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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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- 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.

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**CELEBRITY ENDORSEMENT: DOES IT MAKE ANY IMPACT ON CONSUMER BUYING BEHAVIOR?**

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**ABSTRACT**

*The world is fascinated for the celebrity and in country like India celebrity is treated as god the best example of influence of celebrity in India is Rajnikant. To adore Rajnikant temples have been built in southern area. This fascination of celebrity the marketers have started using them in endorsement of their products. The celebrity endorsement is "use of celebrity status in society to promote a product or communicate message or charity". The basic purpose of the study was to find out the impact of celebrity endorsement on the consumer buying behavior with special reference to the motor bike. The data was collected with the help of self-designed questionnaire (likert scale) the data was collected from Gwalior region. The data was then analyzed with the help of reliability analysis, item to total correlation, exploratory factor analysis, regression analysis and anova. The test shows that the celebrity is making impact on the behavior of the consumer. One of the major limitations of the study is that the data is collected from Gwalior region and hence results cannot be generalized for whole of India, to generalize the result the data should be collected from larger area and larger sample.*

**KEYWORDS**

celebrity endorsement, consumer behavior, motor bike, factors analysis, item to total correlation.

**CELEBRITY ENDORSEMENT**

In this modern age, people tend to ignore all commercials and advertisements while flipping through the magazines and newspapers or viewing TV. But even then, the glamour of a celebrity seldom goes unnoticed. Thus, celebrity endorsement in advertisement and its impact on the overall brand is of great significance. In this process, the companies hire celebrities from a particular field to feature in its advertisement campaigns. The promotional features and images of the product are matched with the celebrity image, which tends to persuade a consumer to fix up his choice from a variety of brands. Although this sounds pretty simple, but the design of such campaigns and the subsequent success in achieving the desired result calls for an in-depth understanding of the product, the brand objective, choice of a celebrity, associating the celebrity with the brand, and a framework for measuring the effectiveness.

Celebrities are people who enjoy public recognition and who often have distinctive attributes such as attractiveness and trustworthiness (McCracken, 1989; Silvera and Austad, 2004). Celebrities are people who enjoy public recognition by a large share of a certain group of people whereas attributes like attractiveness, extraordinary life style are just examples and specific common characteristics cannot be observed though it can be said that within a corresponding social group celebrities generally differ from the social norm and enjoy a high degree of public awareness (Schlecht, 2003). Anonymous, Business Standard (2003) It can be said that within a society, celebrities generally differ from the common people and enjoy a high degree of public awareness. Among the classic forms of celebrities, actors (e.g., Shahrukh Khan, Amitabh Bachhan, etc.), models (e.g., Malaika Arora, Bipasha Basu, etc.), sports-persons (e.g., Sachin Tendulkar, Sania Mirza, etc.) are significant.

There are various This is true for classic forms of celebrities like actors (ex Sharukh khan, Amitabh Bachhan), models (John Abraham, Malaika Arora, Diya Mirza) Sports athletes (ex. Sachin Tendulkar, Sania Mirza) entertainers (Barkha Dutt, Shekhar Suman) And Pop Stars (Mika, Dailer Mehndi) but also for less obvious groups like businessmen (ex Dhirubhai Ambani) or politicians (Laloo Prasad Yadav) Besides these there are fictional celebrities like Ronald McDonald, Fido dido, Gattu, Amul Girl, Pillsbury doughboy and the like. Celebrities appear in public in different ways. First, they appear in public when fulfilling their profession ex Sachin Tendulkar is loved by millions for his wonderful performance in the cricket fields. Furthermore, celebrities appear in public by attending special celebrity events ex. Filmfare star awards, Videocon screen awards etc. In addition they are present in News, Fashion magazines and tabloids, which provide second source of information on events and private life of celebrities through mass media channels. Last but not the least celebrities act as spokes people in Advertising to promote products and services (kambitis et al., 2002)

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". Compared to other endorser types, famous people always attach a greater degree of attention, recall and loyalty.

In this age of intense competition, where capturing a position in the consumers' mind space is extremely tough, celebrity endorsements give an extra edge to the companies for holding the viewers' attention. Celebrities can catalyze brand acceptance and provide the enormous momentum that brands require by endorsing the intrinsic value to the brand (Chakraborty and. Agrawal, 2010), The consumer tries to consume a brand which has the maximum fit with his/her own personality/image. The celebrity endorser fits in between these.

Celebrity branding is a type of branding, or advertising, in which a celebrity uses his or her status in society to promote a product, service or charity. Celebrity branding can take several different forms, from a celebrity simply appearing in advertisements for a product, service or charity, to a celebrity attending PR events, creating his or her own line of products or service, and/or using his or her name as a brand. The most popular forms of celebrity brand lines are for clothing and fragrances. Many singers models and film stars now have at least one licensed product or service which bears their name.

The product endorsement started in about late in last century when bollywood people and TV artist started appearing in advertisements later on sports person also made their advent in the field of product endorsement. One of the first sports endorsements in India was when Farokh Engineer became the first Indian cricketer to model for Brylcream. There was a surge of advertising, featuring stars like Tabassum (Prestige Pressure Cookers), Jalal Agha (Pan Parag), Kapil Dev (Palmolive Shaving Cream) and Sunil Gavaskar (Dinesh Suitings).

**BUYING BEHAVIOUR**

Customer or buyer is king for all those organization who are offering their products or services for consumption Buyer is person who purchases the thing as a intermediary as well as consumer for direct or indirect consumption. Buying Behavior is the decision processes and acts of people involved in buying and using products. Consumer Buying Behavior refers to the buying behavior of the ultimate consumer. Consumer buying behavior refers to buying behavior of final consumers—individuals and households who buy goods or services for personal consumption. **Kotler, (2008)** .

The buying behavior is a term which includes both final and intermediate users. The final user is consumer and the intermediate user are industrial who do not consume the goods and services but add further value before they are consumed by the final users. The phrase buyer behavior means the reference made to both the end users and intermediate users **Sontakki (2002)**.

Buying behavior can also be described as the decision process and actions of people involved in buying and using products. The buying behavior of individuals and households who buy goods and services for personal consumption. A number of different people, playing different roles, have been identified in the decision to make a specific purchase: • initiator, the person who first suggests or thinks of the idea of buying a particular product or service; • influencer, a person whose views or advice influences the buying decision; • decider, the person who ultimately makes the decision to buy (or any part of it); this decision includes whether to buy, what to buy, how to buy, and where to buy; Buyer, the person who makes the actual purchase; user, the person who uses the product or service.

**LITERATURE REVIEW**

It is believed that when an endorser is used in an ad, the indirect information inferred by the consumer becomes more credible and more relevant. The result is that the consumer has the perception of a higher quality for the advertised product. Since consumers prefer high quality over low quality, the endorsed product is more likely to be purchased. This addresses the questions of why and how consumer behavior is affected Through the use of these endorsers; the firm's intention is to affect consumer behavior so that their product is purchased. But does advertising effect consumer behavior? And what impact do these endorsers have on the consumer? Researchers have attempted to answer these questions for several decades. For example, (Chandy et. al 2001) point out that to date the research can be broadly classified into two streams: 1) experimental studies on the effect of ads on buying intentions, and 2) econometric studies on the effects of advertising intensity on purchase behavior. In the marketing literature, experimental seminal studies have examined a variety of advertising elements including emotional cues (Holbrook and Batra 1987), types of arguments (Etgar and Goodwin 1982), humor (Sterthal and Craig 1973), endorser effectiveness (Friedman and Friedman 1979) and music (MacInnes and Park 1991). The dependent variables most often used include attitude toward the ad, attitude toward the brand, memory and purchase intent.

Here credibility refers to the extent to which the source is perceived as possessing expertise pertinent to the communication topic and can be trusted to give an objective opinion on the subject (Belch and Belch, 1994; Ohamian 1990) for expertise is derived from the knowledge of the subject. Trustworthiness refers to honesty and believability of the source (McMannas and Ward, 1980). These dimensions of source expertise and trustworthiness are important to conceptualizing credibility and have been shown to be influential in persuading consumers (Harmon and Coney, 1982; Moore, Haulknict and Tham, 1988) and also in influencing attitudes (Craig and McCamm, 1978; MacGinnies and Ward, 1980). The endorser's credibility certainly can be enhanced by properly matching with the products being endorsed. Indeed there have been a number of studies that have examined whether and under what conditions celebrities make appropriate endorsers for products (Till and Busler, 1998, 2000; Agriwall and Kamakura, 1995; Caymans, et al., 1989; Ohanian, 1991; Tripp, et al., 1994; Till and Shimp, 1998) found that negative information about the celebrity tended to lower consumers' brand evaluations. Celebrity shadow effect is said to occur when advertising focuses too much on the celebrity him/herself at the expense of the advertised brand (Lee, Paek, and Kim 2004). Among the concerns shared by advertising researchers and practitioners, multiple product endorsements by the celebrity have been a major issue. Research has shown that this tactic might have negative effects on celebrities themselves as well as advertising evaluation, brand evaluation, and purchase intentions (Mowen and Brown 1981; Tripp 1990; Tripp, Jensen, and Carlson 1994)

Celebrity endorsement enhance consumer recall and/or valuation of the product, we show that the celebrity endorsements arise either because they are a low (average) cost means of communicating or because a celebrity message coordinates well when in competition with a non-celebrity mess.

To understand how consumers associate celebrities to brands is well documented by a research study by Anderson (1976); Collins & Loftus (1975); Rumelhart, Hinton & McClelland (1986). In their study, associative learning principles were based on a conception of memory as a network consisting of various nodes connected by associative links. In the research context, celebrities and brands both represent nodes, which initially are unconnected but become linked over time through the endorsement process.

When a consumer thinks about a brand, the link with the celebrity node is animated to a certain level through spreading activation (Anderson 1983a). The joint activation of brand and celebrity provides a path over which one's evaluation of the celebrity has an opportunity to transfer to the brand. The key to the process is the simultaneous activation of the brand and celebrity nodes. Negative information about the celebrity activates the celebrity node, which then activates the brand node to some degree and allows reduced evaluation of the celebrity to transfer to the brand. Studies by Noffsinger et al. (1983) and Judd et al. (1991) provide empirical evidence demonstrating that attitudes can be affected in such a way.

It is also important to view the consumer in their social and cultural setting to further see how celebrity endorsements increase sales and impact brands over time. Celebrities usually form a very good example of a reference group appeal. This is particularly beneficial to a marketer and a brand that can cash in on the success of the star and, hence, push his brand. People who idolize their celebrities, hence, have a biased affinity to the brand their favorites endorse. As time passes on, they believe that they by adopting the brand that their celebrity endorses are becoming more like them. Celebrities can be used in four ways namely: testimonial, endorsement, actor and spokesperson.

Right now the current hot favorite in India is roping in celebrities for social causes like pulse polio, etc. This has shown to be having a positive effect on the people. In India, Bollywood and sport personalities rule the mind-space and airwaves.

**OBJECTIVE OF STUDY**

1. To develop and standardize a measure to evaluate motor bike buying behaviour.
2. To develop and standardize a measure to evaluate celebrity endorsement.
3. To measure the effect of celebrity endorsement on motor bike buying behaviour.
4. To open new vistas for further research.

**THE STUDY**

The study was exploratory in nature with survey method being used to collect data from the population.

For the purpose of this study non- probability judgmental sampling technique was used and the people who were using products of the brands under study were selected for collecting data, then responses were collected from individual respondents. The sample was collected from Gwalior region from different age groups and total respondents were 215.

The sample consists of 88% male while 12% female respondents, 21% were of age between 18 to 21, 49% were of age between 22 to 26 while 30% were of age between 27 to 30. The data was collected mostly from educated people purposively and hence Out of total respondents 32% of respondents had bachelor's degree while 68% had professional degree Self-designed questionnaires were used to solicit responses from the respondents. The responses were taken on the Likert- type scale of 1-7 where 1 represents minimum importance and 7 represents maximum importance.

**HYPOTHESIS**

The data which was collected was tested to check following three null hypothesis:



H<sub>01</sub>: there is no impact of celebrity endorsement on consumer buying behavior related to motor bike

H<sub>02</sub>: there is no difference between the buying behaviors related to different brands of motor bike considered for study

H<sub>03</sub>: there is no difference between the celebrity endorsements related to different brands of motor bike considered for study

**TOOLS**

Various tests were applied on the collected data. To standardize the questionnaire reliability analysis was done. Reliability was assessed through cronbach’s alpha and split half. Validity was checked through face validity, content validity, criterion validity and construct validity. Construct validity was established through item to total correlation and exploratory factor analysis. Factor analysis was also applied to find out the underlying factors underlying buying behavior of motorbike. For inferential statistics linear regression was applied. One way anova was applied to find out the difference between means of buying behavior for three brands of bike

**RESULTS AND DISCUSSION**

**ITEM TO TOTAL CORRELATION**

To know the consistency of item included in the questionnaire, item to total correlation was applied. On the basis of correlation value and comparing it with the cut of value (i.e. 0.1331). Computed value is found less than cut off value than whole factor / statement is dropped and was termed as inconsistent.

**RELIABILITY TEST**

Various reliability methods have been applied to calculate reliability of all items in the questionnaire .reliability test using SPSS software and the reliability test measure are given below.

**TABLE 1: SHOWING RELIABILITY**

S.No	Variables	Number of items	Cronbach’s alpha reliability
1	Bike buying behavior	29	0.936
2	Celebrity endorsement for bike	29	0.938

**FACTOR ANALYSIS**

Exploratory factor analysis is to determine the underlying factors structure of a data or a construct. This helps in identifying the number and nature of underlying factors. It is a means of examining the interrelationships among the items of a scale that were used to reveal the cluster of items that have sufficient common variation to justify their grouping together as a factor. This process condenses a group of items in to a smaller set of composite factors with a minimum loss of information.

All items of celebrity endorsement were subjected to factor analysis. In that in all 8 factors were extracted in which 7 items were under first factor celebrity persuasion, 6 items were converged under second factor trustworthy celebrity , in third factor 4 items were there Celebrity And Competition, Celebrity Credibility fourth factor in which 3 items were there, Celebrity Reputation was fifth factor in which 2 items were there, the sixth factor was Celebrity’s Public Image in which 3 items were there, the next factor Celebrity Attractiveness got 3 items, factor Cultural Similarity converged 1 item .

All items of Motor bike were subjected to factor analysis. In that in all 8 factors were extracted in which 7 items were under first factor motor bikes features, five items converged under this factor Visible features and offers, Brand value and latest trends is the third item in which four items are converged five items are converged under the factor Price and recommendation which is the fourth factor , fifth factor is Reference in which two items are converged ,sixth factor is Celebrity and sound of the vehicle in which couple of items are converged , seventh is comparative cost in which three items are converged and eighth item is self-start in which only one item is converged.

**REGRESSION ANALYSIS**

The regression analysis is done to find out impact of celebrity endorsement on motorbike buying behavior

Ho= there is no impact of celebrity endorsement on motor bike buying behaviour

**TABLE 2: SHOWING COEFFICIENTS**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	28.009	3.717		7.535	.000
Celebrity endorsement	.802	.040	.778	20.089	.000

a. Dependent Variable: buying behavior

From the table

Y=a+bx

Y = 28.009 + 0.802x

Y =28.009 + 0.802 celebrity endorsement

The statistic shows that the beta value (0.778) is significant even at 0 significant level. The slope of line (0.802) means that 1% increase in celebrity endorsement results in 80.2 % increase in buying behavior related to motor bike. so it can be concluded that the null hypothesis is rejected which states that there is no significant impact of celebrity endorsement on motor bike buying behavior. Hence, the celebrity endorsement is significantly making an impact on bike buying behaviour. 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, **Gupta (2007)**.

**ANOVA ANALYSIS**

In statistics, **analysis of variance (ANOVA)** is a collection of statistical models, and their associated procedures, in which the observed variance in a particular variable is partitioned into components attributable to different sources of variation. In its simplest form ANOVA provides a statistical test of whether or not the means of several groups are all equal, and therefore generalizes t-test to more than two groups

Ho2= there is no difference in buying behavior related to different brands of bike.

**TABLE 3: ANOVA**

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	181.766	2	90.883	.637	.530
Within Groups	35940.759	252	142.622		
Total	36122.525	254			

This is the table that shows the output of the ANOVA analysis and whether we have a statistically significant difference between our group means. In the table, the significance level is 0.503 (P = 0.503), which is above 0.05 and, therefore, there is a statistically no significant difference in the buying behavior of consumers among different behavior of different brands of bike. Hence null hypothesis is accepted.

TABLE 4 : TUKEY HSD SHOWING MULTIPLE COMPARISONS

(I)	(J)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
TVS	yamaha	2.48185	2.21018	.501	-2.7290	7.6927
	Hero honda	1.46843	1.89217	.718	-2.9926	5.9295
Yamaha	TVS	-2.48185	2.21018	.501	-7.6927	2.7290
	Hero honda	-1.01342	1.83618	.846	-5.3425	3.3156
Hero	TVS	-1.46843	1.89217	.718	-5.9295	2.9926
	yamaha	1.01342	1.83618	.846	-3.3156	5.3425

The multiple comparison tables signify the difference between the brands when compared with each other. The test when compared buying behavior of TVS and YAMAHA, it gave no difference as the value of test was 0.501 which is above the significant level  $p=0.05$  which we are considering to be acceptable level of significant value. The test when compared the buying behavior of TVS and HERO HONDA, it is again concluded that there is no significant difference between the consumer buying behavior of these two brands as the significant level of the comparison was 0.05 and the result was significant at 0.718 which is much more than the acceptable level. The test made the third comparison between YAMAHA HERO and HONDA the consumer buying behavior results were found to be significant at 0.846 and again which is above the acceptable significant level which is 0.05. Hence we can conclude that there is no significant difference among the buying behavior related to different brands of bike.

**Ho3= there is no difference in the celebrity endorsement related to different brands of bike.**

TABLE 5: ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	3540.786	2	1770.393	10.754	.000
Within Groups	41484.445	252	164.621		
Total	45025.231	254			

The table that shows the output of the ANOVA analysis and whether we have a statistically significant difference between our group means. In the table, the F value 10.754 is significant at the significance level is 0.000 ( $P = 0.000$ ), which is below 0.05 and, therefore, there is a significant difference in the celebrity endorsement related to different brands or models of motor bike. Hence null hypothesis is not accepted.

TABLE 6: TUKEY HSD SHOWING MULTIPLE COMPARISONS

(I)	(J)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
TVS	Yamaha	6.76025*	2.37452	.013	1.1620	12.3585
	Hero Honda	-2.37862	2.03287	.472	-7.1714	2.4142
Yamaha	TVS	-6.76025*	2.37452	.013	-12.3585	-1.1620
	Hero Honda	-9.13887*	1.97272	.000	-13.7898	-4.4879
Hero Honda	TVS	2.37862	2.03287	.472	-2.4142	7.1714
	Yamaha	9.13887*	1.97272	.000	4.4879	13.7898

The multiple comparison tables signify the difference between the brands when compared with each other. The test when compared celebrity endorsement of TVS and YAMAHA, it gave significant difference as the value of test was 0.013 which is below the significant level  $p=0.05$  which we are considering to be acceptable level of significant value. The test when compared the buying behavior of TVS and HERO HONDA, it is concluded that there is no significant difference between the consumer buying behavior of these two brands as the significant level of the comparison was 0.05 and the result was significant at 0.472 which is much more than the acceptable level. The test made the third comparison between YAMAHA HERO and HONDA the consumer buying behavior results were found to be significant at 0.000 and again which is below the acceptable significant level which is 0.05. Hence we can conclude that there is significant difference among the celebrity endorsement related to different brands of bike.

**SCOPE FOR FURTHER RESEARCH**

Any research or study conducted is not complete in itself, it always leave some scope for further research. Same is the case with this study. This study was conducted in Gwalior (Madhya Pradesh, India) and is limited in its application; further research can be conducted by increasing the area of study and by adding more variables and products.

**CONCLUSION**

The celebrity endorsement is now a days playing an important role in advertisement the existing literature and researches also support this fact. This makes a significant impact on buying behavior related and one can increase the sales of product by many folds by using celebrity in the promotion of their product. The celebrity for the product must be chosen by keeping the features of product in mind as the real results can be seen only when celebrity and product fit, celebrity culture fit multiple endorsement of same type of product is not done by a celebrity. The present study also revealed this that the endorsements made by the celebrity is having a significant impact on buying behavior of motor bike. The results of the study can be generalized by increasing the sample size. By collecting data by using open ended questionnaire the more aspects of celebrity endorsement and its impact on buying behavior can be revealed.

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