



A STUDY ON IMPACT OF CELEBRITY ADVERTISEMENT ON CUSTOMERS PURCHASE INTENTION

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ABSTRACT

This paper aims at investigating the impact of celebrity endorsements with respect to their physical attractiveness, source credibility and congruence on customers' brand perception and purchase intention. Celebrity endorsement seems to be the latest and majorly used technique by marketers these days. This paper tests the efficacy of this marketing tool. Data has been collected from 103 respondents in questionnaire form. Factor analysis, ANOVA, Regression Analysis and CronBach's

Alpha were run in SPSS to verify the devised model. Significant results were deduced to enforce the hypotheses that celebrity endorsements do have impact on customer's perception and purchase intention. Further research can be conducted in this research by changing the demographics of respondents and expanding the research horizon to check the significance of media in marketing and promotion.

Keywords: *Celebrity Endorsement, Physical Attractiveness, Source Credibility, Congruence, Customer Purchase Intention, Customer Attitude,*

I. INTRODUCTION

The modern world of marketing communication has become colorful and inundated with advertisements, and it is hard to get noticed. It is an uphill task for the designer of an advertising campaign to differentiate itself from others and attract viewers' attention.

In this jet 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. Celebrities are people who enjoy specific public recognition by a large number of certain groups of people. They have some characteristic attributes like attractiveness, extraordinary lifestyle or special skills that are not commonly observed. Thus, it can be said that within a society, celebrities generally differ from the common people and enjoy a high degree of public awareness.

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 plethora 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.

“Any brand can get a celebrity. That is easy. But getting a celebrity consistent with the right brand, to the right degree, at the right time, for the right purpose and in the right way... that is not easy.”

Celebrity Endorsement and brand image:

Celebrity endorsement is a common marketing communication strategy used by marketers for building brand image (Kara *et al*, 2013). Celebrity endorsement is considered to be an effective tool used by marketers' worldwide (Amanda *et al*, 2011). Celebrities can be influential reference

group for marketers which can help marketers associate positive attributes with the brand (Kara *et al*, 2013). In a research conducted by (Kara *et al*, 2013) it was revealed that; celebrity endorsements help to build brand image and increase consumer attractiveness towards brand. Hence research conducted by the researchers it has been revealed that celebrity endorsements help to build brand image. Coca Cola can use celebrity endorsements in order to build its brand image and increase consumer likeliness towards the brand.

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.

While selecting a celebrity as endorser, the company has to decide the promotional objective of the brand and how far the celebrity image matches with it. The selection is in fact a collaboration, from which both the company and the celebrity gains.

The most important attribute for a celebrity endorser is the trustworthiness. The target audience must trust that a celebrity carries a particular image and it must match with the product.

The second attribute in order of importance is likeability. The celebrity also must be accepted as a popular icon by a large cross section of the audience.

Companies use celebrity endorser because they are considered to have stopping power, i.e., a celebrity can be a very useful tool to draw attention to advertising messages in a cluttered media environment. The overall popular image coupled with exact product-image match enhances the consumer attention resulting in greater brand recall.

Studies have proved that celebrities endorsing a company or brand can greatly increase consumers' awareness of an advertisement, capture their attention and make the advert more memorable.

Additionally, when a celebrity endorses your company, it tells the consumer that the company is

reputable, has good products or good customer service and is a sound company to deal with.

Remember, the celebrity's own image and reputation is at stake.

The purpose for this study was to investigate the customers' attitude toward brand image and their purchase intention towards celebrity's advertised products.

II. LITERATURE REVIEW

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.

According to Melissa St. James, a doctoral fellow and marketing instructor at The George Washington University, "Studies show that using celebrities can increase consumers' awareness of the ad, capture [their] attention and make ads more memorable." Diverse literature is available on celebrity endorsement.

Joanne M. Klebba Lynette S. Unger (1983) uses multiple regression analyses to examine the impact of positive and negative source information on the credibility of the advertising source and on audience perceptions of the company and advocated product. The results of their study indicate that the cognitive and affective dimensions of credibility are influenced differently by negative information.

Wenqian Gan (2006) explores the Chinese consumer's behaviors toward celebrity and non-celebrity commercials. The results shows that Chinese consumers prefer Celebrity commercial & respondents collectively like celebrity who have more professional career skill, even though there are other different reasons existing such as good appearances, good disposition, and good career spirit.

Erik hunter and Per Davidsson (2008) studied negative information's impact on celebrity

entrepreneurship. These results show that negative information about the celebrity might lead to a negative attitude towards the new venture and promotion, new ventures can potentially reduce damage to their brand by distancing themselves from the celebrity, however, such a maneuver may not be as effective when the new venture is run by a celebrity entrepreneur.

Christina Schlecht (2003) examines the relationship between celebrity endorsements and brands, by applying a selection of widely accepted principles of how consumers' brand attitudes and preferences can be positively influenced. Thereby the concepts of source credibility and attractiveness, the match-up hypothesis, the meaning transfer model and the principles of multiple product and celebrity endorsement were used. A brief assessment of the current market situation indicates, that celebrity endorsement advertising strategies can under the right circumstances indeed justify the high costs associated with this form of advertising. Several failures show, it is essential for advertisers to be aware of the complex processes underlying celebrity endorsement.

Dr. Puja Khatri (2006) studied celebrity endorsement as strategic promotion. An assessment of current market situation indicated that celebrity endorsement and advertising strategies if correctly blended in terms of marrying the strengths of the brands with the celebrity's quality indeed justify the high cost associated with this form of advertising. However, advertising needs to be aware of the complex processing underlying celebrity endorsement by gaining clarity on described concepts of celebrity source credibility and attractiveness, match-up hypothesis, multiple product endorsement etc. Marketer has to decide how far the benefits outweigh the risks associated. Advertisers agree that celebrity endorsement does not itself guarantee sales. It can create a buzz and make a consumer feel better about the product, which in turn has to come to expectation of customers as a real star by delivering the promise. There have been instances where the endorsement or real consumer has started working better than celebrity endorsers. In fact much research needs to be done on customer testimonials, which tend to induce better credibility and helps in carving the competent, rational, knowledgeable customer

of today who is said to be the real hero.

R. Bruce Money, Terence A. Shimp, Tomoaki Sakano (2006) studied the impact of negative

information of celebrity on brand. They conducted comparative study in the U.S. and Japan to investigate whether the form of negative information about a celebrity (other- or self-oriented) results in differential evaluations of the brand endorsed by the celebrity. Surprisingly, we find that both Japanese and Americans view endorsed products *more* positively in the presence of self-oriented negative information, a possible suspension of the famous fundamental attribution error in human judgment.

Clinton Amos, Gary Holmes and David Strutton (2008) studied the relationship between use of a celebrity endorser and the resulting effectiveness of that endorsement. Kruskal-walls non-parametric test is used to identify relationship between use of a celebrity endorser and the resulting effectiveness of that endorsement. Negative information about the celebrity exercised the large impact on celebrity endorsement effectiveness in advertising. This result underscored the high risk associated with using celebrity endorsers as well as the huge impact negative information about that celebrity can have on the consumer perception.

Jennifer Edson Escalas, James R. Bettman studied consumers appropriate brand symbolism that comes from celebrity endorsement to construct and communicate their self-concepts. Study 1 finds that celebrity endorsement enhances self-brand connections when consumers aspire to be like the celebrity, but harms them when consumers do not; this effect is more pronounced when the brand image is congruent with the celebrity's image. This effect is further moderated by the degree to which a brand communicates something about the user, with more symbolic brands having stronger effects than less symbolic brands. Study 2 finds that the effect of celebrity endorsement on self- brand connections is augmented when consumers' self-esteem is threatened. Consumers self- enhance by building connections to favorable celebrity images or distancing themselves from unfavorable celebrity images.

David H. Silvera and Benedikte Austad (2004) examine characteristics of advertisements that make them effective are especially valuable. The present experiments represent a first step in identifying what makes endorsement advertisements effective based on work in attribution theory within social psychology. The results suggest that endorsement advertising effectiveness can be strongly influenced by consumers' inferences concerning whether the endorser truly likes the product. Advertisers, on the other hand, often appear to be satisfied with merely creating an

association between a popular endorser and their product with the hope that the endorser's positive image will somehow "rub off" on the product. The present research suggests that advertisers should put more effort not only into choosing endorsers who are well match with products, but also into making strong arguments and believable explanations for why endorsers truly do like the products they endorse.

Debiprasad Mukherjee (2009) this paper is an effort to analyze the impact of celebrity endorsements on brands. Objective of this article is to examine the relationship between celebrity endorsements and brands, and the impact of celebrity endorsement on consumer's buying behavior as well as how consumer makes brand preferences. This paper proposes a 20point model which can be used as blue-print criteria and can be used by brand managers for selecting celebrities and capitalizing the celebrity resource through 360 degree brand communication which, according to this paper, is the foundation of the impact of celebrity endorsement. Celebrity endorsement is always a two-edged sword and it has a number of positives—if properly matched it can do wonders for the company, and if not it may produce a bad image of the company and its brand.

Pamela Miles Homer (2007) the "meaning" of a brand resides in the minds of consumers, based on what they have learned, felt, seen, and heard overtime. This study explores the relationship between quality and image with special attention on brands plagued with negative impressions, including instances where consumers' perceptions of a product's quality conflict with its perceived "image". Data confirm that quality and image impact attitudes in a distinct manner, and overall, low brand image is more damaging than low quality. In addition, findings show that (1) hedonic attitudes towards brands are most driven by image, whereas utilitarian attitude formation/change processes are dominated by quality, (2) non-attribute brand beliefs are a stronger predictor of hedonic attitudes when quality or image is low versus high, while (3) attribute-based beliefs are strong predictors of utilitarian attitudes across image and quality levels.

Farida Saleem (2007) Celebrity endorsement is becoming very prominent now a day. Marketers use celebrities in ads when there is no or very little product differentiation. When marketers have to target more diverse market multiple celebrities endorsement (more than one celebrity in a

single ad) could be an answer. The purpose of the current study is to explore the perceptual difference of young adult toward single celebrity ads and multiple celebrities' ads. Questionnaires were administered on a sample of 300 university students to assess if there is any difference in young adult perception about single celebrity endorsement and multiple celebrities' endorsement. Four print media ads, two containing one celebrity in them and two containing three and five celebrities in them were used as a stimulus. The results showed that the attitude toward ad and purchase intentions are more positive for multiple celebrities ads compare to single celebrity ads and there is no significant difference in the attitude toward brand for multiple celebrities ads and single celebrity ads.

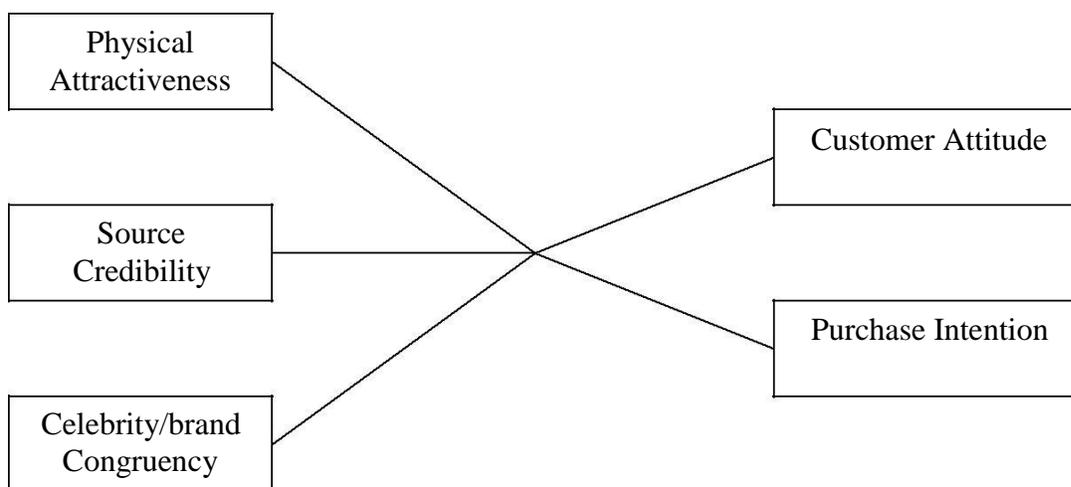
Indian context: : In India Brand endorsements by celebrities are a widespread phenomenon in India and worldwide. For decades, the celebrities present in the Indian films have provided lifestyle cues to youth. Given the popularity, size and reach of the celebrities present in the film industry have the power to influence the attitude and behavior of millions of people, particularly the youth in India. The result of several discussions between strategic media work and WHO, after consulting with media experts, sociologists, films and television professionals and academics as well as scanned media reports, determines the impact of films and its consequent impact of celebrities on the youth. (Anonymous, 2003) The country observed for the first time aggressive competition between new players and big established businesses with the opening of the new Indian economy in 1991. (Malhotra 2005). Consumer's expectations and demands are continuously rising in today's dynamic and competitive environment forcing marketers to adopt more creative advertising efforts such as celebrity endorsements to influence consumer brand choice and behaviour. (Alsmadi 2006). Hence, there was a novelty of the celebrity brand endorsement which has proliferated to have become a multi-million dollar industry in India today. (Malhotra 2005)

Further more the celebrities in India live a very public life, hence several aspects of their lives are exposed to the general public such as where they shop, where they holiday, their favorite food and so on and thus receives extensive coverage from the media. The best example to support this is the South Indian actor Rajnikanth who has temples dedicated to his glory. (Dixit 2005) However, a few of the brands have, no doubt, been established without celebrity endorsement (Kulkarni and Gaulkar, 2005). Procter & Gamble promoted its „Rejoice“ brand in

India with an ordinary woman in their advertising which worked well. They do not believe in celebrity endorsement and think that consumers, especially housewives, are more prone to identify with a lay person than a celebrity. A few more examples that can be given are Lifebuoy, Close Up, Fevicol etc. Katyal (2007) asserts that there is the presence of great potential for celebrity endorsement in India to be seen as truly relevant, thereby inducing customer to purchase the product. He also states that star power in India can be identified by the successful endorsements done by Shah Rukh Khan for three brands namely Santro, Clinic Alclear and Pepsi.

III. THEORETICAL FRAMEWORK

In my research, I have studied the relationship of celebrity physical attractiveness, credibility and congruency towards customer attitude and purchase intention. I have taken physical attractiveness of celebrity, source credibility and celebrity/brand congruency as independent variables and customer attitude and purchase intentions as dependent variables.



Hypotheses:

H1: Physical attractiveness, source credibility and celebrity congruency of endorser will positively impact on customer's attitude towards advertised brand.

H2: Physical attractiveness, source credibility and celebrity congruency of endorser will highly intend customer to purchase advertised product.

IV. DATA COLLECTION

The data was collected by using questionnaire to check the perception of customers toward the celebrity advertisement. The questionnaire was designed to check the celebrity attractiveness, trustworthiness and expertise and customer's views about celebrity advertisement, their purchase intention and brand perception.

The independent variables in this study are the physical attractiveness of the celebrity, the source credibility of the celebrity and the celebrity/brand congruency of the product. The dependent variables of this study are the attitudes toward the advertisement and the product and the consumers' intent to purchase the product. For this study I selected people from different areas of India. The sample consists of 103 working employees. People from public, private and multinational organizations were approached and through questionnaire data was collected.

V. METHODOLOGY

Data was analyzed by SPSS. Factor Analysis was first run to determine the relationship between the physical attractiveness of the celebrity and its influence on the consumer's intent to purchase the advertised product, their attitude toward the advertisement, and their attitude toward the brand. After looking at the Factor Analysis, it was concluded that the congruency questions needed to be separated into two groups. Question #1, was separated from questions 2-5. Then Factor Analysis was run again for congruency question #1 and congruency #2-5. ANOVA was run next to measure the significance of the considered variables. Linear Regression was run to see where the significance lies. The purchase intentions, attitude toward the advertisement and the brand were measured against the dependent variables. Internal reliability and consistency was required to be checked, so the next test that was run was Cronbach's Alpha.

VI. DATA ANALYSIS

Of the respondents (13.6%) surveyed were female and (86.4%) were male. (46.6%) of the people were single, while (53.4%) were married. Almost half (44.7%) of the people surveyed had an income of Rs.25, 000 or below; (37.9%) had an income of Rs. 26,000-50,000; (13.6%) had an income of Rs. 51,000-75,000; (3.9%) had an income of Rs. 76,000-Rs. 100,000. Of all, (54.4%) of the people surveyed were between the ages of 18-29; (31.1%) were between ages of 30-39; (10.7%) were between ages of 40-49 and (3.9%) were between ages of 50-59. (1.9%) of the people had below high school qualification, (1%) had a high school diploma, (1.9%) had an associate's degree, (33%) had a bachelor's degree and (62.1%) of the people had a graduate of professional degree. (55.3%) of the people were employees of public organization, (31.1%) were employees of private organization, (9.7%) were employees of semi-Govt. organization and (3.9%) were employees of multinational organization. See Table 1, 2, 3, 4, 5 and 6.

Gender

TABLE 1		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	89	86.4	86.4	86.4
	Female	14	13.6	13.6	100.0
	Total	103	100.0	100.0	

Marital status

TABLE 2		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	48	46.6	46.6	46.6
	Married	55	53.4	53.4	100.0
	Total	103	100.0	100.0	

Income

TABLE 3		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rs. 25000 or less	46	44.7	44.7	44.7
	Rs. 26 - 50000	39	37.9	37.9	82.5
	Rs. 51 - 75000	14	13.6	13.6	96.1
	Rs. 76 - 100000	4	3.9	3.9	100.0
	Total	103	100.0	100.0	

Age

TABLE 4	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-29	56	54.4	54.4	54.4
30-39	32	31.1	31.1	85.4
40-49	11	10.7	10.7	96.1
50-59	4	3.9	3.9	100.0
Total	103	100.0	100.0	

Qualification

TABLE 5	Frequency	Percent	Valid Percent	Cumulative Percent
Valid below high school	2	1.9	1.9	1.9
high school or equivalency	1	1.0	1.0	2.9
associate's degree	2	1.9	1.9	4.9
bachelor's degree	34	33.0	33.0	37.9
graduate of professional degree	64	62.1	62.1	100.0
Total	103	100.0	100.0	

Nature of Organization

TABLE 6	Frequency	Percent	Valid Percent	Cumulative Percent
Valid public	57	55.3	55.3	55.3
private	32	31.1	31.1	86.4
sami-govt.	10	9.7	9.7	96.1
multintional	4	3.9	3.9	100.0
Total	103	100.0	100.0	

Factor analysis was first run to determine the relationship between the physical attractiveness of the celebrity and its influence on the consumer's intent to purchase the advertised product, their attitude toward the advertisement, and their attitude toward the brand. This was done to show if the ideas, (unattractive/attractive, not classy/classy, ugly/beautiful, plain/elegant, and not sexy/sexy) were congruent with each other and how well they matched up together. Factor analysis showed that each idea was congruent with the others, so the significance of the ideas was measured next.

One-way ANOVA was run next to see if significant differences between the means of the variables. The results are given in the following tables. For customer's attitude, Source

Credibility & congruency's significance level is less than 5% implying that both these are significant. Physical attractiveness is just above 5% meaning thereby that it is not that insignificant. The results are insignificant for ANOVA done for purchase intention. The F-Statistic also confirms this insignificance because all observed F-Values are less than critical F-Value of 2.76.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
physical attractiveness	Between Groups	35.285	28	1.260	1.579	.062
	Within Groups	59.058	74	.798		
	Total	94.343	102			
Source Credibility	Between Groups	63.714	28	2.275	2.348	.002
	Within Groups	71.700	74	.969		
	Total	135.414	102			
congruency	Between Groups	54.528	28	1.947	4.371	.000
	Within Groups	32.969	74	.446		
	Total	87.497	102			

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
physical attractiveness	Between Groups	44.072	37	1.191	1.540	.064
	Within Groups	50.272	65	.773		
	Total	94.343	102			
Source Credibility	Between Groups	58.015	37	1.568	1.317	.164
	Within Groups	77.398	65	1.191		
	Total	135.414	102			
congruency	Between Groups	40.691	37	1.100	1.527	.067
	Within Groups	46.806	65	.720		
	Total	87.497	102			

Regression tests were run once to test Hypothesis 1 and then to test Hypothesis 2. Customer's attitude is the dependent variable in hypothesis 1 and Purchase Intention is the dependent variable in the hypothesis 2. The results are as under:

H1: Physical attractiveness, source credibility and celebrity congruency of endorser will positively impact on customer's attitude towards advertised brand.

Regression Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.653(a)	.427	.409	.57278

Predictors: (Constant), congruency, physical attractiveness, Source Credibility

ANOVA (b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.177	3	8.059	24.564	.000(a)
	Residual	32.480	99	.328		
	Total	56.657	102			

Predictors: (Constant), congruency, physical attractiveness, Source Credibility

Dependent Variable: customer attitude

Coefficients (a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta	B	Std. Error
1	(Constant)	2.274	.404		5.634	.000
	physical attractiveness	.100	.066	.129	1.508	.135
	Source Credibility	.072	.056	.112	1.298	.197
	congruency	.442	.066	.549	6.695	.000

Dependent Variable: customer attitude

H2: Physical attractiveness, source credibility and celebrity congruency of endorser will highly *intend customer to purchase advertised product.*

Regression Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.577(a)	.333	.313	.62237

Predictors: (Constant), congruency, physical attractiveness, Source Credibility

ANOVA (b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.162	3	6.387	16.490	.000(a)
	Residual	38.347	99	.387		
	Total	57.510	102			

Predictors: (Constant), congruency, physical attractiveness, Source Credibility
Dependent Variable: purchase intention

Coefficients (a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta	B	Std. Error
1	(Constant)	2.026	.439		4.620	.000
	physical attractiveness	.039	.072	.050	.543	.588
	Source Credibility	.183	.061	.280	3.011	.003
	congruency	.320	.072	.395	4.464	.000

Dependent Variable: purchase intention

The values to be considered are that of R-squared. It refers to the fitness of model & how well is the explanatory power of the model. The model used in hypothesis 1 has 43% and model 2 has 34% explanatory power of the dependent variable. Both these are towards the higher side, proving the significance of the overall model fitness.

Cronbach's Alpha was run for each ad's set of physical attractiveness questions for a measure of internal consistency. Both values of α calculated fall in the satisfactory category, implying internal consistency.

Reliability Statistics

Cronbach's Alpha	N of Items
.618	3

Reliability Statistics

Cronbach's Alpha	N of Items
.830	2

VII. CONCLUSIONS

As can be interpreted from the results, celebrity endorsement has reasonable impact on customers as per their attitude and purchase intention. Celebrity endorsement has come out as not only an influential factor but rather a causal factor in the results of this paper. Physical attractiveness, credibility and congruence of celebrity with reference to the endorsed advertisement all have impact on the customer's perception about the advertised product. The tests have by and large bore favorable significant results in the light of variables used. Thus, celebrity endorsements do result in sales hike. Hence the up and about trend these days.

Another implication of this paper is that it goes out to show the extent to which today's customer is aware and influenced by media. Celebrities are worshipped as icons now. If the customer perceives the physical attractiveness, credibility and the match between celebrity and the product to be favorable, he is inertly being influenced to like that product which leads to the purchase of that product. Features of the product itself take secondary importance.

A limitation of this research is that the data has been taken from professionals only. Although 103 is a significant number of respondents but since all were working respondents, so the results may represent a certain sect of society. The results might be different or diversified,

had the study been conducted group wise, as on, students, professionals, non-working, etc.

However, research has no limit and there is a room for extensive research in this regard in future. Since the results of this study are positive, another area of research can be impact and efficacy of media on its viewers with respect to marketing products.

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