than with a properly matched endorser. Well liked endorsers can have positive effects on consumer perceptions even if they do not match up well with the product. Having a celebrity endorse your brand can be helpful for a well-known brand in need of maintaining attention for its brand and category. Celebrities are most helpful because they can star in advertising campaigns and participate in company events. Consumers might be more apt to watch your ad if it has a celebrity. Employees might feel proud of having the celebrity endorsing their company. Customers might be more apt to participate in events when a celebrity involved. Using a celebrity is not a replacement for brand PR. Too many companies use a celebrity in an attempt to establish credibility with consumers. But the only thing that builds a brand in the mind of the consumer is PR and word-of-mouth generated by an idea. The PR attention generated by a celebrity does not build your brand. People might talk about the celebrity but that rarely translates into much for the brand. The bottom line is that the only thing that makes a brand successful owns a word in the mind. Paying Tiger Woods millions of dollars is no replacement for that. If the celebrity used represents value that conflict with the brand values and positioning, the advertising will create conflicts in the minds of the target audience who may reject the proposition, so it's very important that there should be better connectivity between the brand and celebrity. There has been such a deluge of celebrity endorsement that it has led to the very clutter that it aims to break. Over expose is great for celebrity but it is draft for the brand because the impact of the celebrity reduces as the number of brands he endorses increases. So it's very important that there should be less number of exposures of celebrity in different brands. You cannot sell an ordinary product just by making a celebrity endorse it. The product will fail faster because the presence of the celebrity will create a buzz and more people expect the product of high quality. So the quality and performance of the product should also be excellent for attracting the customers. The use of celebrity can be confusing sometimes. Other are so spell bound that the personality of the celebrity that they completely fail to notice the brand being advertised. So the product should be the main focus of the advertisement rather then celebrity which should be one of the parts to push a product. Unless accompanied by a powerful idea there is a very marginal chance for a celebrity to make a product sell by just appearing in the advertisement. So a push by powerful and invasive is must. Common ideas don't give you high returns it's very important that there should be something exclusiveness in the advertisement which gives the ad an edge on other advertisements. Celebrity endorsements only work when the consumer has a credible belief that the celebrity would be interested in buying and using your product or service despite being paid to do so. If not, your money is wasted on the endorsement. You can have any actor deliver your sales pitch. The celebrity might even be a distraction from your message. Celebrity endorsements work best when you can line up a celebrity with as much exclusivity as possible. Athletes in their prime usually have endorsements with so many different brands that each has limited influence. Celebrity endorsements work best when the celebrity is believable. Seems obvious, but many celebrities have the reputation for saying anything for a buck. This is compounded by having multiple contracts that are short-term and change frequently.

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT
129

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories

www.ijrcm.org.in

Celebrity endorsements work best if the celebrity is not too famous. Celebrities that are too famous and too much in the public eye are not as effective. They tend to overshadow the brands in the advertising. And consumers are fatigued of seeing the celebrities' face all over the place. Celebrity endorsements work best if you think long-term. Having a new celebrity every few years doesn't make sense. Consistency is important. Some brands associated with youth and fashion will have a higher turnover rate. But most brands should think about a partnership of five years or more.

REFERENCES
1. Belch, G , Belch, M and Purani K, (2010), "Advertising and Promotion: An Integrated Marketing Communications Perspective", Tata
2. McGraw Hill Publishing Company Ltd., New Delhi
3. Becker, Gary S. and Murphy, Kevin M, (1993), "A simple theory of advertising as a good or bad"
4. Kazmi, H and Batra, S (2010), "Advertising and Sales Promotion", Excel Books, New Delhi
5. Kotler,P, Keller,K, Kosy, A and Jha,M, (2007), "Marketing Management; A South Asian Perspective", Prentice- Hall of India Private
6. Limited, New Delhi
7. Mixon, Franklin G Jr, (1995), "Advertising as information: Further evidence"
8. Ogilvy, David, (1988), "Ogilvy on advertising", Vintage Books Ltd., USA
9. Stanton, William J. and Futrell, Charles, (2001), "Fundamentals of Marketing", MCgraw-Hill International Editions, New Delhi
10. Wadman,W, (2000) – Variable Quality in Consumer Theory
11. www.celebrityendorsement.com/about.htm
12. www.chillibreeze.com/articles/Celebrity-endorsement.asp
13. www.exchange4media.com
14. www.express-press-release.net/Industries/Marketing-press-releases.php
15. www.impactonnet.com
16. www.indianmba.com/Occasional_Papers/OP88/op88.html
17. www.indianmba.com/Faculty_Column/FC706/fc706.html
18. www.marketresearch.com/product/display.asp?productid=1777415&g=1
19. www.newsletterarchive.org/from/exchange4media
20. www.oassis.gcal.ac.uk/rms/irm/sd.html
21. www.query.nytimes.com/gst/fullpage.html?res=9C03E0DF1130F935A2575BC0A962958260
22. www.venturerepublic.com/Branding_celebrities_brand_endorsements_brand_leadership.asp

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT 130
A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories
www.ijrcm.org.in

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce and Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mails i.e. **infoijrcm@gmail.com** or **info@ijrcm.org.in** for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail **infoijrcm@gmail.com**.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT
A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories
www.ijrcm.org.in

131