

A Study Of The Role & Effectiveness Of Celebrities In Advertisements

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INTRODUCTION

✿ **Advertisement & Celebrity - Scenario** : There was a time when certain brands were synonymous with a particular product, e.g. Radio/Tape Recorder – Murphy ; Toothpaste – Colgate; Scooter – Bajaj; Ceiling Fan – Usha; Tubelight – Philips etc. In the earlier times, one had to make an advance booking and wait for years to get the delivery of a scooter; when owning a Scooter was construed to be a status symbol. Majority of the products and services largely remained in the urban pockets of the country for quite a long time. With rapid urbanization in the 90s, the reach of products and services crossed the geographical barriers and even few rural pockets started getting such products. It was mainly due to the entry of more than one player in a particular product which eased the pressure on availability. With globalization and liberalization, the industrial scenario underwent a total revolution. This resulted in intense competition between many players for one product. Due to this intensified and ever increasing competition, it became necessary for manufacturers to advertise their products and position them in their target audience. With neck to neck competition, the product advertisements, which largely were advertised through newspaper periodicals and to some extent in Radio & TV, were found to be insufficient. This is where new ideas emerged by which every manufacturer wanted to increase their market share. The concept of endorsing products through well known personalities, thus assumed center stage in the advertising field.

A company might highlight new-product features, price reductions, or other important product information in order to get former customers of its product to switch back. To accomplish their advertising objectives, the company has to attract their customers or users of several media to see the advertisement and buy the product. For this, a new trend started by these producers was to use a celebrity in their products' advertisement - a celebrity on whom the audience have blind faith e.g. advertisement of Boost has Sachin Tendulkar; Horlicks has Sania Mirza; Dabur Chawanprash has Amitabh Bachchan and Emami Sona Chandi Chawanprash has Sharukh Khan & so on. By doing so, the advertisers try to create a link of their product with the popularity of the celebrity. Likewise, they try to project that by drinking Boost, the child will gain the qualities of Sachin Tendulkar or by using Lux, the user will become as beautiful as Aishwarya Rai Bachchan, etc.

CELEBRITIES IN ADVERTISING

A celebrity is an icon of the masses. A celebrity's popularity in the masses turns out to be criteria in selling a particular product. It is more the trust and love for the celebrity than the quality or durability of a product to be sold. Consumers perceive the brand as having superior quality because it has been endorsed by a credible source. This makes an endorsement as one of the indicators of quality for any brand. Advertisers have recognized the value of using spokespersons who are admired: TV and movie stars, athletes, musicians and other public figures. It is estimated that nearly 20% of all TV commercials are featuring celebrities and advertisers pay hundreds of millions of dollars for their services, e.g. Hrithik Roshan is reported to be paid ₹ 5 crore for the latest advertisement of Reliance Mobile (showing SMS features), Akshay Kumar is paid ₹ 4.5 crore for the advertisements of Thums-Up and Coca - Cola is planning to rope in Imran Khan to endorse the product for ₹ 2.5 crore. This type of advertising focuses upon using the celebrity's power, fame, money, and popularity to gain recognition for their products and promote specific stores or products.

LITERATURE REVIEW

A person who enjoys public recognition from a large share of a certain group of people and uses this recognition on behalf of a consumer good by appearing with it in advertisements is known as a celebrity (McCracken, 1989). They are

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usually known to the public for their accomplishments in areas other than the product endorsed by them (Friedman & Friedman, 1979). This stands true for classic forms of celebrities such as actors like Shah Rukh Khan, models like Milind Soman, cricketers like Sachin Tendulkar and entertainers like Maliaka Arora Khan, but also for less obvious groups such as businessmen like the Ambani's or politicians like Rahul Gandhi (Schlecht, 2003). Today, celebrity endorsement is being seen more and more as an essential part in an integrated marketing communication strategy. Temperley and Tangen (2006) suggested 3 macro factors: The first factors the increasing opportunity for interactivity between brands and their consumers. Second is the “*era of consent*” situation present today, where consumers have more control over the messages they receive. And lastly is the increasing media fragmentation and commercial communication clutter.

McCracken (1989) found that the use of celebrity endorsers stands for an effective way of transferring meaning to brands as it is believed that celebrity endorsers bring their own emblematic meaning to the endorsement process and that this cultural meaning residing in the celebrity is passed on to the product, which in turn is passed onto the consumer. In the light of company reports and academic writing, it is safe to argue that celebrity endorsers are more effective than non celebrity endorsers in generating desirable income (Erdogan, 1999). Celebrity endorsers may now and then become a liability to the brand they endorse (Till and Shimp, 1998). Negative information and publicity regarding the celebrity is one risk associated with the use of celebrity endorsers. Many companies have been badly affected by the negative publicity accruing from the celebrity's misdeeds. Furthermore, those who choose to use celebrities have no control over the celebrity's future behavior (Till & Shimp, 1998).

Cyber media research study published in The Business World unearthed different truths about celebrity endorsements. The study was spread over 3 phases in different cities of India - Delhi, Mumbai, Chennai, Kolkata, Nasik, Coimbatore, and Meerut. 12 focus group interviews, 6 expert instruments and 8 expert interviews with ad agencies were conducted. Besides this, a survey of 480 respondents in 4 cities, and 3375 respondents in 8 cities helped to develop different insights on celebrity endorsements that are given as under: over 80% of the people remembered the celebrity, but forget about the brand; different stars appealed to different geographic groups of customers. For instance, the Hutch ad did a better job of building a brand than Coke, which had many big celebrity names associated with it. A survey done by the market research firm, IMRB International in association with IPAN threw up interesting findings that more than half the respondents – 51 percent, to be precise - do not think celebrities use the products they endorse. About 78 per cent of the people surveyed think quality is the most important factor in buying the product, 9 per cent are led by prices, and a meager 3 per cent consider celebrity as the most important factor. The survey covered 2109 people across age groups, social class and gender in the metros, mid-sized cities and small ones. By geography, manufacturer's websites and celebrity endorsements were noticed significantly more by intenders in metros, whereas intenders in non-metros were more receptive to sponsorship of TV, radio programmes and art, entertainment events, etc. According to a research, celebrities fail to stir any curiosity among the viewers, possibly because they are overexposed, overpriced, and they try to overshadow the product.

RESEARCH OBJECTIVES AND METHODOLOGY

Research Objectives:

- ✿ To measure the impact of celebrity advertisements on consumers.
- ✿ To measure the celebrities' effectiveness for aspects such as image creation, attracting audience, surviving competition, overshadowing the product etc.
- ✿ To evaluate the impact of celebrities on the purchasing aspect of products or services and importance of various criteria on advertisements' effectiveness such as celebrity popularity etc.
- ✿ To evaluate the most appealing form of celebrities in advertisements for different types of advertisements across various age groups etc.

Research Methodology

- ✿ **Research Approach:** For gathering primary data, survey approach was used.
- ✿ **Research Instrument:** A research questionnaire consisting of a set of questions was presented to the respondents to know their preferences and ideas about a particular issue or matter.

❖ **Questionnaire design:** For customer's survey, the questionnaire was prepared with a Likert scale, Semantic differential, Rank list and Checklist method.

SAMPLING SURVEY

❖ **Sample unit:** Viewers of advertisements (General Public).

❖ **Sample Size:** Total 500 respondents included 100 each in Ahmedabad, Gandhinagar, Mehsana, Patan and Visnagar region of Gujarat.

❖ **Sample Procedure:** Convenience Sampling.

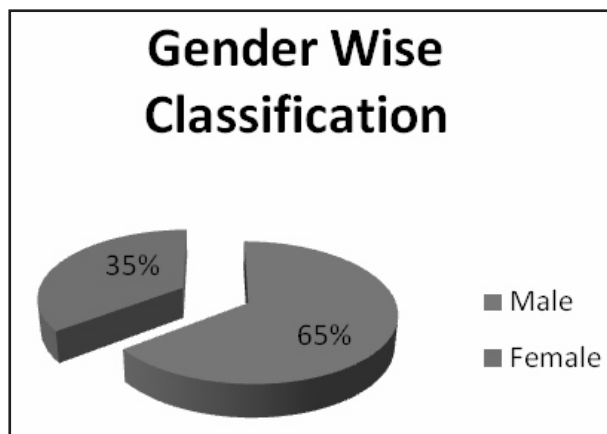
❖ **Time period of the study:** January 2011 to June 2011.

❖ **Analysis of Data:** The primary and secondary data collected was analyzed through the Statistical Method. SPSS was used for analyzing the data collected. Some analytical techniques like Chi-square was used to analyze the collected data. Besides this, MS Excel was used to measure the percentile for graph and rank.

PRIMARY ANALYSIS & DISCUSSION OF RESULTS

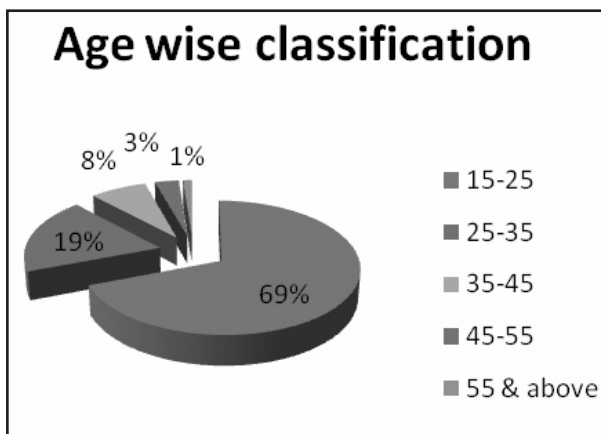
Graphs 1 to 5 depict the demographic details of the respondents collected from Ahmedabad, Gandhinagar, Mehsana,

Graph 1: Gender Wise Classification



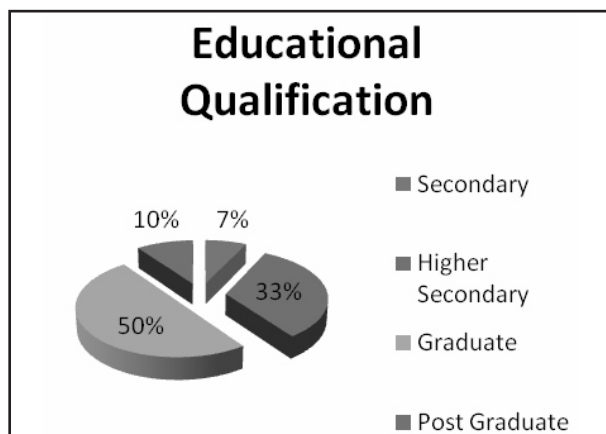
Source : Authors' Research

Graph 2: Age Wise Classification



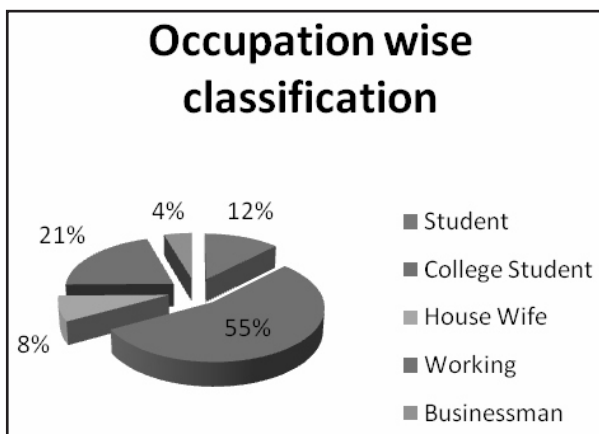
Source : Authors' Research

Graph 3: Education Wise Classification



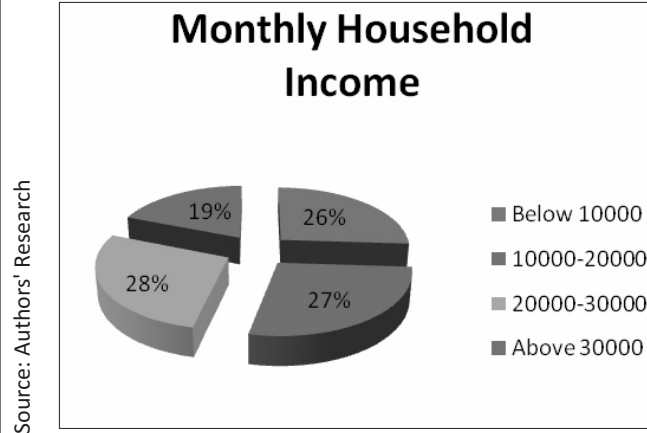
Source : Authors' Research

Graph 4: Occupation Wise Classification

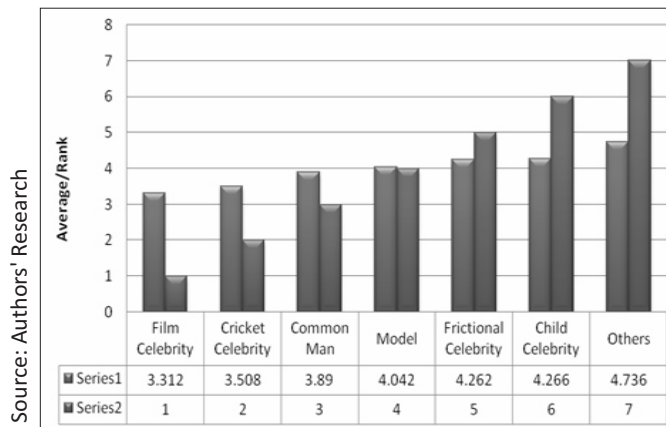


Source : Authors' Research

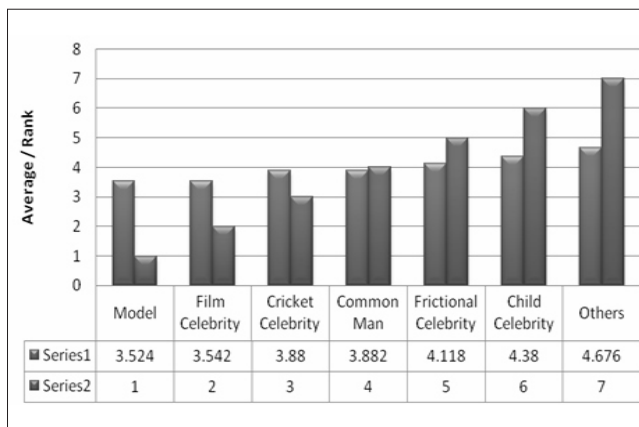
Graph 5: Monthly Household Income Wise Classification



Graph 6: Identification of Favorite Ad.

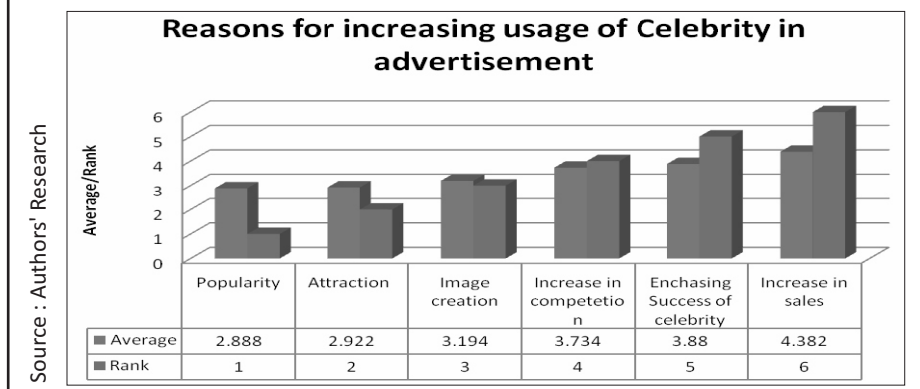


Graph 7: Identification of Favorite Brand Ambassador



Patan and Visnagar regions of Gujarat. Respondents were given several advertisements comprising of various celebrities from the realm of films, cricket, the common man, models, fictional, children and others. Out of these advertisements, the respondents were asked to rank the advertisements. The advertisements with film celebrities were preferred the most by the respondents, followed by celebrities from the cricketing world, and the advertisements that contained child celebrities were the least preferred. In a similar vein, while identification of a brand ambassador model was the most preferred than a film celebrity and a cricket celebrity, the child celebrity was the least preferred as a brand

Graph 8: Reasons For Increasing Usage Of Celebrities In Advertisements



ambassador. The Graph 8 indicates that celebrity popularity, attraction and image creation of product/services are the main reasons, while increase in sales is the least preferred reason for increasing the usage of celebrities in advertisements.

Table 1: For Creating A Good Impression, Celebrities In Advertisements Are Necessary					
	Strongly Agree (SA)	Agree	Indifferent	Disagree	Strongly Disagree (SD)
Region Wise Classification					
Ahmedabad	11	69	7	13	0
Gandhinagar	12	54	19	14	1
Visnagar	13	29	23	22	13
Patan	34	54	2	9	1
Mehsana	22	66	9	3	0
Total	92	272	60	61	15
Gender Wise Classification					
Male	46	178	44	44	11
Female	46	94	16	17	4
Total	92	272	60	61	15
Age Wise classification					
15-25 years	71	175	36	50	14
25-35 years	16	62	9	6	1
35-45 years	4	21	11	2	0
45-55 years	1	11	2	2	0
55 & above years	0	3	2	1	0
Total	92	272	60	61	15
Educational Qualification					
Secondary	9	16	6	3	2
Higher Secondary	32	69	21	32	10
Graduate	46	149	29	23	3
Post Graduate	5	38	4	3	0
Total	92	272	60	61	15
Occupation Wise Classification					
Student	16	30	6	5	5
College Student	54	136	28	45	10
House Wife	7	25	6	1	0
Working	13	66	16	8	0
Businessman	2	15	4	2	0
Total	92	272	60	61	15
Monthly Household Income Wise Classification					
Below ₹ 10000	24	51	16	27	12
₹ 10000 - ₹20000	22	88	17	9	1
₹ 20000 - ₹ 30000	28	76	20	14	0
Above ₹ 30000	18	57	7	11	2
Total	92	272	60	61	15

Source : Authors' Research

The Table 1 shows out of the 500 respondents, 92 respondents strongly agreed (SA) with the hypothesis given in the Table 1, and 272 respondents agreed with the statement. Similarly, gender wise also, both male and female respondents agreed with the statement, and similar responses were observed for age wise, education wise, occupation wise and

monthly household income wise classification. Majority of the respondents agreed with the statement - *that to create a good impression of products/services in the mind of the consumers, celebrities should be used in the advertisements.*

Table 2: To Survive The Competition, Celebrity Advertisements Are A Must					
	Strongly Agree (SA)	Agree	Indifferent	Disagree	Strongly Disagree (SD)
Region Wise Classifications					
Ahmedabad	15	52	4	27	2
Gandhinagar	27	40	23	8	2
Visnagar	20	26	38	15	1
Patan	23	55	1	20	1
Mehsana	19	57	17	6	1
Total	104	230	83	76	7
Gender Wise Classification					
Male	61	152	51	54	5
Female	43	78	32	22	2
Total	104	230	83	76	7
Age Wise classification					
15-25 years	67	159	48	67	5
25-35 years	25	40	21	7	1
35-45 years	8	18	10	1	1
45-55 years	2	10	3	1	0
55 & above years	2	3	1	0	0
Total	104	230	83	76	7
Educational Qualification					
Secondary	10	13	9	2	2
Higher Secondary	30	63	40	30	1
Graduate	53	127	29	39	2
Post Graduate	11	27	5	5	2
Total	104	230	83	76	7
Occupation Wise Classification					
Student	11	27	19	5	0
College Student	52	126	33	58	4
House Wife	9	15	10	2	3
Working	26	50	17	10	0
Businessman	6	12	4	1	0
Total	104	230	83	76	7
Monthly Household Income Wise Classification					
Below ₹ 10000	22	49	37	20	2
₹ 10000- ₹ 20000	29	67	23	15	3
₹ 20000- ₹30000	33	67	18	20	0
Above ₹ 30000	20	47	5	21	2
Total	104	230	83	76	7

Source : Authors' Research

Table 2 shows that a majority of the respondents agreed with the hypothesis - '*that to survive the competition, celebrity advertisements are necessary for organizations.*'

Table 3: The Celebrity Overshadows The Product					
	Strongly Agree (SA)	Agree	Indifferent	Disagree	Strongly Disagree (SD)
Region Wise Classifications					
Ahmedabad	21	33	19	25	2
Gandhinagar	28	38	28	6	0
Visnagar	17	34	24	17	8
Patan	35	55	4	4	2
Mehsana	35	34	15	15	1
Total	136	194	90	67	13
Gender Wise Classification					
Male	80	132	53	49	9
Female	56	62	37	18	4
Total	136	194	90	67	13
Age Wise Classification					
15-25 years	97	137	55	45	12
25-35 years	23	34	23	13	1
35-45 years	11	16	7	4	0
45-55 years	5	5	3	3	0
55 & above years	0	2	2	2	0
Total	136	194	90	67	13
Educational Qualification					
Secondary	7	13	8	7	1
Higher Secondary	32	69	31	24	8
Graduate	75	99	42	30	4
Post Graduate	22	13	9	6	0
Total	136	194	90	67	13
Occupation Wise Classification					
Student	14	23	12	10	3
College Student	78	112	38	36	9
House Wife	9	12	14	4	0
Working	30	37	21	15	0
Businessman	5	10	5	2	1
Total	136	194	90	67	13
Monthly Household Income Wise Classification					
Below ₹ 10000	28	54	23	18	7
₹ 10000- ₹ 20000	35	58	31	10	3
₹ 20000- ₹ 30000	44	47	22	22	3
Above ₹ 30000	29	35	14	17	0
Total	136	194	90	67	13

Source : Authors' Research

Table 3 shows the respondents' opinion regarding the hypothesis - '*whether the celebrity overshadows the product or not*'. For the region wise responses, 136 respondents strongly agreed (SA) with the statement, and 194 respondents agreed with the statement, while 67 and 13 respondents disagreed and strongly disagreed with the statement respectively. For the gender wise analysis, more number of male respondents agreed with the statement, as compared to the female respondents. Age wise, respondents in the age group of 15 – 25 years agreed with the statement. Education wise, more number of graduate respondents agreed with the statement as compared to the respondents of

Table 4: Use Of Multiple Celebrities For The Same Product Creates Confusion					
	Strongly Agree (SA)	Agree	Indifferent	Disagree	Strongly Disagree (SD)
Region Wise Classifications					
Ahmedabad	5	39	23	25	8
Gandhinagar	21	34	28	13	4
Visnagar	11	24	35	20	10
Patan	11	28	13	43	5
Mehsana	27	43	17	12	1
Total	75	168	116	113	28
Gender Wise Classification					
Male	42	112	78	75	16
Female	33	56	38	38	12
Total	75	168	116	113	28
Age Wise classification					
15-25 years	42	110	80	94	20
25-35 years	22	35	24	10	3
35-45 years	7	17	6	5	3
45-55 years	3	4	4	3	2
55 & above years	1	2	2	1	0
Total	75	168	116	113	28
Educational Qualification					
Secondary	11	10	10	2	3
Higher Secondary	19	52	46	36	11
Graduate	35	86	48	69	12
Post Graduate	10	20	12	6	2
Total	75	168	116	113	28
Occupation Wise Classification					
Student	8	21	22	9	2
College Student	33	87	53	81	19
House Wife	11	7	14	4	3
Working	18	46	23	13	3
Businessman	5	7	4	6	1
Total	75	168	116	113	28
Monthly Household Income Wise Classification					
Below ₹ 10000	14	40	41	26	9
₹ 10000- ₹20000	27	35	27	43	5
₹ 20000- ₹ 30000	24	55	29	21	9
Above ₹ 30000	10	38	19	23	5
Total	75	168	116	113	28

Source : Authors' Research

other educational qualifications. Maximum number of college students agreed with the statement, followed by the working respondents. Income wise, respondents with the monthly household income of ₹ 20000 – ₹ 30000, followed by ₹ 10000 – ₹ 20000 and below ₹ 10000 agreed with the statement respectively.

The Table 4 shows the respondents' views about the hypothesis - '*use of multiple celebrities for the same product creates confusion among customers.*' Respondents from Ahmedabad and Gandhinagar region strongly agreed with the statement, while the respondents from Visnagar least agreed with the statement. The male respondents from

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different regions agreed (42 SA and 112 agree) with the statement, as well as disagreed (75 disagree and 16 mostly disagree) with the statement. According to the age wise classification, respondents in the age group 15 -25 years agreed the most (42 SA and 110 agree), and also they disagreed (94 disagree and 20 SD) with the statement. Education wise, graduate respondents and those educated till higher secondary agreed the most (19 & 52 for higher secondary

Table 5: Celebrity Popularity							
	Extremely Important	Quite Important	Slightly Important	Neither important nor unimportant	Slightly Unimportant	Quite Unimportant	Extremely Unimportant
Region Wise Classifications							
Ahmedabad	45	30	12	9	2	2	0
Gandhinagar	65	18	11	4	0	1	1
Visnagar	65	15	9	8	2	1	0
Patan	54	17	12	9	4	2	2
Mehsana	68	26	5	0	0	0	1
Total	297	106	49	30	8	6	4
Gender Wise classification							
Male	180	75	35	22	3	5	3
Female	117	31	14	8	5	1	1
Total	297	106	49	30	8	6	4
Age Wise classification							
15-25 years	208	62	35	27	7	5	2
25-35 years	49	30	11	2	1	0	1
35-45 years	26	9	3	0	0	0	0
45-55 years	10	3	0	1	0	1	1
55 & above years	4	2	0	0	0	0	0
Total	297	106	49	30	8	6	4
Educational Qualification							
Secondary	22	4	5	3	0	0	2
Higher Secondary	110	26	12	9	3	3	1
Graduate	141	60	25	15	5	3	1
Post Graduate	24	16	7	3	0	0	0
Total	297	106	49	30	8	6	4
Occupation Wise Classification							
Student	47	5	4	5	1	0	0
College Student	154	52	32	22	6	5	2
House Wife	26	9	2	1	0	0	1
Working	52	35	11	2	1	1	1
Businessman	18	5	0	0	0	0	0
Total	297	106	49	30	8	6	4
Monthly Household Income Wise Classification							
Below ₹ 10000	80	21	11	13	3	1	1
₹ 10000- ₹ 20000	79	35	9	7	3	2	2
₹ 20000- ₹ 30000	75	33	18	7	2	2	1
Above ₹ 30000	63	17	11	3	0	1	0
Total	297	106	49	30	8	6	4

Source : Authors' Research

and 35 & 86 for graduate) with the statement. While according to the monthly household income wise distribution, all respondents equally agreed with the statement.

Table 6: Social Awareness							
	Film Celebrity	Model	Common Man	Cricket Celebrity	Children	Fictional Celebrity	Other
Region Wise Classifications							
Ahmedabad	44	5	25	22	0	2	2
Gandhinagar	39	7	21	22	5	3	3
Visnagar	18	30	36	10	4	2	0
Patan	24	13	29	21	6	3	4
Mehsana	45	18	29	7	0	1	0
Total	170	73	140	82	15	11	9
Gender Wise classification							
Male	115	47	89	49	10	10	3
Female	55	26	51	33	5	1	6
Total	170	73	140	82	15	11	9
Age Wise classification							
15-25 years	110	53	101	56	12	8	6
25-35 years	33	14	27	15	1	3	1
35-45 years	16	5	6	8	1	0	2
45-55 years	7	1	5	2	1	0	0
55 & above years	4	0	1	1	0	0	0
Total	170	73	140	82	15	11	9
Educational Qualification							
Secondary	11	8	9	6	1	1	0
Higher Secondary	53	34	46	23	4	0	4
Graduate	82	25	77	46	9	6	5
Post Graduate	24	6	8	7	1	4	0
Total	170	73	140	82	15	11	9
Occupation Wise Classification							
Student	15	17	19	7	3	1	0
College Student	91	33	78	48	10	7	6
House Wife	14	4	10	11	0	0	0
Working	38	17	27	15	1	2	3
Businessman	12	2	6	1	1	1	0
Total	170	73	140	82	15	11	9
Monthly Household Income Wise Classification							
Below ₹10000	35	28	43	20	2	2	0
₹ 10000- ₹ 20000	48	21	36	22	5	2	3
₹ 20000- ₹30000	48	17	31	29	7	2	4
Above ₹ 30000	39	7	30	11	1	5	2
Total	170	73	140	82	15	11	9

Source : Authors' Research

Table 5 shows that region wise, respondents from all the regions equally agreed with the hypothesis - '*Celebrities have regional appeal and they are not successful in every region.*' - and no discrepancy was found among them. Gender

Table 7: Emotional Message							
	Film Celebrity	Model	Common Man	Cricket Celebrity	Children	Fictional Celebrity	Other
Region Wise Classifications							
Ahmedabad	26	3	20	17	20	0	14
Gandhinagar	34	12	23	15	12	1	3
Visnagar	19	25	36	13	7	0	0
Patan	15	6	25	7	34	5	8
Mehsana	28	17	24	20	9	0	2
Total	122	63	128	72	82	6	27
Gender Wise classification							
Male	82	38	80	53	47	2	21
Female	40	25	48	19	35	4	6
Total	122	63	128	72	82	6	27
Age Wise classification							
15-25 years	76	43	91	41	67	6	22
25-35 years	25	12	18	26	9	0	4
35-45 years	14	6	10	4	3	0	1
45-55 years	6	1	6	1	2	0	0
55 & above years	1	1	3	0	1	0	0
Total	122	63	128	72	82	6	27
Educational Qualification							
Secondary	9	9	9	6	2	0	1
Higher Secondary	42	30	43	22	22	0	5
Graduate	61	20	57	36	50	6	20
Post Graduate	10	4	19	8	8	0	1
Total	122	63	128	72	82	6	27
Occupation Wise Classification							
Student	11	15	16	12	6	1	1
College Student	62	24	75	27	61	5	19
House Wife	12	7	8	5	7	0	0
Working	30	14	21	25	6	0	7
Businessman	7	3	8	3	2	0	0
Total	122	63	128	72	82	6	27
Monthly Household Income Wise Classification							
Below ₹ 10000	34	28	38	15	11	0	4
₹10000 - ₹ 20000	23	15	37	28	24	4	6
₹ 20000- ₹ 30000	35	13	27	19	31	2	11
Above ₹ 30000	30	7	26	10	16	0	6
Total	122	63	128	72	82	6	27

Source : Authors' Research

wise, both males and females equally agreed with the given statement. While age wise, respondents in the age group of 15 -25 years agreed the most with the statement, followed by respondents in the age group of 25 -35 years. Education wise, respondents educated upto higher secondary and graduate respondents most agreed with the statement. While in the case of monthly household income wise, more than 95% of the respondents agreed with the statement.

Table 8: Hypotheses Testing				
Sr no	Hypothesis	Variables	Value	Accepted/Rejected
1) For Creating A Good Impression, Celebrities In Advertisements Are Necessary				
a	Chi Square	Region	0.000	Rejected
b	Chi Square	Gender	0.013	Rejected
c	Chi Square	Age	0.014	Rejected
d	Chi Square	Educational Qualification	0.000	Rejected
e	Chi Square	Occupation	0.007	Rejected
f	Chi Square	Monthly household income	0.000	Rejected
2) To Survive The Competition, Celebrity Advertisements Are A Must				
a	Chi Square	Region	0.000	Rejected
b	Chi Square	Gender	0.446	Accepted
c	Chi Square	Age	0.093	Accepted
d	Chi Square	Educational Qualification	0.002	Rejected
e	Chi Square	Occupation	0.000	Rejected
f	Chi Square	Monthly household income	0.002	Rejected
3) The Celebrity Overshadows The Product				
a	Chi Square	Region	0.000	Rejected
b	Chi Square	Gender	0.163	Accepted
c	Chi Square	Age	0.717	Accepted
d	Chi Square	Educational Qualification	0.055	Accepted
e	Chi Square	Occupation	0.242	Accepted
f	Chi Square	Monthly household income	0.072	Accepted
4) Use of Multiple Celebrities For The Same Product Creates Confusion				
a	Chi Square	Region	0.000	Rejected
b	Chi Square	Gender	0.416	Accepted
c	Chi Square	Age	0.079	Accepted
d	Chi Square	Educational Qualification	0.019	Rejected
e	Chi Square	Occupation	0.000	Rejected
f	Chi Square	Monthly household income	0.009	Rejected
5) Celebrities Have A Regional Appeal & Hence, All Are Not Successful In Every Region				
a	Chi Square	Region	0.000	Rejected
b	Chi Square	Gender	0.263	Accepted
c	Chi Square	Age	0.271	Accepted
d	Chi Square	Educational Qualification	0.002	Rejected
e	Chi Square	Occupation	0.075	Accepted
f	Chi Square	Monthly household income	0.000	Rejected
6) Celebrity Popularity				
a	Chi Square	Region	0.017	Rejected
b	Chi Square	Gender	0.147	Accepted
c	Chi Square	Age	0.133	Accepted
d	Chi Square	Educational Qualification	0.061	Accepted
e	Chi Square	Occupation	0.029	Rejected
f	Chi Square	Monthly household income	0.455	Accepted

Source : Authors' Research

Table 9: Effectiveness of Celebrity Advertisements Positive And Negative Aspects	
Celebrity Advertisement Effectiveness In Terms Of Positive Aspects	Derived results
Creating impression.	High
Attracting audiences.	High
Survival in competition.	High
Purchase intention by seeing an advertisement of favorite celebrity.	Moderate
Recall value.	High
Quick Purchase.	Moderate
Tempting Customers to spend more.	Moderate
Use of different form of celebrity.	High
Celebrity Advertisement Effectiveness In Terms Of Negative Aspects	Derived results
Cost.	High
Perception of being cheated.	High
Overshadows the product.	Moderate
Confusion due to use of multiple celebrities.	High
Mismatch between celebrity & brand.	High
Celebrity has a regional appeal - not successful in every region.	High
Source : Authors' Research	

Source: Authors' Research

Table 6 shows that after a region wise analysis, the awareness regarding the film celebrities was the highest, followed by celebrities from the cricketing world, and the common man. Gender wise, in case of both male and female respondents, there was highest level of awareness regarding the film celebrities, followed by cricket celebrities and the common man. The Age wise analysis of the age groups between 15 – 25 years revealed that the film celebrities had the highest recall value, followed by the common man, and the cricket celebrities; while the remaining age groups were equally aware of celebs from all categories. Education wise, in the case of respondents educated upto higher secondary and graduate level, there was a difference between celebrity awareness; for the remaining respondents, there was equal awareness or acceptance of the celebrity.

The Table 7 shows the result of various celebrities who impacted the respondents the most while delivering the advertisement message.

The Table 8 shows the Chi square hypotheses results of various statements. For the first statement, all the hypotheses are rejected, thus, *celebrity advertisements do not create a very good image in the mind of consumers*. In the initial stages of the product launch and airing the advertisements, the respondents were influenced, but in the long run, the product features are more important for a consumer to make a purchase decision. For the 2nd statement, only the gender wise and age wise hypotheses are accepted, the remaining all are rejected. For the 3rd statement, gender wise, age wise, educational qualification wise, occupation wise and monthly household income wise (the entire Chi square) hypotheses are accepted, which implies that respondents across all categories agreed with the statement that the *celebrity overshadows the product*. For the 4th statement, only the gender wise and age wise hypotheses is accepted, the remaining all are rejected. For the 5th statement, gender wise and age wise hypotheses are accepted, the remaining hypothesis are rejected.

Thus, it is concluded that *celebrities have a regional appeal, and may not be successful in every region*. For the 6th statement, region wise and occupation wise - two Chi square hypotheses are rejected. Thus, there is a difference in the popularity of various celebrities (region wise). Similarly, occupation wise, the celebrity popularity is totally different.

CONCLUSION

In the present study, efforts have been made to measure the effectiveness of celebrity advertisements from the customer's point of view with consideration of factors like effectiveness of celebrity advertisement in terms of creating an impression, attracting audiences, survival in competition, purchase intention of customers after watching an

advertisement, recall value of the advertisement, tempting the customers to spend more, creating an impression on others by using a particular product, effectiveness of an advertisement when multiple celebrities are used to endorse the same product, celebrities' effectiveness in terms of regional appeal.

It could be ascertained that celebrity advertisement is effective as it has a positive impact on various factors, which are essential reasons for a company to advertise in any media.

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