The impact of Celebrity endorsed tv commercials on demographic dynamics of attitude:

AN INDIAN CONTEXT

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Abstract—Our country is a place where people not only love the celebrities, but they worship celebrities. Whether it is a Bollywood sensation like Salman Khan, Amitabh Bachchan, Juhi Chawla or a sportsperson like Sachin Tendulkar, MS Dhoni, Sania Mirza and Saina Nehwal. For the common man they are just like dreams. The marketers are well aware of this fact and that’s why they use the celebrities to not only to target and retain their existing customers but the potential ones too. Celebrity endorsement has gained great importance since last decade. Every organization now depends on celebrity advertising up to a great extent for their brand promotion rather adding value to their brand. The right combination of celebrity and product is very essential. If properly executed, it can do wonders for the brand but the mismatch can be disastrous too, not only for the brand but for the celebrity as well. The success of a celebrity determines the number of products they endorse. Celebrity endorsements have great impact on the audiences’ purchase decisions and guide them to take the decision. The Indian market is witnessing dynamic changes every day but one thing that remains throughout the time span is the changing impact of celebrities with their success and popularity.

Today companies choose to utilize celebrities as endorsers in their marketing campaigns to survive and moreover to reach at excellence in competitive "shake-out". This strategy has grown more popular than ever. Celebrity endorsements span across different product categories like food and beverages, paints, appliances, readymade garments, hotels, banking services and so on. The celebrities used are most movie stars and sports persons. The purpose of this study is to gain a deeper understanding of demographic aspects behind a company’s choice of celebrity endorsement as part of its promotional strategy while positioning its brand to a particular segment of whole consumer set.

To properly achieve the purpose face to face to interviews with the customers in five towns of Ganjam District of the State of Odisha in India were conducted. The gathered data from the survey is discussed, analyzed and then used to draw conclusions. The overall conclusions from this study are that the organizations should go for celebrity as endorser in TV ads with a clear demographic perspective of the target audiences. Obviously it brings the brand more media exposure than other forms of endorsements but subject to the considerations of the demographic factors of the prospects.

Key Words: Celebrity Endorsement, Brand Recall.

I. INTRODUCTION

In the world of advertisement ‘Celebrity Endorsement’ has turn out to be an additional name. Today, the use of celebrity advertising for companies has become a trend and a perceived winning formula of corporate image building and product marketing. Almost every company, nowadays, is mooring in famous celebrities in order to create customer and thus to increase the market share. Marketers now seek to adopt 360 degree brand stewardship. With this perspective a brand sees no limits on the number of contact points possible with a target consumer to position it with an objective of long term inflow.
Advertising ideas, thus, revolve around this approach, and the celebrity endorsement decisions are made through these strategic motives.

Three of humankind's greatest inventions—cinema, radio, and television, have extended the scope of endorsement as an advertising technique. At the time period of 80s, the rationale behind using celebrities was "the spirit of emulation" (Fox, 1984, p. 90). Today, use of celebrities as part of marketing communications strategy is fairly common practice for major firms in supporting corporate or brand imagery. Experts’ opinion in this aspect is that celebrity endorsement provides a distinct differentiation in a market with a very high propagation of local, regional and international brands in the perspective of the fact that celebrity’s word-of-mouth helps to certify the brand’s claim. It helps to position the product into the target market by extending his/her personality, popularity, status in the society or expertise in the field to the brand. Moreover the expert view is that it helps to increase the recall value of the brand and truly sincere endorsement by a ‘celebrity’ carries enormous weight within many sectors of society. The health of a brand can definitely be improved up to some extent by celebrity endorsement if one can remember that endorsing a celebrity is a means to an end and not an end in itself.

A whole new celebrity endorsement opportunity has cropped in the backdrop of ‘Shining India’. In India Hindustan Unilever Ltd has roped in Bollywood stars to endorse their beauty soap Lux since 1950s. Vimal, Thums-Up and Gwalior are some of the other brands that have used star appeal during their early days of mass advertising. British actress Lillie Langtry became the world’s first celebrity endorser when was appeared on a package of Pears Soap in 1893 (Bergstrom, Sharfstad, 2004). In US 20 per cent of all TV commercials feature famous personalities and close to 10 per cent of television advertising budget in the US goes for celebrity endorsements1.

Celebrity endorsement is about endorsing products with help from a celebrity. The obvious question that arise here-from is all about the consumers’ association towards a celebrity endorsed product. Is really celebrity endorsement beneficial for the organization in long term perspective or it is just to play a game for once in the field is another question that subsequently arise. Is really it increases the purchase intention of the prospects? The question is that which factors guide the customers to make a decision regarding a good or a service when the organization is rendering the messages through different media by the word of mouth of big celebrities of time. The study will try to give a focus on these aspects on the basis of a very short sample study. It will try to make a link between the Celebrity Endorsement and the consumer perception and attitude towards the endorsement and ultimately the endorsed product. The study will try to explore whether celebrity endorsement help to build a positive belief and attitude towards the product?

II. CONNOISSEURS’ VIEW OF CELEBRITY ENDORSEMENT

Giving a brand a ‘face’ is more than just a marketing strategy to increase sales or gain market share. A truly designed celebrity endorsed commercial can change the future of the brand forever (Blazey & Ganti, 2005) and as celebrities enjoy public recognition a company can bank on this while this face opens his/her mouth on behalf of the company produced consumer product by appearing with it in an advertisement (McCranken 1989). Specific image, high profile and familiarity of a celebrity endorser make the advertisement distinctive and thus improve the communicative ability (Atkin and Block, 1983; Sherman, 1985). The use of celebrity spokespersons help advertisers to stand out from the crowd and get attention (Kaikati, 1987). Research has shown that in general celebrity endorsement influences the feelings of the consumers and can also influence the attitude the consumers have towards the advertisement and attitude towards the brands, which can increase the purchase intentions and, consequently, increase sales. Academic findings and company reports safely argue that celebrity endorsers are more effective than non-celebrity endorsers when it comes to generating all
desirable outcomes e.g. attitude towards advertising and endorsed brand, intentions to purchase and actual sales (Erdogan, 1999). Celebrity deliver meaning of extra subtlety, depth and power (McCracken, 1989). Jagdish and Wagner (1995) state that celebrities make advertisements believable and enhance message recall. One market research findings focused on the fact that 8 out of 10 TV commercials scoring the highest recall are those with celebrities' appearances (Media, Nov. 14, 1997). Celebrities aid in the recognition of brand names, create positive attitudes towards the brand and create a distinct personality for the endorsed brand. A major celebrity endorser has the potential to influence the profitability of the product he or she endorses (Mathur et al 1997). Potential advantages of utilizing celebrity endorsers are that it can increase attention, polish the image of the brand, especially when a brand is going to be introduced in the market or a repositioning of a brand will take place (De Pelsmacker, 2004). A celebrity endorser used in an advertisement can be interpreted as aspirational reference group that serves as a point of comparison or reference for an individual by communicating values, attitudes and providing a specific guide for behavior (Schiffman and Kanuk, 2004). Though the consumer does not belong to the group but is willing to be ‘associated’ with this group and are willing to behave like members of the aspiration group (De Pelsmacker et al. 2004).

Companies invest large sums of money to align their brands with celebrity endorsers. Research has shown that the fame of celebrities create and maintain attention of the consumers and additionally also achieve high message recall (Ohanian, 1991; O'Mahony and Meenaghan, 1997). And today inspired by the declining effectiveness of the different marketing communications (Blondé and Roozen, 2006) - the advertising industry is willing to pay the increasing rewards the celebrities are asking (the costs of the spot with Nicole Kidman for Chanel V amount to 7.5 million Euro; David Beckham for Adidas $160 million; Gilette $68 million and Pepsi $25.5 million; Tiger Woods for Nike’s golf advertisements $18 million).

But Tom et al. (1992) found that created endorsers were more effective in creating a link to the product than celebrity endorsers. Non-celebrity endorsed advertisements can also gain positive ‘attitudes towards the advertisement’, ‘attitude towards the brand’ that was being advertised and ‘intentions to purchase endorsed brands’ (Mehta, 1994). When brazen out with non-celebrity endorsers, consumers were significantly more focused on the brand and its features, whereas with celebrity endorsers the subjects were significantly more concentrated on the celebrity in the advertisement (Tom et al., 1992). In general, potential hazards of celebrity endorsement are the costs and that the possibility that the celebrity overshadows the brand, or that it can change the image, that overexposure of the celebrity takes place, especially when a celebrity become an endorser for many different products (Zafer Erdogan, 1999). Moreover, companies have limited control over the celebrity's personality which can also result in high risk and “no gain” situations (e.g. the “scandals” surrounding celebrities like Michael Jackson, Kate Moss, Britney Spears, Paris Hilton). When negative information is spread about a celebrity, it influences not only the consumer’s view of the celebrity, but also the endorsed product (Klebba and Unger, 1982). Moreover in the case of multiple endorsements, both in terms of a single brand hiring multiple celebrities and that of a single celebrity endorsing multiple brands, consumers do get confused about the brand endorsed. When a single celebrity endorses numerous brands, the recall then gets reduced and reduces the popularity of the brand. Not many people can remember all the brands that a celebrity endorses and the chances of losing brand recall increases if the celebrity endorses multiple brands (Taleja, 2005). However, Atkin and Block (1983) and Petty et al. (1983) have found the opposite results of Mehta (1994). De Pelsmacker’s view in this regard is that, pre-testing and careful planning is very important and the life-cycle stage of the celebrity has also been taken into account (De Pelsmacker, 2004).
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:

**Source Credibility Theory** (by Tellis): This theory tells that acceptance of the ad message depends on 'Expertness' (perceived ability of the source to make valid assertions) and Trustworthiness (perceived willingness of the source to make valid assertions) of the source. Audience acceptance increases with the expertness of the source and the ability of the audience to evaluate the product.

**Source Attractiveness Theory** (based on social psychological research): the acceptance of the message depends on familiarity (audience's knowledge of the source through exposure), likeability (the affection for the source's physical appearance and behavior) and similarity (resemblance between source and receiver). This theory explains the message acceptance in two ways: Identification and Conditioning.

**Meaning Transfer Theory** (by Grant McCracken): The theory explains that a celebrity encodes a unique set of meanings which if well used can be transferred to the endorsed product. Such a transfer takes place in three stages:

I. **Encoding Meanings**: Each celebrity has a unique set of meanings such as age, gender, race, wealth, personality or lifestyle. In this way, the celebrities encode a set of meanings in their image. For example Preity Zinta can be seen as a lively, charming, bubbly, witty and enthusiastic.

II. **Meaning Transfer**: This stage transfers those meanings to the product. When skillfully portrayed, celebrities can communicate this image more powerfully than lay endorsers.

III. **Meaning Capture**: This assumes that consumers purchase products not merely for their functional value but also for their cultural and symbolic value.

The theory says that consumers buy the endorsed product with the intention of capturing some of the desirable meanings with which celebrities have passed on to the product. This is more eminent in lifestyle products like clothes, perfumes, cell phones etc.

**III. PORTRAYAL OF RECENT TIME CELEBRITY ENDORSEMENT SCENARIO FOR BRANDS IN INDIA IN TV COMMERCIALS**

India is one country, which has always idolized the stars of the celluloid world. There is a big deal about Celebrity Endorsements in India. In the battle for mindshare and market share, companies in India have gone out of their way and hired celebrities to endorse their brands. It makes tremendous sense for a brand to procure a celebrity for its endorsement.

Around 130 television channels in India are broadcasting over 3 million television commercials each year in India. This is perhaps enough to demonstrate the media-explosion scenario. According to the report of AdEx India, a division of TAM Media Research, in the 1st quarter of the year 2008 60% of all advertising dollars were spent on ads carrying celebrities which were just 25% in the year. 49% growth was experienced in celebrity endorsement advertising volumes on TV during the year 2007 as compared to the previous year. There were in total 745 celebrity endorsements in 2007 as against 499 in 2006. Television ads with film stars or cricketers as models have notched up 60% more airtime in 2006 over the previous year, with 53 brands using cricketers and 191 film stars, according to a study by Adex India. Today, the celebrity endorsement industry is worth Rs.550 crore and is growing at high double digit growth rate ranging between 60- 80%. Experts predict the growth rate to touch even triple digits, soon. ²

Indian ad industry saw the swelling of a new trend in the latter part of the '80s. Hindi film and TV stars as well as sportspersons were roped in to endorse prominent brands. One of the first sports endorsements in India was when Farokh Engineer became the first Indian cricketer to model for Bryl cream. The Indian cricket team now earns roughly Rs. 100
crore through endorsements (Kulkarni & Gaulkar, 2005). Advertisements, featuring stars like Tabassum (Prestige pressure cookers), Jalal Agha (Pan Parag), Kapil Dev (Palmolive Shaving Cream) and Sunil Gavaskar (Dinesh Suits) became common. When Palmolive used Kapil Dev in the ‘80s, his line ‘Palmolive da jawaab nahin’ became famous -- it is remembered even today. Pataudi gave Gwalior suitsings a strong competitive edge and pushed it to Number 2 in perceptions in the suitsings market. Even Sridevi made Cema bulbs and tubes memorable by dancing in a bulb! Probably, the first advertisement to cash in on star power in a strategic, long-term, mission statement kind of way was Lux soap. And experts’ comment in this regard is that this strategic decision of celebrity endorsement has helped to make this brand the top three in the country for much of its lifetime.

In India there is an exponential potential for a celebrity endorsement to be perceived as genuinely relevant, thereby motivating consumers to go in for the product. This was proved true when the endorser and the category are a natural lifestyle fit like sportspersons and footwear or health drinks like Kapil-Sachin and Boost or film stars and beauty products like Aishwarya and Nakshtra or Lux. It is a fact that the best endorsements achieve an eclectic balance between the product (brand) and the celebrity. (Blazey & Ganti, 2005). People forget 80% of the information in just 24 hours! And this is pinpointing none other than the plight of the marketer to make his brand shout over the deafening clutter of all the brands! Somewhere in the 80’s, the Indian marketer found the solution, ‘Celebrity Endorsement’ for the brand. A piece of research states that the target audience age group of 15-30 gets influenced first by cricketers, then Bollywood stars and only then music, festivals and food (Kulkarni, Gaulkar, 2005).

Following section is portraying a recent scenario of celebrity endorsement of commercials on TV in India as studied by AdEx India, a division of TAM Media Research. Their study finds that celebrity endorsement on TV has been on a growth curve. As already mentioned there has been 49 per cent growth in celebrity endorsement ad volumes on TV during 2007 compared to 2006 and in fact, it has grown six times in volume terms between 2003 and 2007 (Figure 1(a)). It is of worth mentioning in this context that celebrities from the film industry accounted for 81 per cent share of the overall celebrity endorsement ad pie on TV during the year 2007 and 2008, while male actors accounting a greater share than the actress. Sports and TV personalities followed the film celebrities in the endorsements race (Figure 1(b) & 1(c)). Shahrukh Khan remains in no.1 position for the year 2007 and 2008 with respect to the no. of endorsement.

The celebrity endorsed scenario of TV commercials revealed the fact that the FMCG producers mostly roped into the celebrities’ fame, status, recognition, and image. In summer cool product category ‘Pepsi Mycan’ leads with maximum share of 33 per cent of overall advertising volumes of Celebrity endorsement on TV during January - April 2008 and 'Thums Up' and 'Coca Cola' followed the number one (Pepsi Mycan) with 19 per cent and 9 per cent share respectively during January - April 2008. 'Shahrukh Khan' led the Celebrity endorsement chart of Summer Cool categories on TV closely followed by 'Akshay Kumar' and 'Ranbir Kapoor' during January – April 2008. In cellular phone category also the Khan also plays the role of king. But in cellular phone service category R Madhavan has snatched the position.

In the Indian context, numerous examples can be uttered to establish the hypothesis that celebrity endorsements can embellish the overall brand. A standard example is Coke, which, till recently, didn't use stars at all internationally. In fact, India was a first for them. The result was a ubiquitously appealing Aamir cheekily stating 'Thanda matlab Coca Cola'. Study reveals that the recall value for Nakshatra advertising is only due to the sensuous Aishwarya. The Parker pen brand used Amitabh Bachchan to revitalize the brand in India. According to Pooja Jain, Director, Luxor Writing Instruments Ltd (LWIL), post Bachchan, Parker's sales have increased by about 30 per cent. Star power in India can be gauged by the successful endorsement done by Sharukh for three honchos-Pepsi, Clinic All Clear and Santro. Irfan Pathan endorsing
Hero Cycles has gained the brand immense recall and embarked through the positive association between the consumer and the brand. Richard Gere's endorsement for VISA in India has gained acclaim. Compatible celebrity product match in which celebrity brand attributes get transferred to the brand and increases the brand equity is of Mallaika Arora & Freshizza from Pizza Hut, Govinda & Navratan Tel, Sanjay Dutt & Elf Oil, Sunny Deol & Lux Undergarments, Aishwarya Rai & Nakshatra, etc.

Celebrity branding is all about the transfer of the value from the person to the product he endorses or stands for. Tabu endorsing Tetra Packed Milk, Shabana Azmi campaigning for AIDS Awareness, Amitabh Bachchan & Shahrukh Khan campaigning for Pulse Polio or Aishwarya Rai appearing in the Donate Eyes campaign are the examples, which reflect the transfer of celebrity values to the brand, creating an impact that generates recall.

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OBJECTIVES OF THE STUDY

There is a myth that celebrity endorsement is used to give a brand advantage over its competitors. Research has shown that the use of celebrities in advertisements can have a positive influence on the credibility, message recall, memory and likeability of the advertisements and finally on purchase intentions (Menon, 2001; Pornpitakpan, 2003; Pringle and Binet, 2005; Roy, 2006). The company makes use of the celebrity's characteristics and qualities to establish an analogy with the products specialties with an aim to position them in the minds of the target consumers. But the opposite view also exist that there is a risk that the celebrity and or his/her unexpected behavior overshadows the product and this suggests that the use of anonymous models or even no celebrity is still an option that should be investigated seriously.

The review of the literature has also shown that the match between the brand and or product and the celebrity has to be optimal. When a brand and/or product is endorsed by a celebrity endorser, the perceived celebrity image and the perceived brand image will interact with each other and images will be transferred from the endorsed brand to the celebrity endorser and vice versa. MG Parmeswaran, executive director of FCB Ulka, says “As advertising professionals, we recommend celebrity endorsements when the case is justified. There are many cases where the companies need to use the celebrity to break out of a category clutter. At times, celebrity endorsement is used to build credibility to the brand offer. In this light the objective of my study will be give a focus on the following issues:

- To what extent the effect of celebrity endorsement vary across different product categories?
- Is the liking of celebrity endorsement gender specific?
- Most desirable characteristics of celebrity endorser.
- Is the liking of celebrity endorsement occupation specific?
- Is the liking of celebrity endorsement age specific?
- Is the liking of celebrity endorsement occupation specific?

METHODOLOGY

Data Collection:

The study is based on the primary data collected by interviewing the sample buyers personally. A detailed questionnaire embracing the objectives laid down was designed and canvassed to the sample. In order to judge the role of celebrity endorsed advertisement in the decision making process of the consumers, products like refrigerator, TV, two wheeler, 4 wheeler, washing-machine and like was chosen from durable category and hair-oil, tooth-paste, cold drinks, health drinks, dress material, jewelries etc from FMCG
category was considered and from service category banking insurance, cell-phone services were chosen.

To study the message recalling scenario of the celebrity endorsed advertisements the name of the following 15
celebrity endorsers has been mentioned:

Saif Ali Khan
Aamir Khan
Amitabh Bachchan
Aishwarya Rai Kapoor
Akshay Kumar
Dhoni
Katrina Kaif
Kareena Kapoor
Hrithik Roshan
Juhi Chawla
Karan Singh
Sonali Bendre
Preity Zinta

Sachin Tendulkar
Shahrukh Khan
Salman Khan
Dhoni
Ayushmann Khurrana
Kajol
Katrina Kaif
Kareena Kapoor
Hrithik Roshan
Juhi Chawla
Katrina Kaif
Aamir Khan
Salman Khan
Aishwarya Rai

A set of 10 statements that were being used to judge the negativity or the positivity of the attitude of the consumers
towards the celebrity endorsed advertisement are as follows:

1. Celebrity can communicate benefit of the product clearly.
2. Celebrity endorsed (CE) ads are more attractive than others.
3. CE ads reflect the status of the brand.
4. CE ads do not interfere too much with enjoying TV programme that the others do.
5. Celebrities do not use the endorsed products.
6. It distracts the attention from the brand.
7. Celebrities don’t use to convey their own opinion rather they are being purchased to say positively.
8. The commercials do not convince me to buy the products.
9. I’m tired of celebrity endorsed ads.
10. The commercials are much more attractive.

A 7-point Likert-summatated scale, the range of which is stated in the following table, has been used to rate the
abovementioned statements related to the measurement of attitude towards celebrity endorsed advertisements:

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
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<tbody>
<tr>
<td>STRONGLY DISAGREE</td>
<td>DISAGREE</td>
<td>NEITHER</td>
<td>SOMETHING</td>
<td>NEITHER</td>
<td>AGREE</td>
<td>STRONGLY</td>
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<tr>
<td>AGREED</td>
<td>AGREED</td>
<td>NOR</td>
<td>AGREED</td>
<td>AGREED</td>
<td>AGREE</td>
<td>AGREE</td>
</tr>
</tbody>
</table>

In order to avoid the complexity of the signs the positive nos. from 1 to 7 has been selected where 4 is the neutral point.

Another 7-point scale is used to determine the role of the
celebrity endorsed ads in decision making process (at any stage from need recognition to brand selection). The detail of
the scale is as follows:

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL NEGATIVE ROLE</td>
<td>NEGATIVE ROLE</td>
<td>SOMETHING NEGATIVE ROLE</td>
<td>NEITHER NEGATIVE ROLE NOR POSITIVE ROLE</td>
<td>SOMETHAT POSITIVE ROLE</td>
<td>POSITIVE ROLE</td>
<td>TOTAL POSITIVE ROLE</td>
</tr>
</tbody>
</table>

Thurstone Case V scaling model has been used in order to find out the most important celebrity endorser attribute.

**Area of Study:**

To accomplish the objective of the study the survey was conducted in five towns of Ganjam district of the state of
Odisha. The towns selected are Berhampur, Chatrapur, Aska, Digapahandi and Khallikote.

**Sample Size:**

The size of the sample in each town was 40 that constituted 200 respondents in total from all towns. The selection of the
sample respondent in each and every area was little bit purposive so that they can represent each income, occupation
group and belong to different age categories.

**Tools for Analysis:**

Chi-square analysis was used to study the significance of the demographic factors like age, income class, occupation and
gender on attitude towards celebrity endorsement commercials on TV commercials. Correlation coefficient has been
computed to reveal the degree of association of age factor, gender and the other demographic factors as mentioned with
attitude towards celebrity endorsed TV ads.

**Hypothesis:**

The following is the replication hypothesis based on Connoisseurs’ views that were tested on the basis of collected data:

These entire null hypotheses were being tested against the following corresponding alternative hypothesis:

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Alternative Hypothesis</th>
</tr>
</thead>
<tbody>
<tr>
<td>H10 = attitude towards celebrity endorsed ads are sex independent.</td>
<td>1st Null Hypothesis : H10 = attitude towards celebrity endorsed ads are sex independent.</td>
</tr>
<tr>
<td>H20 = attitude towards celebrity endorsed ads are age independent.</td>
<td>2nd Null Hypothesis : H20 = attitude towards celebrity endorsed ads are age independent.</td>
</tr>
<tr>
<td>H30 = attitude towards celebrity endorsed ads are income class independent.</td>
<td>3rd Null Hypothesis : H30 = attitude towards celebrity endorsed ads are income class independent.</td>
</tr>
</tbody>
</table>
FINDINGS & ANALYSIS OF DATA PERTAINING TO CELEBRITY ENDORSEMENT

The visibility scenario of the celebrity endorsed ads were such that only 16 respondents out of total 200 could not tell about a single ad endorsed by the celebrities that was being selected. A weight ‘1’ was given to the right commemoration of the advertisement endorsed by the abovementioned celebrities. If one can remember 2 or 3 or more ad endorsed by that particular celebrity then the weightage corresponding to that respondent and corresponding to that celebrity was given. i.e. if one can remember 5 ads endorsed by Amitabh Bacchan then it was counted as 5. The average was estimated just by dividing such summed up numerical by 15 (the no. of celebrities). The ultimate result that was got is that the ‘Correlation-Coefficient’ between age and average recall scenario, as computed, is (-0.230340054), where average recall scenario is nothing but the summation of the score of the commemoration divided by 15 (the no. of celebrities selected). The negative symbol is an indication of the fact that the persons at a lower age are fond of this kind of ads and vice versa. Another interesting result revealed the fact that commemoration and income is positively related and the ‘Correlation-Coefficient’ between income & average recall rate is (+0.06582), though the degree is not so high.

HYPOTHESIS TESTING

1) Influencing role of SEX to attitude towards Celebrity endorsed ad:

H10 = attitude towards celebrity endorsed ads are sex independent.

H11 = attitude towards celebrity endorsed ads are sex dependent.

Data table B1 is revealing the sex based attitude scenario of celebrity endorsed TV ads.
The Chi-square analysis to the above dataset is rejecting the null-hypothesis and divulging the fact that there is a significant difference between the attitude of male and female customers towards the celebrity endorsed TV advertisements. The percentage analysis is depicting the picture that males are much more inclined towards celebrity endorsed ads.

**2) Influencing role of AGE to attitude towards Celebrity endorsed ad:**

\[ H_{20} = \text{attitude towards celebrity endorsed ads are age independent.} \]

\[ H_{21} = \text{attitude towards celebrity endorsed ads are age dependent.} \]

The data set is rejecting the null hypothesis and at the same time establishing the alternative hypothesis as the fact. Thus income class is a significant guidance to develop an attitude towards celebrity endorsed TV commercials. And exactly there exists a negative relationship among these two, though the degree is not so high:

\[ \text{Correl (Income, CE attitude) = } -(0.11568531) \]

**3) Influencing role of INCOME-CLASS to attitude towards Celebrity endorsed ad:**

\[ H_{30} = \text{attitude towards celebrity endorsed ads are income class independent.} \]

\[ H_{31} = \text{attitude towards celebrity endorsed ads are income class dependent.} \]

So the data set is rejecting the null hypothesis and at the same time establishing the alternative hypothesis as the fact. Thus income class is a significant guidance to develop an attitude towards celebrity endorsed TV commercials. And exactly there exists a negative relationship among these two, though the degree is not so high:

\[ \text{Correl (Income, CE attitude) = } - (0.11568531) \]
The above chi square result is rejecting the null hypothesis and makes the alternative hypothesis established. And Table E3 is revealing another scenario that the positiveness of the attitude towards the kind of advertisements is more in unemployed and business persons. The reason may be the fact of the comparatively plenty time for entertainment and conversely the busy schedule of the employees.

Role of Celebrity Endorsed Ad in any state of Decision Making Process

<table>
<thead>
<tr>
<th>Occupational Category</th>
<th>Freq. of Positive Attitude</th>
<th>Freq. of Negative Attitude</th>
<th>RO</th>
<th>W</th>
<th>SUM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unemployed</td>
<td>68</td>
<td>56</td>
<td>8</td>
<td>132</td>
<td></td>
</tr>
<tr>
<td>Blue Collar</td>
<td>4</td>
<td>8</td>
<td>0</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>White Collar</td>
<td>12</td>
<td>20</td>
<td>0</td>
<td>32</td>
<td></td>
</tr>
<tr>
<td>Business Person</td>
<td>16</td>
<td>4</td>
<td>4</td>
<td>24</td>
<td></td>
</tr>
<tr>
<td>COL. SUM</td>
<td>100</td>
<td>88</td>
<td>12</td>
<td>200</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Table E3: % of positive attitude of different occupational category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Occupational Category</td>
</tr>
</tbody>
</table>

The above table is depicting the picture that though in the case of FMCG products and services this kind of ads have a positive role, in the case of durable commodities the picture is neutral. And the extent of positive role in the case of FMCG and services is not so greater. But overall scenario is a positive one. Somewhat these ads play a role in the decision making, either in the case of need recognition or in the case of brand selection. Likewise the other non-celebrity endorsed ads they sometimes make the customers aware about the availability and so on.

CELEBRITY ENDORSER’S ATTRIBUTES BEHIND THE SUCCESS OF THE ADS

The dataset of Table G1 is being used to determine the preferred celebrity endorsers attributes – viz. physical attractiveness (PA), trustworthiness (T), similarity (S), respect (R) and expertise (E). The numbers in each cell is depicting the number of respondents preferring the column attributes than the row attributes.
So the attribute preference pattern of celebrity endorser for the sample is as follows:

E > T > PA > S > R

That is the respondents’ attitude towards celebrity endorsed ads is first of all guided by the expertise of the celebrities, then trustworthiness. Physical attractiveness is the third important factor of this attitude development.

CONCLUSION

Companies frequently use celebrity as spokespersons to deliver their ad message and to persuade and to convince consumers of their brands. A billion of dollars spent per year on celebrity endorsement. This research result suggests tentatively that the use of celebrity endorsers in TV commercials could be effective in influencing attitudes and purchase intentions. But the success of the use of celebrity endorsers varies across different products. More significantly the success of the use of the celebrity endorsers in the commercials depends on the fact that for which demographic segment the ad was meant—is it meant for the males or else; is it for the teenagers; is it for the white collar workers; is it for the housewives or for the students, i.e. for the financially dependents; or it is for the business personnel, for the reason that demography make a significant difference of the psyche of the consumers. So the marketers should go thoroughly about the psyche of the different demographic segment before finalizing the strategies with a long term perspective. Then only the marketing organizations can become able to satisfy their esteem need; fame, prestige in the consumers’ society can be gained. And this is the only way to reach at the top of Self-actualization Mountain—the ultimate destination of individual human being as an organization of different activities, the ultimate destination of a group of individuals with a rational perspective.

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