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## INFLUENCE OF CELEBRITY ENDORSEMENT ON CONSUMERS' PERCEPTIONS OF BRANDS

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### ABSTRACT

The traditional elements of the promotional mix have made way for a fresh, developing integrated marketing communication concept. Businesses have become more crucial for marketers because of features, quality, and role of advertising agencies in identifying the USP of brand and in their marketing communications.

Using their fame and personalities to amplify the brand's claim and position, celebrities who serve as spokespersons for the company are said to be endorsing it. The habit of utilising famous people in advertising is making a lot of commotion all over the world, and this is also true in India. Celebrity endorsement is now considered a billion dollar business.

Celebrities today receive millions of cash from businesses every year to promote their products and services. Notwithstanding the dangers associated with celebrity endorsement, businesses frequently use it as a strategy to gain a competitive edge.

Celebrities are increasingly being used as brand ambassadors in the contemporary environment. But is it really thought of as being that positive? This study seeks to understand how Indian customers feel about celebrity endorsements and their worth. It will be helpful on both an academic and professional level because it examines how Indian customers view celebrity endorsements and offers theories for academics as well as recommendations for managers and professionals.

This study sought to ascertain whether there was a correlation between the perceived qualities of celebrities and those of the businesses they supported. The effect of a celebrity's unfavorable publicity on the way that the public perceives the brand that the celebrity has promoted was also investigated. Another factor was the type of endorsement preference that customers might have for the particular product being sold.

The study's conclusions demonstrated that there is favorable attribute transfer from celebrity endorser to endorsed brand. Also, the brand loses if the endorser's ability to inspire trust wanes, thus marketers must exercise extra caution when adopting this tactic since it could permanently alter how their product is seen.

**Keywords:** Celebrities, endorsements, brands, advertising.

## **1. Introduction**

Celebrities represent brands through endorsement, a channel of communication in which they support the company's claims and positions by expanding their popularity and reputation. There are various ways to endorse. A company may choose to hire a celebrity to market its goods or services in a variety of ways, including through endorsements, testimonials, actors, and sports figures.

Celebrity endorsements give businesses an advantage in grabbing and holding the attention of consumers in this day of fierce competition where doing so is incredibly difficult. Celebrities may help brands gain popularity and the massive momentum they need by endorsing their inherent worth. In the present day, celebrity endorsement is thought to be a billion dollar business.

A few factors that affect celebrity endorsements include awareness of brand and recalling celebrity values which defines and renews the image of the brand, addition of new dimensions to the celebrity of brand image, instant incredibility or coverage of PR, lacking ideas, and client persuasion.

Affiliations of celebrity have a well-known ability to affect consumer purchasing behaviour. Consumers favourably value celebrity endorsers in commercials, according to studies. Companies sign contracts with prominent celebrities in the belief that they may utilise them to carve out a unique and important niche in consumers' imaginations.

Viewers are likely to remember advertisements that feature famous people, but in today's dynamic market conditions, this expectation may not always be met, making celebrity endorsements a risky investment. The risk/reward ratio of celebrity endorsements is always high, thus one must assess potential hazards vs. probable returns.

## **2. Literature Review**

Celebrity endorsement is now more widely acknowledged as an crucial part of a thorough marketing communication strategy framework. According to Hamish and Pringle (2004) there are three market-wide macro criteria which support the viability of celebrity endorsement. These factors are growing potential for consumer and brand engagement, more influence of consumers over the messages they receive because they are living in a “era of permission” and the crowded commercial communication and the growing media fragmentation. (2006) Tangen and Temperley. Pappas (1999), who examined the value of celebrity endorsements, asserts that with the aid of skillfully crafted advertising, celebrities may use their celebrity power to build their brands.

### **Celebrities as a kind of Aspiring Reference Group**

Theoretically, the reason why celebrities are seen as effective endorsers is because of their symbolic affiliation with a desired reference group (Soloman and Assael 1987). The effectiveness of celebrity endorsements, according to Assael (1984), is attributed to their ability to capitalise on the consumer's symbolic unification with their aspirational reference group (Menon). Customers have a propensity to grow attached to any object that enhances their sense of identity or preferred appearance, develops a sense of community, or stirs up fond memories. The public's preoccupation with celebrities is arguably the most obvious illustration of this kind of attachment. (O'Mahony and Meenaghan, 1998).

### **Effectiveness of celebrity versus non-celebrity endorsements**

It is not by coincidence that famous people frequently appear in marketing campaigns. Celebrities outperform other sorts of endorsers, such as company management, normal consumers, and professional specialists, according to study, making them by far the most effective (Seno & Lukas 2007).

As per Mehta 1994, differences in cognitive reactions were observed between celebrity and non-celebrity endorsed cases, but no statistical significant changes in attitudes towards advertising or a desire to purchase the suggested brand was observed. . Atkin and Block (1983) and Petty. et. al (1983) observed that celebrity endorsers resulted in stronger purchase intentions and more favourable attitudes about advertising when compared to non-celebrity endorsers.

Celebrity endorsements, according to McCracken (1989), are a successful way to give businesses meaning since it is alleged that these people carry their particular cultural significance to the process of endorsement, which is then transmitted to the product and ultimately the consumer. According to McCracken (1989), there is a distinction between famous people and anonymous persons since the former can convey messages with greater profundity, force, and nuance while the latter can offer a wider spectrum of lifestyle and personality. In a similar vein, he keeps showing that the most strongly stereotyped celebrities don't just provide solo meanings, and also interrelated numerous connotations, showing that celebrity endorsers are much more successful than non-celebrity endorsers. This can be reasonably suggested that non-celebrity endorsers are less successful in comparison to celebrity endorsers at making desirable money. (Erdogan, 1999).

### ***Positive aspects of celebrity endorsement***

It has been noted that having a well-known character around helps to address the issue of overcommunication, which is on the rise these days. (Kulkarni & Gaulankar, 2005). Many studies have identified the qualities like trustworthiness, resemblance, likeability, and expertise, that make a celebrity a credible source, which in turn fosters a sense of certainty. (Muhammad, 2005). Research and practical experience have demonstrated that when celebrities endorsing things that fit their idealised image, buyers are more inclined to spend money and feel more at ease. (Internet World 2001) as it helps them to take more notice of celebrity endorsements and improve their level of product recall. (Bowman 2002). All of these point to the likelihood that celebrity endorsements would influence consumers' purchasing decisions favourably (Mahur, Mathur, & Rangan, 1997); Goldsmith, Lafferty, and Newell.

### ***Drawbacks of Celebrity Endorsement***

The term "Lazy Advertising" which refers to the excessive use of celebrities as product endorsers, is the first drawback of celebrity endorsement. It raises concerns about the viability of this common marketing communication practise (Kulkarni and Gaulankar, 2005). Unless there appears to be a very logical connection between the endorser and the product, engaging celebrities is thought to be an unnecessary risk. (1989, Beverage Industry; 1995, USA Today)

Celebrity brand ambassadors may become a liability for the product they represent (Till and Shimp,1998).

The risk associated with the usage of celebrity endorsers is the spread of unfavourable information and publicity about the celebrity. The influence of the unfavourable publicity will spill over to the product if the celebrity is closely linked to the brand. (Till,1996). The negative publicity that resulted from the celebrity's wrongdoings has had a significant impact on many businesses. Pepsi is one particularly well-known example, which struggled with three damaged celebrities: Michael Jackson, Madonna, and Mike Tyson (Katyal,2007). Also, those who choose to work with famous people have no control over their subsequent behaviour (Shimp and Till 2000)

### ***Making the "Right" celebrity choice***

According to Shimp (2000), advertising executives should examine the following five criteria when selecting celebrities to work with: (1) celebrity credibility; (2) celebrity and audience match-up; (3) celebrity and brand match-up; (4) celebrity attractiveness; and (5) other aspects. These elements are ranked from least to most significant. To illustrate the connection between celebrities, the brands they sponsored, and the perspective of the individuals involved, academics produced models and concepts. Khatri (2006). Hovland et al (1953) developed the earliest models from Source Credibility Model. Three additional models, including the Meaning Transfer Model by McCracken, the Source Attractiveness Model by McGuire, and the Match-upHypothesis by Forkan, were also recognised by Erdogan (1999).

### ***Multiple Celebrity Endorsements***

In one of the earliest investigations of the phenomena known as celebrity endorsement, Mowen and Brown (1981) emphasised the significance of an advertiser entering into an exclusive contract with a celebrity. Cronin (2003) discussed even while the conventional advertising literature stresses the value of an exclusive product arrangement with a celebrity, exclusivity comes at a significant cost. This expensive ticket has sparked a trend of businesses trading stars. The fact that a celebrity is promoting many items might undermine consumers' estimation of the endorser's reliability, as well as their ability to evaluate advertisements and brands, according to other studies. (1994; Tripp, Jensen, Carlson).

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Hsu and Donald (2002) on the other hand, demonstrated how having a wide range of celebrities supporting a product may be useful as it attracts and engages the product's varied target groups. In reality, sportswear companies like Nike, Adidas, and Reebok are very successful at leveraging a variety of celebrities in their advertising campaigns (Temperley & Tangen, 2006).

It is also advised to ensure that “each and every celebrity possesses compatible meanings that are sought for brands” as the use of various celebrities could cause confusion among consumers regarding the brand's identity (Erdogan and Baker).

One observes a variety of products that have celebrity endorsements while navigating the different television channels. Amitabh Bachchan is shown acting for Pepsi, Cadbury, Dabur, and Nerolac, as an example. In contrast, Sachin Tendulkar, Rahul Dravid, Amitabh Bachchan and Aamir Khan have all supported Pepsi.

### *Consumer perspective*

The behavioural research "fully documents the variation in consumer responses to emotional appeals in advertising." (1995; Moore, Harris, & Chen). In order to build elements of themselves and the outside world, McCracken (1989) defined a consumer as a “person” who continuously absorbs symbolic qualities of consumer items into their lives. O'Mahony and Meenaghan (1998) study demonstrate that customers generally view celebrity endorsements favourably. According to research, celebrity endorsements can influence consumers' attention, recollection, and buy inclinations. The self-perception and lifestyle of the consumer come first. 2003 (Busler).

Based on the literature that indicates that purchase intention in an environment of endorsements depends on consumers identifying with the association and its consequent purpose on their socioeconomic profile, Daneshwar and Schwer(2000) developed an equation on the purchase intention of the customers.

$$\text{Purchase Intention PI} = f \{ \text{age, gender, education, income, occupation, often} \}$$

When talking about celebrity endorsement, it is crucial to recognise that it can be challenging for consumers to determine the relationship between the endorsed product and the product itself. (Hsu & Donald,2002). Friedman & Friedman (1979) proposed that customers get influenced

to buy pricey and/or sophisticated goods that are recommended by knowledgeable celebrities. They did this by using the internationalisation process.

Lafferty and Goldsmith (1999), discussed that customers are more inclined to buy a good when they have a favourable view of the company, and are also more likely to do so when a celebrity endorser has a positive opinion of them, both of which are in accordance with the same theory. The design, quality, and price of the object, not its relationship with a celebrity, is what actually seals the deal once the consumer has it in his or her hands, illuminating the fact that celebrities merely persuade people to test items rather than necessarily buy them.

Daneshvary and Schwer (2000), suggested that education equips individuals with the analytical skills necessary to sift through data from multiple sources before making a purchasing decision, which lowers the likelihood that they will base that decision solely on one source, therefore consumers with higher levels of education may be less susceptible to the effects of advertising.

### **3. Objectives of Study**

- To determine whether characteristics linked with a celebrity are shared by the brand they support.
- To identify if there is a significant difference between attitudes of consumers towards a product launched by a renowned company when it is unendorsed versus when it is endorsed by a celebrity.
- To identify if unfavourable publicity about a celebrity has a negative impact on the brand endorsed by him.
- To identify if type of endorsement preferred by customers depends on the nature of product.

#### **4. Hypotheses**

H<sub>0a</sub>: There is no significant relationship between attributes of a celebrity and attributes of the product they endorse.

H<sub>1a</sub>: There is significant relationship between attributes of a celebrity and attributes of the product they endorse.

H<sub>0b</sub>: Reductions in celebrity endorsement and brand endorsement do not significantly affect one another.

H<sub>1b</sub>: Reductions in celebrity endorsement and brand endorsement significantly affect one another.

H<sub>0c</sub>: The effectiveness of the type of endorsement and the nature of the product (low involvement vs. high involvement) do not significantly correlate with one another (celebrity vs. expert).

H<sub>1c</sub>: The effectiveness of the type of endorsement and the nature of the product (low involvement vs. high involvement) significantly correlate with one another (celebrity vs. expert).

#### **5. Research Methodology**

The main purpose of this study is to comprehend how celebrity endorsement affects customer attitudes towards brands. The research has been carried out in Delhi/NCR region. The respondents were surveyed regarding their preferences and attitudes towards brand which are endorsed either by a movie star or a sports star.

##### **Research Design**

Quantitative research: The drawback of quantitative research is that it requires a lot more time as compared to qualitative research. The results can be projected to the population and are statistically valid. In other words, the percentage of respondents who responded in a particular way is comparable to the percentage of the entire population who would have provided the same response.



Data was collected from respondents. They were asked to fill a questionnaire with the objective of finding

- If the attributes associated with a celebrity are also associated with the brands they endorse.
- If there is a change in attitude towards a brand if the celebrity endorsing it has undergone a change in image.
- If there is any rationale between preferred type of endorsement and the nature of product.(high vs. low involvement)

### **Method of Data Collection**

Primary data has been collected through questionnaire. Mostly close ended questionnaire are used in this study. The main aim of questionnaire was to gather the consumers perception about celebrity endorsement. Several sources, including journals, research papers, and articles, were used to gather secondary data.

### **Sampling Design and Sample Size**

368 responses were obtained for the survey. Statistical techniques used was SPSS to analyze the data and achieve results. Along with that Excel modeling was also put into use.

### **Questionnaire Design**

Mostly close ended questions were used in this research. The questions were set in order to understand the perceptions and attitudes of consumers.

## **6. Limitations**

The results of the study are limited in a number of ways.

- Only Delhi/NCR is included in this analysis. We will be able to further generalise the findings if this study is repeated in additional marketplaces and geographical areas.

- The information was gathered using a convenience sampling-disseminated questionnaire. Because convenience sampling introduces bias, it is not a representative sample of the population.
- Because the questionnaire was sent online, it was impossible to gauge how seriously the respondents took it.
- Due to the limited sample size, it will be challenging to extrapolate the same opinions to a larger audience.

## HYPOTHESIS I

To prove this, it was important to identify attributes associated with celebrities and those with the brands endorsed by those celebrities. After knowing these correlation was calculated to see if there is any relationship between perceived celebrity and brand attributes.

Hence in questionnaire, respondents were asked to rank personality attributes that are associated with certain celebrities. The list of celebrities used for the analysis includes:

Akshay Kumar, Shahrukh Khan, Katrina Kaif, Mahinder Singh Dhoni and Sachin Tendulkar.

The attributes they were checked on include the following.

### BRAND PERSONALITY ATTRIBUTES

Sincerity	Excitement	Competence	Sophistication	Ruggedness
Down To Earth	Daring	Reliable	Upper Class	Outdoorsy
Honest	Spirited	Intelligent	Charming	Tough
Wholesome	Imaginative	Successful		
Cheerful	Up-To-Date			

After ranking celebrities on the above mentioned attributes, brands endorsed by them were ranked. Synonyms of above words were given.

The attributes as related to brands were

“Genuineness” for “Sincerity”

“Thrilling” for “Excitement”

“Dependable for “Competence”

“Suave/ Stylish” for “Sophistication”

“Adventurous” for “Ruggedness”

Brands selected were Thums Up endorsed by Akshay Kumar, Tag Heur endorsed by Shahrukh Khan, Nakshatra endorsed by Katrina Kaif, Reebok endorsed by Mahinder Singh Dhoni, Jaypee Cement endorsed by Sachin Tendulkar.

## ANALYSIS

Taking each celebrity one by one

### AKSHAY KUMAR

Data indicates that attribute most associated with Akshay Kumar is that of Ruggedness and that with Thums up is Adventurous. Table 1 shows the analysis.

Table 1

	Sincerity	Excitement	Competence	Sophistication	Ruggedness
Genuineness	1	0	0	1	0
Thrilling	0	13	1	1	6
Dependable	0	0	0	0	0
Suave/stylish	0	1	0	0	0
Adventurous	3	20	1	2	42

Table 1 shows the number of respondents who chose the given attributes. Using cross tabulation in SPSS , it is seen that 86% respondents who find Akshay Kumar rugged also find thums up adventurous. Now, the alignment between two sets of frequency measurements is evaluated using the chi-square test. In this instance, the Pearson chi-square score is 51.25, and the p-value is 0.00. We reject H0 and accept the Ha because the p-value is smaller than.05. There is a significant association between the variables as a result, however it is not clear how significant or relevant this relationship is. In this instance, the Cramer's V coefficient is 0.501, indicating a significant association.

## SHAHRUKH KHAN

Data indicates that attribute most associated with Shahrukh Khan is that of sophisticated and that with Tag Heur is Suave/ Stylish. Table 2 shows the analysis.

Table 2

	Sincerity	Excitement	Competence	Sophistication	Ruggedness
Genuineness	4	2	0	1	0
Thrilling	1	2	1	1	0
Dependable	1	1	0	0	0
Suave/stylish	2	9	7	35	0
Adventurous	0	0	0	0	1

The number of respondents who selected the suggested attributes is shown in the table. 95% of respondents who believe Shahrukh Khan to be sophisticated also find Tag Heur to be suave/stylish, according to cross tabulation in SPSS. Now, the alignment between two sets of frequency measurements is evaluated using the chi-square test. In this instance, the Pearson chi-square score is 95.2, and the p-value is 0.00. We reject H<sub>0</sub> and accept the H<sub>a</sub> because the p-value is smaller than .05. There is a significant association between the variables as a result, albeit it is not clear how significant or relevant this relationship is. In this instance, Cramer's V coefficient is 0.592, indicating a significant correlation.

## KATRINA KAIF

Data indicates that attribute most associated with Katrina Kaif is that of sophistication and that with Nakshatra is Suave/ Stylish. Table 3 shows the analysis.

Table 3

	Sincerity	Excitement	Competence	Sophistication	Ruggedness
Genuineness	4	3	0	3	0
Thrilling	0	2	0	2	0
Dependable	0	0	0	0	0
Suave/stylish	2	0	2	47	2
Adventurous	0	0	0	0	1

The number of responders who selected the suggested attributes is shown in the table. 90% of respondents who regard Katrina Kaif sophisticated also find Nakshatra suave/ stylish, according to cross tabulation in SPSS. Now, the alignment between two sets of frequency measurements is evaluated using the chi-square test. In this instance, the Pearson chi-square score is 60.76, and the p-value is 0.00. We reject H<sub>0</sub> and accept the H<sub>a</sub> because the p-value is smaller than .05. There is a significant association between the variables as a result, however it is not clear how significant or relevant this relationship is. In this instance, the Cramer's V coefficient is 0.546, indicating a significant association.

#### MAHINDER SINGH DHONI

Data indicates that attribute most associated with M.S.Dhoni is that of Ruggedness and that with Reebok is Adventurous. Table 4 shows the analysis.

Table 4

	Sincerity	Excitement	Competence	Sophistication	Ruggedness
Genuineness	1	3	1	2	3
Thrilling	2	0	3	0	4
Dependable	4	2	4	0	8
Suave/stylish	3	1	1	1	3
Adventurous	5	2	3	0	12

Table 4 shows the number of respondents who chose the given attributes. Using cross tabulation in SPSS , it is seen that 40% respondents who find M.S.Dhoni Rugged also find Reebok Adventurous. Now, the alignment between two sets of frequency measurements is evaluated using the chi-square test. In this instance, the Pearson chi-square score is 17.24, and the p-value is 0.00. H0 is accepted because the p-value is more than.05. As a result, there is no discernible connection between Dhoni's perceived attributes and Reebok. In this instance, the Cramer's V coefficient is 0.252, indicating a weak association.

### SACHIN TENDULKAR

Data indicates that attribute most associated with Sachin Tendulkar is that of Competence and that with Jaypee Cement is Dependable. Table 5 shows the analysis.

Table 5

	Sincerity	Excitement	Competence	Sophistication	Ruggedness
Genuineness	6	0	2	0	0
Thrilling	2	2	1	0	0
Dependable	6	0	45	2	0
Suave/stylish	0	0	0	0	0
Adventurous	1	1	0	0	0

The number of respondents who selected the suggested attributes is shown in the table. Cross tabulation in SPSS shows that 93% of respondents think Sachin Tendulkar is talented.

Jaypee Cement is trusted by competent people as well. Now, the alignment between two sets of frequency measurements is evaluated using the chi-square test. The Pearson chi-square score is 48.52 and the p-value is 0.00. We reject H0 and accept the Ha because the p-value is smaller than.05. There is a significant association between the variables as a result, however it is not clear how significant or relevant this relationship is. In this instance, the Cramer's V coefficient is 0.488, indicating a significant association.

## Conclusion

It has been observed that attributes associated with the celebrity do get translated to the product. There is only one anomaly in case of M.S.Dhoni. This can be owned to the fact that he is current cricket team captain and is in the highest point of his career. There is lot of positive feelings linked to him but he does not stand out in any one attribute. Another reason can be multiple endorsements that he is involved in which are of very different types.

## HYPOTHESIS II

An attempt has been made to evaluate perception of consumers towards a product in 3 different scenarios. Consumers are asked how they feel whether

1. Product would meet their expectation
2. If they would feel confident using it
3. If they drink would give guaranteed satisfaction
4. If they would feel safe using the drink

The scenarios in which they had to answer these 4 questions were as follows

1. Product(drink) is unendorsed but from a reputed company
2. Dhoni is the endorser of drink
3. Dhoni is the endorser of drink but there have been alleged charges of match fixing against him.

The idea is to see if there is a significant change in responses under these 3 conditions. Paired t-test is performed where pairs being checked for a significant change are 1 and 2(i.e. unendorsed vs. Dhoni before controversy) and 2 and 3 (Dhoni before controversy vs. Dhoni after controversy)

## ANALYSIS

**Case I** between an unendorsed product and when product is endorsed by Dhoni who is clean chit without any allegations, the results of paired t- test are as follows.

	Statement	N	Correlation	Significant
1.	Product would meet their expectation	68	0.144	.240
2.	Would feel confident using it	68	0.323	.007
3.	Would give guaranteed satisfaction	68	0.353	.003
4.	Would feel safe using the drink	68	0.368	.002

	Statement	N	Correlation	Significant
1.	Product would meet their expectation	68	.428	0.000
2.	Would feel confident using it	68	.001	.063
3.	Would give guaranteed satisfaction	68	.001	.154
4.	Would feel safe using the drink	68	.000	.008

Significance of less than .05 indicates a significant difference in attitude. Thus

1. People feel more confident when using a ready to drink product which is endorsed by Dhoni v drink being unendorsed.
2. People believe brand guarantees satisfaction when a drink is endorsed by Dhoni v drink being unendorsed.
3. People feel more safe when a drink is endorsed by Dhoni v drink being unendorsed.

### **Case II**

There is no significant change if the celebrity has a fall of fame i.e. does negative publicity affect brand as well? Hence

1. People feel there will be a fall in the product meeting their expectation if Dhoni is the endorser of product and there has been an allegation against him.
2. People feel there will be a fall in safety guaranteed by brand if Dhoni is the endorser of product and there has been an allegation against him.



	Statement	N	Correlation	Significant
1.	Product would meet their expectation	68	.244	.045
2.	Would feel confident using it	68	.271	.025
3.	Would give guaranteed satisfaction	68	.111	.367
4.	Would feel safe using the drink	68	0.078	.526

Celebrity endorsements have been shown to have a favourable effect on the feelings associated with the product. It was also seen that if the endorser receives a negative publicity, it negates the feelings towards the product endorsed by him. This may not be true if the brand is in stronger position than the celebrity endorser.

### HPOTHESES III

The respondents were shown images of different products and were asked to select the type of endorsement. Analysis involves use of Frequency testing.

	Testimonial	Unendorsed	Celebrity	Expert
Automobiles	14	6	25	23
Diamond jewellery	3	4	52	9
Laptop	14	5	7	42
Cosmetics	14	8	26	20
Shampoo & Conditioner	22	8	26	12
Detergent	31	33	3	1
Luxury Watch	3	1	62	2
Running shoes	11	13	35	9
Chips	5	34	22	7
Sensitive toothpaste	10	7	5	46

Above table shows number of people choosing a particular mode of endorsement based on product in question. Analyzing for each of products.

**Automobiles-** Data for automobiles shows that there is no set pattern. On one hand celebrity endorsements do seem to be preferred, a similar trend was observed towards expert endorsements as well. It involves a financial risk but there is also a social risk factor attached to it which is best answered by celebrity endorsements.

**Diamond Jewellery-** The result is highly skewed towardscelebrity endorsements. Marketers of diamonds have always tried to create an emotional connect with customers. This involves impacting the affective component in the consumers

**Laptops** – For laptops people prefer expert endorsement. The reason that it involves financial risk and one would purchase based on recommendation of an expert. However Sony Viao line of laptops, Lenevo and Acer line of laptops which are celebrity endorsed are an anomaly to this observation. The reason for this may be that thee days laptops are seen more as an accessory and celebrity endorsements are used to create the pull.

**Cosmetics-** Cosmetics as a category where people are sensitive to the kind of stuff they apply o their hair or skin. Here too people want a celebrity to endorse the product as it adds an element of glamour to the product and they are experts in this domain.

**Shampoos and conditioners** - Data shows that people prefer shampoos and conditioners ads to be endorsed by celebrities but the percentage of people choosing testimonials is also reasonably high. This observation reinstates the current trend- celebrities endorse the product and some endorse it in a way of testimonials (claiming to also be users of product).

**Detergent-** Detergent doesn't need endorsement by a celebrity. Instead a high percentage of users believe testimonials of users and unendorsed form of advertising would suit the purpose the most.

**Luxury watch-**As is the case with diamonds, here too an emotional connection is to be established to take a watch above by a level and ensure its not just a means to see the time but something that adds to ones personality.

**Running shoes-** Survey shows people prefer celebrity end for this category. As is the trend in the industry as well, endorsement by sports celebrities is a common trend.

**Chips-** Chips as a category is one of low involvement. One doesn't mind trying out a new brand of chips based on availability in shop floor. Hence endorsement doesn't really need to be by a celebrity in this case.

**Sensitive toothpaste-** This involves physical risk to consumers. The fact that they are using sensitive toothpaste indicates that they want an expert advice. Results of survey indicate the same trend.

It has been observed from the analysis above that when some amount of risk is involved in a particular product category, expert endorsements are preferred whereas if an emotional connection is to be established celebrity endorsements are more suitable. Also some categories like chips and detergents do not need any form of endorsement.

## **7. Conclusions**

According to the study's findings, there is a positive trait transfer from celebrity endorser to endorsed brand. If the endorser-generated trust wanes, the brand also suffers. If seriously considered, the suggested managerial implications below could be beneficial for theory and practise. The managerial implications of the research are as follows.

1. Businesses must be able to distinguish between different types of customers, such as fans of celebrities and people who are really interested in their products, in order to effectively market their goods. To do this, they must play it safe and satisfy both groups' needs.
2. In order to solve the issue of celebrities lacking credibility in the eyes of consumers, marketers could create a contract requiring that at least in public place celebrities to use their promoted goods by themselves.
3. It is important that the celebrity should select the endorsed product which must be suitable with respect to age, temperament, & other iconic celebrity attributes, management must take great care and go to great measures. A well-known and attractive celebrity is not sufficient to support an endorsement; the linkage must be relevant.
4. Managers should develop proper strategies to deal with the bad press that celebrities may encounter during their careers. This is because it might have a negative impact on some consumers, which could be detrimental for a product that is being promoted.

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