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## International Journal of Research Publications

# "Celebrities and Social Cause - An insight on Review of Literature"

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### Abstract

The term Celebrity refers to an individual who is known to the public (actor, sports figure, entertainer, etc.) for his or her achievements in areas other than that of the product class endorsed (Friedman and Friedman, 1979). The objective of this research paper was to examine the celebrity endorsements impact on society as a whole, its positive and negative effects on the society. The study is based on review of literature done on the subject.

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## Introduction

Marketing is a very important weapon to cover market in this time. Advertisement is “the art of persuasion” that is mainly concerned to create awareness about what is being offered with ultimate objective to persuade towards buying. It adopted various strategic to fight competition to others. Today one of the most prevalent forms of advertising is through the use of celebrity endorsement. Infact celebrity endorsers are being used extensively in almost all television advertisements for the marketing of different brands. The term Celebrity refers to an individual who is known to the public (actor, sports figure, entertainer, etc.) for his or her achievements in areas other than that of the product class endorsed (Friedman and Friedman, 1979). Celebrity endorsement has been defined as: “Any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement” (McCracken, 1989). Celebrities are well recognized personalities having a strong attractive and impressive power to pursue the audience either by their likeliness, attractiveness, trust or by their congruency with brand which leads in creation of strong brand image and value in viewers’ minds. (Pornpitakpan, 2004)

The general belief among advertisers is that advertising messages delivered by celebrities provide a higher degree of attention. Marketers invest huge amounts in contracts with celebrity endorsers, since they believe that celebrities affect the process of selling of their brands or products positively. Marketers also claim that celebrities increase the memorability of the message, and may provide a positive effect.

Indian marketplace has undergone significant changes in the recent past. Consumers have come into contact with new advertising and sales promotion practices. To grab attention of Indian consumer marketers are increasingly using celebrity endorsements. Celebrity endorsement is a way to get the brand noticed amidst the clutter that is there in the market place. Celebrity endorsement has the power to initiate and arouse, inform and infuriate, entertain and educate the consumer.

### *1.1. Structure*

Kaur T., Chawla S.V. & Kaur N. (2015)<sup>i</sup> purposed the ability of consumers to recall a brand when a celebrity endorses it. They also tried to found the consumer preference of a celebrity category (Sports, films, etc) and the association between the gender of the respondents & his/her preference of celebrity (Gender & Category of celebrity). They used survey approach. The sample consisted of 100 respondents. Two hypotheses were formulated, based on which it was found that there is a relationship between consumer’s gender & his/her ability to recall a brand featuring a celebrity of the same gender. And there was a mixed response as far as respondent’s gender and his/her preference of celebrity type is concerned, for some products, null hypothesis was accepted but for some others, it was rejected.

Babu M.N. & Latha K.L. (2014)<sup>ii</sup> focused on examining the perception of these Indian youth Consumers about the celebrity endorsement process and the subsequent impact on their purchase decisions. To achieve the objective of this study a structured interview questionnaire approach has been adopted to investigate the attitude of the young engineering student consumer towards celebrity endorsement and how it affects their purchase decision. Most of the findings derived from analyzing the collected data unearthed some very interesting facts which have been summarised. Overall they found that there is a impact of celebrities in

advertisements on consumers (young) to Identify a Brand in India Telecom industry and have given the practitioners a new way of rethinking the practice on great impact.

Byun & Mo E. (2014)<sup>iii</sup> examined the impact of Korean (K-pop) celebrity endorsement on Thai brand image through achieving two of the research objectives. In order to achieve the objectives, both qualitative and quantitative approaches were used. Data collection consisted of a questionnaire survey which was administered to 200 participants aged from 13 to 15 in Bangkok metropolitan area and an in-depth interview with brand executives of brand B-ing and Masita. They revealed that the 4 attributes of the endorsers had a significant influence on the endorsed brand image. Also, the comparative analysis between the respondent perceptions and marketer insight indicated a few flaws in the endorsement strategy.

Garthwaite C.L. (2014)<sup>iv</sup> studied the economic effects of endorsements. In the publishing sector, endorsements are found to be a business stealing form of advertising that raises title level sales without expanding the market size. If anything, the endorsements decrease aggregate adult fiction sales. This might be a result of the endorsed books being more difficult than those that otherwise would have been purchased. Economically meaningful sales increases are also found for non endorsed titles written by endorsed authors. This spillover demand demonstrates the broad range of benefits of advertising for firms operating in a multiproduct brand setting.

Choudhury A.H. & Mukherjee K. (2014)<sup>v</sup> found that celebrity endorsement is a unique marketing communication technique in advertising that aims to achieve a favourable impact on brand image by stimulating the buyers purchase decision. India is a country, where people has always admired and respected the stars and heroes of the country. Now days, the celebrities not only admired by people but follow as their role models and in turn the celebrities become instrumental to influence their behaviour through endorsement. The unleashing power of the celebrities, television stars, movie actors, and famous sports persons are being widely used in magazine advertisements, radio spots, and television slots and website commercials to endorse products. Celebrity in ad acts as Stimuli to change the buying behaviour of the consumers. Celebrity endorsement creates a favourable and positive impact on recall and thereby consumers purchase decision. They indicated that both the male and female are highly positive towards celebrity perception and sensitive to the celebrity advertisements.

Malik, G. & Gupta, A. (2014)<sup>vi</sup> described that celebrity and brand mascot endorsements are very popular and often-used techniques by marketers. Marketers believe that celebrity and brand mascot endorsements provide a higher degree of appeal, attention, and customer recall ability compared with when this technique is not used. Marketers also claim that a celebrity affects the credibility of claims about a product and increases the memorabilia factor of the message, which may provide a positive effect that could be generalized to the brand. They examined various parameters related to advertisements containing celebrity and brand mascot endorsements. Data were collected from 150 respondents through questionnaire and subjected to t test,  $\chi^2$  test, and difference of means test to enforce the hypotheses that celebrity endorsements have impacts on customers' perceptions and their purchase intentions. The findings of this study provide insights for marketing and brand managers to design and market their campaigns effectively.

Opuni F.F., Asiedu K.A. & Acheampong I. (2014)<sup>vii</sup> provided empirical evidence on the effect of celebrity endorsement on product purchase in Ghana. They used sales data on four Ghanaian products endorsed by revered Ghanaian celebrities. The products and their respective celebrities are Fan Yogo & Sarkodie, Fan Milk & Dede Ayew, Root Extra Beer & Kwame Dzokoto, and Special Ice Mineral Water & Kwame Sefa Kai. A quantitative research technique was used, while paired samples t-test, Analysis of Variance and Ordinary

Least Squares Regression Analysis are the main statistical tools used for data analysis. Analysis of data shows that the sales volume of products after celebrity endorsement is significantly higher relative to before celebrity endorsement. It was also found that celebrity endorsement significantly predicts purchases. It was concluded that when a celebrity endorses a product there is a significant increase in the sales volume of the product.

Oyeniya O. (2014)<sup>viii</sup> found that the Nigerian economy has experienced increased launching of consumer products; this is occasioned by the level of competition in the country. As such consumers are exposed to large number of product-related communication messages in primetime television and newspaper content. One commonly strategy adopted by manufacturers of consumer products is the use of celebrity endorsement with its attendant cost and other risks. The main objective of this study is to establish if there is a relationship between brand positioning, purchasing decisions, brand equity and celebrity endorsement. A survey of 142 respondents was used and the data was analyzed with Structural Equation Model. The results indicate that trust, level of expertise and the fit between the celebrity and the product have positive impact on product performance. However, it was discovered that attractiveness of the celebrity and the similarities between the celebrity and the receiver has little effect on product performance. Therefore, organizations desirous of making use of celebrity in promoting their products should evaluate the attributes of the celebrities that will enhance product performance.

Parmar B.J. & Patel R.P. (2014) <sup>ix</sup> explained that information explosion and media influence, advertisements play a major role in changing perception or thinking of consumer. Across the world, celebrities have been used for wide variety of brands. Celebrity endorser is extensive. They assessed consumer's perception regarding to use celebrity and non celebrity endorsement in advertisements. They found that there is a significant difference for all FMCG categories between advertisements for celebrity and non celebrity.

Roy K. & Surana R. (2014)<sup>x</sup> studied the relative impact of celebrities on the basis of a comparative analysis between goods and services offerings, with the help of various judging parameters such as persuasive power, brand recall factor, enhancing of perceived quality, brand association, brand awareness, brand loyalty amongst others. It was found that celebrity endorsements are crucial for both goods as well as services but more crucial in case of goods. It was also highlighted that celebrities are more suitable and find greater acceptability for endorsing of goods as compared to that of services. The study revealed that celebrities have a greater persuasive power when they endorse goods as compared to services and celebrity endorsements in case of goods have a greater top of the mind retention in case of customers as compared to that of services. Results also show that Movie stars are more popular as endorsers both in the case of goods as well as services as compared to sport stars. Results show that respondents can easily relate with celebrities associated with premium goods as they hold them in high regard. It was also found that celebrities enhance the perceived quality and contribute to the brand equity components more in case of goods than that of services while endorsing them.

Saeed R. et al. (2013)<sup>xi</sup> explored the impact of celebrity & non-celebrity advertisement on consumer perception. The research is quantitative in nature. A sample of size 200 is taken from population by using non-probability convenience random sampling method. Data is collected by using a structured questionnaire. The collected data was analyzed through correlation analysis by using SPSS 19.00. Through analysis it is concluded that there is a positive relation of celebrity advertisement and non-celebrity advertisement on consumer perception, but celebrity advertisement has greater positive relation with consumer perception than non-celebrity advertisement.

Sertoglu, A.E., Catli, O. & Korkmaz, S. (2014)<sup>xii</sup> tested whether the source credibility affects buying intention and measure the perceived credibility differences between created spokesperson and celebrity endorser. The influence that endorser credibility dimensions (i.e. attractiveness, trustworthiness and expertise) have on purchase intentions of 326 young consumers has been examined. The results showed that all of the three credibility dimensions for both celebrity endorser and created spokesperson have a positive relationship with purchase intention. Created spokesperson is perceived to be more trustworthy and competent whereas the celebrity endorser is found to be more attractive by the respondents. This study is unique in a way that it covers fairly new and rapidly growing Turkish market.

Simsek G. (2014)<sup>xiii</sup> aimed to bring under spotlight the perceptions of Turkish customers regarding the use of celebrities in advertisements and marketing communication and try to understand their possible effects on subsequent purchasing decisions. In addition, consumers' reactions and perceptions were investigated in the context of the product-celebrity match, to what extent the celebrity conforms to the concept of the advertisement and the celebrity-target audience match. In order to achieve this purpose, a quantitative research was conducted as a case study concerning Mavi Jeans (textile company). Information was obtained through survey. They found that instead of creating an advertisement around a celebrity in demand at the time, using a celebrity that fits the concept of the advertisement and feeds the concept rather than replaces it, that is celebrity endorsement, will lead to more striking and positive results.

Banerjee S.K. et al (2013)<sup>xiv</sup> evaluated the effectiveness of a behavior change communication intervention to improve women's knowledge about India's abortion law and their perceptions about abortion, a quasi-experimental study was conducted in intervention and comparison districts in Bihar and Jharkhand. Household surveys were administered at baseline in 2008 and at follow-up in 2010 to independent, randomly selected cross-sectional samples of rural married women aged 15–49. Logistic regression difference-in-differences models were used to assess program effectiveness. It was found that behavior change communication interventions can be effective in improving knowledge of and perceptions about abortion in settings in which lack of accurate knowledge hinders women's access to safe abortion services. Multiple approaches should be used when attempting to improve knowledge and perceptions about stigmatized health issues such as abortion.

Boopathy N. & Chaudhuri M. (2013)<sup>xv</sup> wanted to take on the perspective of the children in the family determining the buying behavior. They tried to illustrate the factors that tend to influence the consumer buying behavior. It tends to figure out the buying behavior of the family in which both the parents are working and how the children in their home influence the buying decision. This baseline is formed in order to analyze the persuading ability generated by the advertisements over the younger generation. The strong point of persuasion to the younger generation is the media and the advertisements that feature celebrity in it. Hence this paper tries to integrate the buying pattern influenced due to the brand endorsement by celebrity. They used an exploratory approach to predict the prominent factors. The scope of the paper extends to giving insights for developing better means to impact the younger generation through their advertisements.

Francis D. & Yazdanifard R. (2013)<sup>xvi</sup> explained that celebrity endorsements have been one of the key marketing strategies that a retail company has done. The power of the celebrity, since the nineteenth century, has been a blessing to the brands being endorsed, especially in the United States and the Asian continent. In this research paper, they will look into the retail brand perception and the customer satisfaction after applying the celebrity endorsement model. Using the general endorsement model adopted by the Americans, readers

can understand the similarities and the differences in the endorsements based on the Asian and American culture. The customer perception and attitude towards the celebrities also has an influence in whether the brand is truly to be followed by consumers for brand recall, or just another ploy to gain more sales. In the end, be it to restore a failing brand, increase sales, or to further boost the image, celebrity endorsement can bring more glitz towards the retail brand's marketing strategy.

Georgiadis M. (2013)xvii analysed the print and TV PSAs from the Let's Move! campaign, they found that health messages were strategically communicated with a series of separate but cohesive PSA ads that displayed consistency in messages, logos and themes, ultimately creating a brand for the campaign that was easily recognizable to publics. Furthermore, messages were tactically targeted to parents and kids of different ethnic and socio-economic backgrounds for appeal across a broader audience. PSAs used techniques drawn from the social cognitive theory and health belief model to increase self efficacy by showing rather than telling target audiences how to make the requested action, influencing attitudes towards childhood obesity, and ultimately motivating behavior change.

Goel P. (2013)xviii explained that Indian marketplace has undergone significant changes in the recent past. Consumers have come into contact with new advertising and sales promotion practices. To grab attention of Indian consumers marketers are increasingly using celebrity endorsements. Celebrity endorsement is a way to get the brand noticed amidst the clutter that is there in the market place. Objective of this article is to examine the impact of celebrity endorsement on consumer's buying behavior as well examine the factors considered by consumers in purchasing a product or service. They Found that majority of the respondents are aware of celebrity endorsements and their buying decisions are influenced by factors like value for money, quality and price of the product. Also a major chunk of respondents do buy celebrities endorsed brands or products because they think that endorsed products, services or brands carry high image and are of good quality. Majority of the respondents think that celebrity endorsement helps in brand promotion and help companies to increase their total revenue. At the same time most of respondents reported that celebrities do not use products endorsed by themselves and it is the sports celebrities who are most influential.

Goutam, D. (2013)xix tried to look behind the obvious benefits that whether the consumers buys the soft drinks just because it is endorsed by their favourite and well known personality or it is just needy that they have to buy the product or its just situation. They selected 100 respondents as a sample in Belgaum city and all respondents' falls under age between 17 to 35 years. Data was collected from both the primary and secondary source. For the primary researcher has used questionnaire. They also formulated few hypotheses and used Z test to find out the major findings. They found that the reasons and influence of the brand ambassadors and their impact on consumers buying behaviour.

Manjusha T.V. & Segar V. (2013)xx focused on evaluating the impact of celebrity endorsements on the purchase intention of these viewers and how this directly or indirectly has an overall impact on the brand/product. A research methodology has been structured so as to carry out the research in an effective manner. They adopted the qualitative research method of in-depth interviews and through questionnaires with the Chennai consumers who have explained the way celebrity endorsements have been interpreted by them in their daily lives. They focused on Impact of Celebrity Endorsements on Consumers' Purchase Intentions and Overall Brand and the present study collected through a sample of 100 respondents selected randomly, this study has disclosed impressive insights into the topic which examines differences between endorsements with celebrities. The extent to which the media recognizes the risks encountered by celebrity advertising has been

discussed. It is quite fascinating to see how viewers relate themselves to these popular celebrities and how this new technique creates desire for the product in the minds of the consumers.

Micheni, M. K., Njeru, A. W. & Wanjiru, B. (2013) xxi investigated the influence of television advertisements on telecommunication company's consumers' psychological buying behavior in Kenya. This study establishes the effects of celebrity endorsement on consumers buying behavior. The study assesses the influence of visual presentations of television advertisements on consumer psychological buying behavior. Using Kress and Van Leeuwen's Multimodal Discourse Analysis theory, the study examines the manipulation of modes of signification on the Kenyan television advertisements so as to project the desired images. This study was based on attitude toward the ad theoretical model, which was used to examine the relationship between variables. Descriptive survey research design was carried out amongst consumers of telecommunication products in Kenya. The target population was over 10,000 consumers comprising of the four telecommunications companies in Nairobi, Kenya. Purposive sampling was used to select the consumers amongst the four telecommunication companies. The sample size was made up of 324 respondents who were representatives of the target population. Data collection was done using a combination of open ended and closed ended questionnaires and interview schedule to establish the. Piloting was conducted to establish the validity and reliability of the instruments. Descriptive statistics involving frequencies and percentages were used to analyze quantitative and qualitative data. 57.4% of the respondents indicated that celebrity endorsements in the advertisements influence the consumers' psychological buying behavior while 69.1% indicated that visual presentation influences the consumers' psychological buying behavior. The current study revealed that several visual presentations used on television advertisements that is; lighting, color, music, animation and slogans have a great impact on consumers' psychological buying behavior. 32.5% rated Animations as the most influential visual presentation used in the television advertisements to influence consumers' buying behavior.

Prasad J. (2013)xxii found that the right celebrity selection gave the right results to them. Firms invest huge amounts as advertising expenditure for hiring the right celebrity. However, there lies uncertainty with respect to the returns that the company might be able to garner for the brand. It can be stated that there should be a synergy between the brand and the endorser. The issue of matching the values of the celebrity with the brand values is also very important, that is, getting the right celebrity to endorse the right brand. Consumers perceive the brand as having superior quality because it has been endorsed by a credible source. This makes endorsement as one of the indicators of quality for any brand. If the celebrity is involved in multiple endorsements, it tends to create confusion among consumers and hence negatively affects the perception of the advertisement and the brand. Hence, to say clearly whether the practice of celebrity endorsement impacts positively or negatively to the brand still remains a debate.

Poturak M. & Kadric N.(2013)xxiii examined perceptions of the student population in Bosnia and Herzegovina (hereafter named BiH) about the celebrity endorsement. Questionnaire is designed and used to survey a randomly selected sample of university students and 125 usable responses were obtained. During the research, five hypotheses have been tested. Data were analyzed by performing descriptive statistics and Chi-Square test. Chi-Square test was used to analyze relationship between nationality of respondents and factors that influence decision of choosing celebrity endorser by firm. They found that students perceive celebrities as a very important factor in advertisements.

Rai S.K. & Sharma A.K. (2013)xxiv described celebrity endorsement is a useful way of pushing a product in a crowded and competitive Indian market, but it is not a fool-proof one. Marketers use celebrities to break into a market dominated by known brands. Even if the brand is a well-established one, a celebrity may just



provide that much-needed thrust to drive sales upwards from dormant levels. Celebrity endorsement and its influence on consumer behaviour has for long been a hot debating issue among modern marketers. While celebrity-supporters readily vouch for the positive effect a celebrity has on consumer behaviour, the anti-celebrity camp seriously views celebrities as 'greedy creatures', desperate to leverage their field name and fame into the world of advertising and further adding another source of income in the process. This paper takes into consideration eight different variables associated with celebrities and tries to investigate their influence, whatsoever, on consumer purchase behaviour. The marketer's chief objective is typically to build a relationship with buyers rather than merely to make a single sale. Ideally, the essence of that relationship consists of a strong bond between the buyer and the brand. They found out whether a celebrity acts as a bridge in strengthening this bond. Further, they tried to discover if negative issues like celebrity controversies really influence consumer buying behaviour or not.

Sabunwala Z. (2013)xxv evaluated the celebrity endorsements as effective brand management strategy and to analyze the factors that contribute to the building up of positive brand image for the product. The scope of the study was limited to Pune region of India with a sample size of 500 respondents. The study employed Chi-Sq testing to evaluate the association of celebrity endorsements on brand purchases and to study the consumer's perception about celebrity brand endorsements. Celebrity Endorsements significantly impacts Brand Differentiation. Most of the beverage user associate themselves with the brand and establishes congruence between their personality and that of brand's. The establish a linkage between their lifestyle and that of brand which prompts them to go for a particular brand disregards of price, availability or any other factor. Another major conclusion that can be drawn from the study is that Celebrity Endorsement significantly impact Brand Image. The several celebrities –brand pair was chosen to reflect the various personality types to which individual consumer can associate and to understand whether the celebrity really influences the image of the brand which ultimately attracts the consumer towards it. This finding has also been reported by many researchers and authors in the past and in several industries like automobiles, FMCG products they have proven how brand Image has been influenced by celebrity endorsements.

Sharma K. & Kumar S.S. (2013)xxvi attempted to assess whether celebrity endorsement can translate into brand loyalty, over a period of time. In this way, one would be able to see whether or not celebrity endorsements can positively influence the brand, more specifically, does it lead to brand loyalty in the long run? The cause and effect relationship between celebrity endorsement and brand loyalty is analyzed. They also suggested that what is the impact on brand loyalty is when brands have used a series of different endorsers, over a period of time. Has it hampered brand loyalty or did the consumers' attitude towards the brand remain unchanged? It also explores whether there was a common thread of similarity amidst the various endorsers that promoted the brand. In this way, corporate giants that are seeking to increase customer loyalty towards their brands would be able to make smarter decisions regarding the use of a celebrity endorser in their advertisements.

Shukre A. & Dugar N. (2013)xxvii described that today one of the most prevalent forms of FMCG advertising is through the use of celebrity endorsement. In fact celebrity endorsers are being used extensively in almost all television advertisements for the promotion of different brands. Marketers invest huge amounts of money in contracts with celebrity endorsers each year, since they believe that celebrities affect the process of selling of their brands or products positively. Marketers use celebrity endorsement in order to help in easy brand recall especially during purchasing situations. Though there are many studies about celebrity endorsements, but it seems that there are limited researches about the relationship between celebrity endorsers

and attitudes of the consumers. The purpose of this paper is to specify the impact of using celebrity endorsers in advertisements on purchase intentions of customers, particularly for FMCG products.

Srivastava S. (2013)xxviii focused on the factors that affect the buying behavior of consumers residing in unauthorized colonies in urban India. The study was conducted with the help of semi-structured questionnaire employing mixed method research approach using explanatory design with concurrent timing. The study first examined the socio-economic factors, followed by product preferences generic or branded under various heads of FMCG product categories, reasons for such preferences followed by factors affecting the buying behavior. There were twenty one such factors placed under five broad categories. They revealed that consumers in such areas prefer brands over generic products. At the same time reliability, product features and socio- economic factors have a large impact on buying behavior along with promotional offers.

Sivesan S. (2013)xxix described that celebrity endorsement is one of the marketing strategies which are adopted to achieve the organizational goals. Celebrity endorsement advertisements have been known as 'ubiquitous feature of modern marketing. They attempted the impact of celebrity endorsement on brand equity in the cosmetic product. For this purpose, 123 respondents were selected by using systematic random sampling methods. The data analysis covered correlation, regression, and rank order by using the version 16.0 of SPSS package. Results revealed that celebrity endorsement and brand equity are positively correlated with the value of 0.3394 which is highly significant at one percent level. A result of the regression analysis is celebrity endorsement 0.44 which means 44 percent impact on brand equity. It would hopefully benefit to the academicians, researchers, policy makers and practitioners through exploring the impact of celebrity endorsement and brand equity.

Wei, P. & Lu, H. (2013)xxx compared the influence of celebrity endorsements to online customer reviews on female shopping behavior. Based on AIDMA and AISAS models, they design an experiment to investigate consumer responses to search good and experience good respectively. The results revealed that search good (shoes) endorsed by a celebrity in an advertisement evoked significantly more attention, desire, and action from the consumer than did an online customer review. They also found that online customer reviews emerged higher than the celebrity endorsement on the scale of participants' memory, search and share attitudes toward the experience good (toner).

Winterich K.P., Grewal R. & Gangwar M. (2013)xxxi examined whether the effectiveness of celebrity endorsers is consistent across cultures. Specifically, power distance, a cultural orientation regarding the extent to which one expects and accepts differences in power, is proposed to moderate the effect of celebrity endorsements on advertisement evaluations. We theorize that celebrity endorsers should more positively influence advertisement evaluations in countries with higher power distance because power distance varies positively with consumers' perceived source credibility (i.e., expertise, trustworthiness, and attractiveness). To test our hypotheses we develop a mediated-moderation regression model that we estimate using Markov chain Monte Carlo methods that enable the calculation of standard errors for the mediated-moderation regression coefficients in a straight forward manner and allow us to correct for endogeneity of the mediator (source credibility) using latent instrumental variables. The results from analysis of data from a two country (India and United States) experiment provide support for mediated-moderation and suggest that power distance does explain the popularity of celebrity endorsements in emerging markets and that this moderating effect of power distance is mediated by perceptions of source credibility.

Anjum B; Dhanda S.K, & Nagra S. (2012)xxxii mentioned that “Celebrity” refers to an individual who is known to the public, such as actors, sport figures, entertainers” and others of the like for his or her achievement in areas other than that of the product class endorsed. The general belief among advertisers is that advertising messages delivered by celebrities provide a higher degree of appeal, attention and possibly message recall than those delivered by non-celebrities. Marketers also claim that celebrities affect the credibility of the claims made, increase the memorability of the message, and may provide a positive effect that could be generalized to the brand Copper (1984).So considering these points they attempted to know the impact of celebrity endorsed advertisements on consumers and on sales. They also attempt to know the reasons of using the celebrities in advertisements. It is based on primary as well as on secondary data. The sources of secondary data have the annual reports of selected brands. And the primary data has collected with the help of five point Likert scale. The sample size of the respondents has taken 60 .They revealed that celebrity endorsers has used by the companies for brand equity. It has also showed that consumer think that celebrity endorsed advertisement are reliable and they have the knowledge. They are able to recall and retention of the product. Consumers feel associated and it has also helped in influencing the demand of the products.

Bejaoui A., Dekhil F. & Djemel T. (2012)xxxiii concluded that using famous persons in the advertising image has considerable effects on consumer reactions. These stars constitute an emotional lever for increasing the brand’s renown. Celebrity marketing thus strengthens the company’s image and gives it an imposing dimension which confers an advantage over its competitors. However, the advertisers’ choice of celebrities must be carefully considered, since the risks associated with an unsuccessful pairing (brand/celebrity) can be hard to recover from. They used convenience sample of two hundred young people, who were asked to evaluate four advertising posters. The choice of the celebrities and of the brand was made by a group of Master of Marketing students, who were asked to select pairs that provided a wide variation in terms of congruence with the brand. They found that high congruence between the pairing (celebrity/brand) encourages a positive attitude toward the brand. Hence, a (celebrity/brand) pairing that has resonance, and that contributes to communicating a message about the brand in a clear fashion, has an influence on the exposed individual’s evaluation of the brand being promoted. Similarly, a (celebrity/brand) pairing corresponds to a predetermined scheme on the brand, which means that an expected pairing has a significant positive effect on attitude toward the brand. They has also demonstrated that moderate congruence (pertinent and unexpected pairing) is more efficient than high congruence (pertinent and expected) or low congruence (non pertinent and unexpected). Moreover, they confirmed through their model the impact of three other moderating variables. These are the individual’s attitude toward the brand before exposure to the advertising poster, familiarity with the brand, and involvement in the product category.

Croker et al. (2012)xxxiv examined the impact of personalised feedback and print material from the C4L campaign on parents’ attitudes and behaviours about their children’s eating and activity in a community-based cluster-randomised controlled trial. They found that 3,774 families completed baseline questionnaires and follow-up data were obtained from 1,419 families (37.6%). Awareness was high in both groups at baseline (75%), but increased significantly in the intervention group by follow-up (96% vs. 87%). Few parents (5.2% of the intervention group) returned the questionnaire to get personalised feedback. There were few significant group differences in parental attitudes or parenting and child health behaviours at follow-up. Physical activity was rated as less important in the intervention group, but a significant group-by-socioeconomic status (SES) interaction indicated that this effect was confined to higher SES families. Similar interactions were also seen for physical activity monitoring and child television time; with adverse effects in higher SES families and no change in the lower SES families. Effects were little better in families that completed the questionnaire and

received personalised feedback. At interview, acceptability of the intervention was modest, although higher in lower SES families. They concluded that the C4L campaign materials achieved increases in awareness of the campaign, but in this sample had little impact on attitudes or behaviour. Low engagement with the intervention appeared.

Ganesan D., Saravananaraj M.G. & Pughazhendi A. (2012)xxxv examined the celebrity endorsements towards television viewers in the city of Salem Tamilnadu, India. Celebrities often have the Charisma to attract and influence others by their reputation, credibility, followers and fans. Companies across the globe Shells out on celebrities endorsements to lure and pull their target audience towards their product as well as service. They focused on (1) to find out the awareness level of celebrity endorsement. (2) To analyze the opinion of television viewers pertaining to celebrity endorsement. (3) To examine the impact of celebrity endorsements on customers product choices. (4) To analyze the whether the celebrity fits to the particular products that he/she endorses. They used primary data collected from Salem region with the help of structure questionnaire. They revealed that celebrity endorsed television commercials are having much fame and charisma than other form of advertisements.

Pughazhendi A. & Ravindran D.S. (2012)xxxvi investigated the factor that influence of using celebrity endorsements on consumer buying behaviour and product choice, and to provide guidance for marketers and advertising agencies with respect to the effectiveness of celebrity-product endorsement on influencing consumers buying decision process. This study was based on empirical approach. A convenience sample of 200 students was collected from various colleges in Coimbatore region. Exploratory and Descriptive analysis and One Sample t-Test used to analyze the data. They found that the respondents were influenced by celebrity product endorsement in terms of buying decision process or product choice. Differences in celebrity's gender were found to be varied with respect to the endorsed products and the target audience characteristics. They also examined the reasons behind the inability of using celebrities to influence consumers' purchasing decision and product choice.

Sola O.A. (2012)xxxvii investigated the impact of celebrity endorsement on strategic brand management. It established a correlate between the success of celebrity endorsement of brands and the power of the brand in the market place. They found that the power of a brand in the market place springs forth a cumulative function of the effectiveness of the whole endorsement process reflecting high profile brand market acceptability convergent on identifiable brand scope characterised by both the cognitive, affective and behavioral attitudes of the endorser. This convergence does not reflect nor only consistency in repeat preference but also centrality and high intensity, in the promotion on brand value, nearing brand addiction. It was recommends a global brand management team for marketing organizations adopting multiple endorsements.

Chung K., Dardenger T. & Srinivasan K. (2011)xxxviii attempted to quantify the economic worth of celebrity endorsers because it is terribly difficult to identify an endorser's effect on a firm's profit. By developing and estimating a structural consumer demand model for the golf ball market, They found that after controlling for brand advertisement level and taking into account the inherent quality of the endorser, the endorsement effect leads not only to a significant number of existing customers switching toward the endorsed products but also has a primary demand effect

Doss, S. (2011)xxxix found that a celebrity's overall credibility, as well as expertise, is influenced by the perceived attitude toward a branded product. Additionally, a poorly perceived brand may also influence a

celebrity's attractiveness and trustworthiness negatively. However, it was found that a positively viewed brand does not necessarily increase the same attributes of attractiveness and trustworthiness on a less admired celebrity.

Esangbedo R. (2011)<sup>xl</sup> determined the persuasiveness of celebrity endorsements on the purchase decisions of Rowan University students age 18-24, with specific regard to digital media players. The hypothesis of the study is that majority of Rowan students age 18-24 are persuaded to buy digital media players that are endorsed by celebrities they view favourably. The gathered information from the secondary research was used to develop questions for focus groups. They conducted two pre-test focus groups, after which the questions were modified. They conducted eight eight-person focus groups. They found that most Rowan University students are not persuaded to purchase digital media players that are endorsed by celebrities they view favourably.

Ghani U. & Kakakhel T. (2011)<sup>xli</sup> examined the perceptions of youth towards the use of celebrities in advertisements in Pakistan to get an insight about its effectiveness. Data was collected through a questionnaire from 150 students residing in Peshawar and Islamabad. Results show that celebrity endorsement has the potential of being noticed and liked by the viewers but it does not influence the purchase decision. The purchase decision has been found to be influenced by other factors like quality and price of the product.

Hussain M. et. Al. (2011)<sup>xlii</sup> explored the relationship of celebrity endorsement and consumer impulse buying. It shows the behavior of the consumer in Khyber Pakhtunkhwa. Peshawar is taken as area of the study. The data was collected from three shopping markets on random basis from the university road markets i.e. Jawad Tower, City Tower and Wadood Sons. Chi-square is applied to get appropriate result. Survey research method is used by distributing structured questionnaires to a sample size of 95 respondents from these targeted markets. They found that that celebrity endorsement has no relationship with impulse buying of the consumers.

Pughazhendi A., Thirunavukkarasu R. & Susendiran S. (2011) <sup>xliii</sup> investigated celebrity based advertisements on the purchase attitude of consumers towards durable products in reference to the city of Coimbatore. They focused on (1) To identifying the factors that motivate and affect the purchase attitude of consumers at Coimbatore (2) To analyse factors which influence the purchase attitude of consumers at Coimbatore. (3) To assess the extent of influence created by celebrity endorsed advertisements for consumer durables and to ascertain the consumer responses. They explained that the profile of the Indian market is vastly different from what it was earlier. Although these changes are difficult to measure at the micro level, nevertheless, they have been of great significance to marketers. Any marketer is keen in closely monitoring the changes in terms of numbers and specially keeping regular track of the changing pattern of consumers' aspirations and competitive actions.

Swami V. et al (2011)<sup>xliv</sup> examined conceptual issues surrounding celebrity worship in a Malay-speaking population. In total, 512 Malay and 269 Chinese participants from Malaysia indicated who their favourite celebrity was and completed the Celebrity Attitude Scale (CAS) as well as a range of demographic items. They found that the majority of Malay and Chinese participants selected pop stars and movie stars as their favourite celebrities, mirroring findings in Western settings. In addition, exploratory factor analysis revealed a three-factor solution of the CAS that was consistent with previous studies conducted in the West. Structural equation modelling further revealed that participant's age was negatively associated with celebrity worship and that self-rated attractiveness was positively associated with celebrity worship. Overall, they suggested that

celebrity worship in Malaysia may be driven by market and media forces, and future research may well be guided by use of the CAS.

Beatriz Casais B. & Proença J.F. (2010)<sup>xlv</sup> discussed celebrity participation in social marketing programs focusing on public health, especially on HIV programs. The research identifies the inhibitions of celebrity people and implications that this involvement may have upon their lives. The paper analysis data from in-depth interviews made to twenty-seven Portuguese celebrities from arts, show business and sports. The results show absence of prejudice against HIV. Famous people feel motivated to join public health and HIV cause because of the serious nature of the disease, as well as the social stigma attached to AIDS which can suggest positive discrimination. The paper also shows that celebrities expected a fee for their endorsement, despite the social role they consider celebrities should have, and the positive image they benefit for endorsing public health campaigns. The research discusses celebrity expectations and worries and, finally, shows several results that are helpful for negotiations between institutions and celebrities insofar as it may pave the way for celebrity involvement in social marketing programs.

Dix, S. (2010)<sup>xlvi</sup> identified key factors predicting the effectiveness of sports celebrity endorsement advertisements and examines correspondent inferences and endorser characteristics to predict factors that influence consumer attitudes toward the endorser, advertisement and brand. This study used a sports celebrity endorser and gained results from self-administered questionnaires with a total of 240 respondents. They found that there were no significant differences in consumer attitudes toward endorser, advertisement and brand when endorsing sports and non-sports brands. Although, the scope of research was extensive it was not without limitations including the use of convenience sampling, investigation of one endorser and examination of sports celebrity effectiveness in print advertisements only.

Mukherje D. (2009)<sup>xlvi</sup> studied the impact of the celebrity endorsement on effective brand management and evaluates associated factors that contribute to the success or failure of the endorsement. They found that consumers report higher self-brand connections for brands with images that are consistent with the image of a celebrity that they aspire to be like, particularly in the case when the image of the celebrity and the brand match. They also examined how self-brand connections are formed. Celebrity endorsement effects are moderated by brand symbolism, such that brands that communicate something about the user yield stronger effects than brands that do not. In the case of aspirational celebrities, the positive effect of image congruency is stronger for those brands that are perceived to communicate something symbolic about the brand's user compared to those brands that do not.

Hunter E.& Davidsson P. (2008)<sup>xlvi</sup> referred to such instances of new ventures entering the market with a celebrity engaged in such ways as "celebrity entrepreneurship". Partnering with a celebrity rather than contracting them as a celebrity endorser is not without its risks. Even the most mundane information concerning the lives of celebrities is newsworthy so when negative information concerning a celebrity surfaces, it spreads fast. When celebrities are involved with starting or owning a company, they carry their name with them. Under such circumstances, negative information about the celebrity might reflect negatively on the company as well. They suggested that negative information a) leads to negative attitudes towards the new venture and promotion, b) which is comparable worse for celebrity entrepreneur led new ventures; c) new ventures can potentially reduce damage to their brand by distancing themselves from the celebrity, d) however, such a manoeuvre may not be as effective when the new venture is run by a celebrity entrepreneur.

Gu Z.J. (2006) examined firms' celebrity endorsement strategy by accounting for the impact of consumer social networks. They focused on two social network effects: the information diffusion effect and the demand inter correlation effect. Information diffusion means that product information can be transmitted between two socially connected individuals; demand inter correlation means that two socially connected individuals are likely to be affected by common environmental factors and consequently have inter correlated functional evaluations of products. Celebrity endorsement can be used in the long-term or the short-term. A firm's long-term celebrity endorsement strategy affects its product quality and price. In particular, a firm always charges a higher price with long-term celebrity endorsement than without, but produces a higher product quality only when information diffusion and demand inter correlation are both strong. A firm's short-term celebrity endorsement strategy is affected by the market awareness level of its product: With strong demand inter correlation, a firm should use a more popular short-term celebrity endorser for a product with higher market awareness; in contrast, with weak demand inter correlation, a firm should use a less popular celebrity endorser to promote a product with higher market awareness. Finally, no matter whether for long-term or short-term celebrity endorsement, a firm should always use a more popular celebrity endorser when information diffusion is stronger or when demand inter correlation is weaker.

Agarwal P.K., Kumar M. & Kumar P.I explained that there are various factors which directly or indirectly influence behavior of customer. In today's glamorous world where people remember things which are either glamorized or they provide them a reason to remember them. Celebrity' endorsement helps most of the organizations to work on these affairs. Celebrities apart from their primary job of playing, acting, modeling etc. are also helpful in promoting brand. Advertisement at recent is a tricky job, with involvement of huge risk, with the help of celebrity endorsement advertisement plays gamble and success depends on the celebrity to make the product popular. Only this much is not the aim of advertising also to alter the buying behavior of customer comes in radius of modern advertisements. With so much revolution screened with the aim of depicting or studying that does really the celebrity has any impact on altering consumer's way of buying product. They also research that what is the impact of celebrity endorsement on the buying pattern of consumers. To their utter curiosity they are also keen to see whether the buying pattern of customers gets affected by following any celebrity that could be positive or it can also be negative.

Escalas J.E. & Bettman J.R. proposed that consumers appropriate brand symbolism that comes from celebrity endorsement to construct and communicate their self-concepts. They found that celebrity endorsement enhanced 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. They also found 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 favourable celebrity images or distancing themselves from unfavourable celebrity images.

Zafar, Q. & Rafique, M. ( ) investigated 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. They tested the efficacy of this marketing tool. Data was collected from 103 respondents in questionnaire form. Factor analysis, ANOVA, Regression Analysis and Cron Bach'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.

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