

# “IMPACT OF RURAL SANITATION CAMPAIGN ENDORSED BY VIDYA BALAN”

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## Abstract

Social marketing is used primarily by non-profit organizations, charity foundations, public highway departments, and government agencies. The study is about awareness of people towards “Total Sanitation Campaign” and whether they know about Dulhan ad on T.V/social media, the message that comes in their mind. Researcher aims to study the impact of Vidya Balan on sanitisation campaign and how celebrity ‘s personal image has direct impact on endorsements. The study focusses on recall rate and the direct and indirect impact it made on sanitisation condition in rural India.

Non-profit organizations and charity foundations employ social marketing to raise awareness, promote various causes, and encourage contributions from the public.

For public sector agencies, social marketing is often used to encourage people to follow rules and regulations, and practice general safe behaviours. For conducting research responses were collected from 400 respondents. T-test was used to analyse the data for understanding recall rate of the advertisement. The study shares the recommendations while choosing a celebrity for social endorsements.

**Keywords:** Sanitisation, Social marketing, charity.

## INTRODUCTION

### History of Celebrity Endorsements

Through the 1760s, royal endorsements were used as a type of celebrity branding to promote products. The first product that used celebrity endorsements was in the 1760s, where a company called "Wedgwood" who produced pottery and chinaware, used royal endorsements as a marketing devise to show value in the company and promote others their product. In 1875–1900s trade cards were introduced, this is where there would be a picture of a celebrity with a photo of the product. Typically, these trade cards would be given to consumers with the product or would be inserted on the packaging of the product itself, which would feature celebrities such as actors or sport stars. Cigarette brands became hugely involved in celebrity branding, 'Kodas' cigarettes introduced

baseball player cards into the packets of cigarettes as part of a customer loyalty scheme. This created a demand for consumers to buy more cigarettes so they could gain all the cards of all baseball players due to celebrity endorsement of the cards. In the early 1930s the major trending celebrity endorsers were athletes, then by 1945 the trend changed and movie stars were the next big celebrity endorsers. In 1965, colour television was introduced to the marketing and there was a popular rising demand which was occurring, this in when television personalities and entertainers became a celebrity endorsement for communicating services and products. Companies and firms in 1980s then decided to start making products around celebrities.

Since companies started making products around celebrities and the celebrity becoming the brand ambassador for the company, athletes

and entertainment celebrity's then started to negotiate salaries and pay out's for them representing the company due to competition of other firms. Due to salaries always increasing because of the demands of the celebrity, usually sales for the company that the celebrity was promoting would increase.

Furthermore, in the late 1900s, celebrity endorsements came to another level, instead of images of them promoting a brand, companies started to hold press conferences with the celebrity announcing special deals, this meant celebrities had now become a spokesperson for the firm. As more companies got their celebrity ambassador to hold press conferences and announce special deals, sales for the brands were increasing immensely and more deals were introduced to the market.

#### Advantages of Celebrity on Sales and Advertising

Celebrity endorsements have considerable influence in sales when promoting a product and brand, as they can supply information, which is focused on the benefits and remarkable features of the product in an unbiased and standard form, which has a great effect on the business revenue. An advantage of celebrity branding is by using social networks, as it is a less cost-effective scheme of assembling and distributing information so that consumers become more aware of the product before purchasing it, as well as having great online consumer reviews will increase sales due to great advertisement done by the company/brand and the celebrity promoting the product. The most effective advertisements are those that are supported by celebrity endorsements. These celebrity endorsements result in beneficial results for the product or brand. Celebrities in advertising make the advertisement more noticeable to consumers; they stand out from the media clutter and are therefore a good basis of capturing and retaining consumer attention. Studies have shown that using celebrities in advertising increases the message's persuasiveness which results in consumers having a better recall and recognition for the product or brand.

Celebrities are perceived to hold qualities such as attractiveness, expertise, trustworthiness and likeability, which advertiser's hope will be transferred to the brand or product consequently creating positive images for that product or

brand. Many consumers idolise celebrities and strive to imitate their lives with the clothes they wear and products they consume. Celebrities create meaning for the consumer through their interactions with products in advertising.

#### Disadvantages of celebrity branding

Due to the high-profile lives of celebrities that are constantly being reviewed and scrutinised by the media, there are risks of using celebrities in advertising. The term eclipsing (also referred to as overshadowing) is used to describe the instance where a celebrity in an advertisement overshadows the product being advertised by occupying more time or space than the product being advertised, this is a negative for the advertiser as the product is not the main focus for the consumers. It is crucial for the effectiveness of the advertisement to ensure that the product is the focus of attention.

Overexposure refers to the negative affect that is a result of when a celebrity endorses multiple products of a similar type at one time. Consumers can become more sceptical of the celebrity's motives to endorse products and therefore may perceive the celebrity to be less credible when endorsing multiple products.

Celebrity endorsements do not guarantee long term favourable effects, due to the risk to advertisers that the celebrity endorser may get caught up in a scandal, creating negative perceptions to consumers. Common celebrity scandals involve alcohol, drug, sex, or crime related events. These scandals can have a negative effect on the image of the brand, as consumers' negative perceptions of the celebrity endorser may be transferred to the brand, therefore negatively influencing sales of the brand's products. Consumers' views of the celebrity endorser may change, due to changes in the celebrity's image. Changes in image may be a result of injury, physical appearance, and change in marital status, or a decline in professional visibility, and this can result in the celebrity endorser no longer suiting the product or brand being endorsed.

- Brand images can change if celebrities cause themselves a bad name or reputation.
- Celebrities can be overexposed. An example of this is Tiger Woods, when he worked for so many companies his credibility started to suffer.

- Celebrities start to overshadow brands. Customers will start to focus on the celebrity rather than the product.

### Risks Involved

When a celebrity is promoting a brand there can be risks involved, where there is a miscommunication between the consumer and the representation of the product. In some cases there is no connection between the product and the celebrity, which can become an effective or a defective result due to the position and relevance of the product. When Celebrity Branding does not work out for a firm, the celebrity can be seen as a scheme to promote the person as a marketing instrument. Ideally, some consumers believe that companies who use celebrity endorsers, as a marketing strategy to promote a product should choose an endorser who utilizes and enjoys using the product. Therefore, ethically they are trusting the brand and showing potential consumers the effects of the product and making the advertisement more believable. Rather than a celebrity endorser who is promoting the brand just because of their social status and there is no relevance between the product and the celebrity.

Companies who use celebrity endorsers are at a risk financially, whether they are choosing the right celebrity endorser to represent their brand and return the favour with an increase in sales, or for the brand to become known on a wider scale. Firms are also taking risks in hoping that their chosen celebrity endorser will portray their brand in the correct way, because any small or big mistake can cost the company in a negative outcome, especially due to the celebrity's social status it can affect a huge audience. This could be due to miscommunication between the firm and the endorser advertising the product or service.

Celebrity endorsement usually impacts the feelings of the customers and the position they have concerning the advertisement and the brands, thus enhancing the purchase intentions and the sales. Therefore, if there is a communication error, it can defeat the sale as well as portray the brand negatively. Financially, firms can invest up to millions of dollars when choosing a celebrity to promote their brand; therefore they do not wish for an undesirable impact.

## Type of Endorsement

### Paid endorsement

Paid endorsements involve a contract between the brand and the celebrity to represent the brand. The celebrity will generally gain a sum of money for endorsing the brand but also have a few guidelines to follow. Some methods of paid endorsements are:

### Advertisements

Advertisements can include television advertisements, radio, billboards, or magazine posters showing the celebrity in the brands advertisement to help increase the products image. The celebrity could be seen using the product, or the main character, as being seen in the advertisement can help viewers associate them with the brand. Celebrities used for voice-overs or radio advertisements generally have a distinct voice that viewers will recognize like Morgan Freeman's voice.

### Events

Brands use events for the celebrity to be seen at, as it helps show their support or association with the brand. Having photos taken of the celebrities at the event makes the viewers associate them with them supporting the brand, making the viewer associate a positive connection. This can be done through celebrities hosting the brands event.

### Social Media

Celebrities promote the brand using social media using social media, like Instagram, Facebook or Snapchat. This helps the brand target the celebrities' followers to create an association between the two. Social media sites, including Twitter, Instagram and Facebook, are a popular non-traditional medium for celebrities endorsing products and brands. The advantages of using celebrity endorsements on social media are the large reach that celebrities have. This means that large audiences are exposed to the influence of the celebrity to encourage positive purchasing behaviours towards the brand. As well as having reach to their followers, any post may be shared by their followers to extend that reach to further audiences. Another benefit of using social media for celebrity endorsements is the interactive nature of this non-traditional media, this helps to build the relationship

between the celebrity endorser, consumer and the brand.

#### Unpaid Endorsement

Celebrities are seen wearing or using the product due to liking it themselves. They could be seen wearing the product in public or in photos on social media. This is 'free advertising' for the brand. A negative of this is the brand has no control over what message or image the celebrity associated with the brand is portraying. Brands can send free samples to celebrities to try out their product, and review or use on social media to give their opinion on the product. Lots of beauty companies use this to get YouTube reviewers to review their product so they get free advertising.

#### Disadvantages

- **Image change:** Since the brand is being associated with a celebrity, everything they do will be associated with the brand. A bad celebrity image change, changes the brand's image and can cause a drop in popularity, losing consumers and credibility of the brand. Celebrities can make mistakes and the brand can choose to back their endorser or drop them to avoid their reputation being tarnished too.
- **Loss of popularity:** If a celebrity loses followers by becoming less popular, which could be done through negative actions the brand will also lose popularity with that market. The loyalty of the consumers to the brand will only stay if they are loyal to the celebrity.
- **Overexposure:** Celebrities' credibility can suffer if they are endorsing too many brands or products, especially in similar fields. This makes consumers associate the celebrity with lots of brands, rather than one distinct one making their association with the brand not as strong and compelling.
- **Overshadowing:** By a celebrity endorsing the product, consumers can just be interested in the celebrity rather than following the brand. This means that they don't actually create a connection with the brand, as their attention is focused on the celebrity, overshadowing the initial product or brand.

Advantages vs. disadvantages for celebrity

Celebrity endorsement also affects the celebrity. The brand itself can have a positive and negative influence on the celebrities' image showing a reverse effect of the celebrity endorsing the brand.

#### Advantages

- **Positive image:** If the celebrity becomes an endorser for a company with a positive image, the celebrity can gain the same reputation of the brand they are associated with. This could be if they join with a brand that is environmentally friendly; the celebrity can be seen to be environmentally friendly also.
- **Income:** Brands will pay a huge amount for celebrities to endorse their product or service. This means celebrities gain more income for just associating them with the brand.
- **Fame:** Celebrities can also gain a bigger following from the brand's consumers. They think that if the celebrity likes a brand they do, that they should like the celebrity too.

#### Disadvantages

- **Lose credibility:** If the brand does something deemed unacceptable by consumers, the celebrity can also be seen in this light. This could cause followers of the celebrity to be doubtful of them, not just the brand. Assumptions could be made that the celebrity agrees with all actions of the brand and become less credible by association.
- **Put off other endorsements:** By celebrities endorsing one brand, they could put off other brands offering them endorsement deals meaning they could miss out on more money or getting a deal with a brand they like more. They could also be seen as disliking other competitor brands or not able to associate themselves with other brands such as Nike and Adidas, as they are in the same market.

#### Importance of Celebrity Branding

Celebrity branding has become a marketing strategy to help appeal a brand to new consumers. They are a way for brands to increase their sales and grow their market, having a huge influence on society as they are seen as opinion leaders. Brands build a relationship with new consumers through celebrities endorsing their products. Celebrities can capture the consumer's attention and identify

with the brand, leading to sales and making the brand more desirable over other competitors. They also have an influence over their followers due to consumers showing an increase in obsession with celebrities'. A connection can be made with the consumers in a way brands cannot. Some generations look up to celebrities as they can aspire to be like them. Many brands will ride the celebrity's success wave when using them in an endorsement.

## FINDINGS

### Total Sanitation Campaign

Respondents' opinions regarding "Total Sanitation Campaign" have been found strong agreement of Respondents'. The findings of the analysis shows that Respondents' are heard about total sanitation program, they seen dulhan ad on T.V. and they remembered the celebrity, liked the pulse polio ad, and they agreed that when they heard about dulhan ad than Message comes in their mind.

- Respondents' opinions regarding "People remember this ad because of Vidya Balan" The majority of respondent's opinion shows that people remember this ad because of Vidya Balan.
- Respondents' opinions regarding "People remember the ad because of importance of the message" The majority of respondent's opinion shows that people remember the ad because of importance of the message.
- Respondents' opinions regarding "The ad is memorable because of its style of execution". The majority of respondent's opinions shows that the ad is memorable because of its style of execution.
- Respondents' opinions regarding "The ad would not have been so effective if not endorsed by Vidya Balan" The majority of respondent's opinions shows that the ad would not have been so effective if not endorsed by Vidya Balan.
- Respondents' opinions regarding "People like this ad because of forceful advocacy of sanitation programme by Vidya Balan". The majority of respondent's opinions shows that people like this ad because of

forceful advocacy of sanitation programme by Vidya Balan.

- Respondents' opinions regarding "Celebrities like Vidya Balan can easily influence the people". The majority of respondent's opinion shows that celebrities like Vidya Balan can easily influence the people.
- Respondents' opinions regarding "Mass appeal of celebrities like Vidya Balan can change the attitude of people towards public sanitation". The majority of respondent's opinions shows that Mass appeal of celebrities like Vidya Balan can change the attitude of people towards public sanitation.
- Respondents' opinions regarding "This ad has really motivated people to make toilets in their homes". The majority of respondent's opinions shows that this ad has really motivated people to make toilets in their homes.
- Respondents' opinions regarding "Endorsement by Vidya Balan has motivated people to think about public sanitation". The majority of respondent's opinions shows that Endorsement by Vidya Balan has motivated people to think about public sanitation.
- Respondents' opinions regarding "Celebrities can help educate people about sanitation related issues". The majority of respondent's opinions shows that Celebrities can help educate people about sanitation related issues.
- Respondents' opinions regarding "People follow Vidya Balan because of the love and respect for her". The majority of respondent's opinions shows that People follow Vidya Balan because of the love and respect for her.
- Respondents' opinions regarding "The UNICEF Total Sanitation Programme got momentum because people really did what they were told to do". The majority of respondent's opinion shows that The UNICEF Total Sanitation Programme got momentum because people really did what they were told to do.
- Respondents' opinions regarding "Success of this campaign can largely be attributed to endorsement by Vidya Balan". The majority of respondent's opinions shows that Success of this campaign can largely be attributed to endorsement by Vidya Balan.

• Respondents' opinions regarding "Celebrities like Vidya Balan can really bring about a change in the behaviour of people". The majority of respondent's opinions shows that

Celebrities like Vidya Balan can really bring about a change in the behaviour of people.

#### Overall Opinion of Respondents Regarding UNICEF Total Sanitation Programme

Q No	Statements	t-value	Sig. (2-tailed)	Mean	Std. Deviation
1	Remember ad due to Vidya Balan	9.488*	.000	3.00	.756
2	Remember because imp of Message	18.336*	.000	3.29	.614
3	Like due to Style of exestuation	19.759*	.000	3.27	.556
4	Not effective without Vidya Balan	3.505*	.001	2.70	.823
5	Advocacy of program by Vidya Balan	8.259*	.000	2.93	.733
6	Celebrities can influence people	9.535*	.000	2.98	.708
7	Celebrities can change attitude	13.869*	.000	3.17	.685
8	Motivated to construct toilets	14.301*	.000	3.11	.605
9	Motivated to think Public sanitation	11.758*	.000	3.02	.634
10	Celebrities can help education of people	18.352*	.000	3.22	.560
11	Follow Vidya Balan due to love & respect	9.684*	.000	2.94	.639
12	People did as told by Celebrities	15.632*	.000	3.11	.554
13	Success due to Vidya Balan	5.461*	.000	2.78	.734
14	Celebrities can change behavior of people	9.144*	.000	2.94	.677

Source: SPSS output

Overall opinion of Respondents Regarding UNICEF Total Sanitation Programme, t-test has been applied to test significant difference between average opinion of respondents and neutral opinion at 5% level of significance. It has been found that there is significant difference in overall opinion of respondents in all cases. Following overall opinion of respondents regarding respondents regarding UNICEF Total Sanitation Programme have been found significant,

Respondents' opinion on whether

□ Respondents opinion regarding "People remember this ad because of Vidya Balan" have been found significantly (9.488) different from equally divided opinion. The average score (3.00) shows agreement of the

respondents. It shows that people remember this ad because of Vidya Balan.

□ Respondents opinion regarding "People remember the ad because of importance of the message" have been found significantly (18.336) different from equally divided opinion. The average score (3.29) shows agreement of the respondents. It shows that people remember the ad because of importance of the message.

□ Respondents opinion regarding "The ad is memorable because of its style of execution" have been found significantly (19.759) different from equally divided opinion. The average score (3.27) shows agreement of the respondents. It shows that the ad is memorable because of its style of execution.

□ Respondents opinion regarding “The ad would not have been so effective if not endorsed by Vidya Balan” have been found significantly (3.505) different from equally divided opinion. The average score (2.70) shows agreement of the respondents. It shows that the ad would not have been so effective if not endorsed by Vidya Balan.

□ Respondents opinion regarding “People like this ad because of forceful advocacy of sanitation programme by Vidya Balan” have been found significantly (8.259) different from equally divided opinion. The average score (2.93) shows agreement of the respondents. It shows that people like this ad because of forceful advocacy of sanitation programme by Vidya Balan.

□ Respondents opinion regarding “Celebrities like Vidya Balan can easily influence the people” have been found significantly (9.535) different from equally divided opinion. The average score (2.98) shows agreement of the respondents. It shows that Celebrities like Vidya Balan can easily influence the people.

□ Respondents opinion regarding “Mass appeal of celebrities like Vidya Balan can change the attitude of people towards public sanitation” have been found significantly (13.869) different from equally divided opinion. The average score (3.17) shows agreement of the respondents. It shows that mass appeal of celebrities like Vidya Balan can change the attitude of people towards public sanitation.

□ Respondents opinion regarding “This ad has really motivated people to make toilets in their homes” have been found significantly (14.301) different from equally divided opinion. The average score (3.11) shows agreement of the respondents. It shows that this ad has really motivated people to make toilets in their homes.

□ Respondents opinion regarding “Endorsement by Vidya Balan has motivated people to think about public sanitation” have been found significantly (11.758) different from equally divided opinion. The average score (3.02) shows agreement of the respondents. It shows that endorsement by Vidya Balan has motivated people to think about public sanitation.

□ Respondents opinion regarding “Celebrities can help educate people about sanitation related issues” have been found significantly (18.352) different from equally divided opinion. The average score (3.22) shows agreement of the respondents. It shows that celebrities can help educate people about sanitation related issues

□ Respondents opinion regarding “People follow Vidya Balan because of the love and respect for her” have been found significantly (9.684) different from equally divided opinion. The average score (2.94) shows agreement of the respondents. It shows that people follow Vidya Balan because of the love and respect for her.

□ Respondents opinion regarding “The UNICEF Total Sanitation Programme got momentum because people really did what they were told to do” have been found significantly (15.632) different from equally divided opinion. The average score (3.11) shows agreement of the respondents. It shows that the UNICEF Total Sanitation Programme got momentum because people really did what they were told to do.

□ Respondents opinion regarding “Success of this campaign can largely be attributed to endorsement by Vidya Balan” have been found significantly (5.461) different from equally divided opinion. The average score (2.78) shows agreement of the respondents. It shows that success of this campaign can largely be attributed to endorsement by Vidya Balan.

□ Respondents opinion regarding “Celebrities like Vidya Balan can really bring about a change in the behaviour of people” have been found significantly (9.144) different from equally divided opinion. The average score (2.94) shows agreement of the respondents. It shows that Celebrities like Vidya Balan can really bring about a change in the behaviour of people.

Overall Opinion of Respondents’ Regarding UNICEF Total Sanitation Programme

Overall opinion of Respondents’ regarding Vidya Balan impact on UNICEF Total Sanitation Programme Ad, t-test has been applied to test significant difference between average opinion of Respondents’ and neutral opinion. It has been found that there is significant difference in overall opinion of

Respondents' in all cases. Respondents' opinion regarding "People remember this ad because of Vidya Balan", "People remember the ad because of importance of the message", "The ad is memorable because of its style of execution", "The ad would not have been so effective if not endorsed by Vidya Balan", "People like this ad because of forceful advocacy of sanitation programme by Vidya Balan", "Celebrities like Vidya Balan can easily influence the people", "Mass appeal of celebrities like Vidya Balan can change the attitude of people towards public sanitation", "This ad has really motivated people to make toilets in their homes", "Endorsement by Vidya Balan has motivated people to think about public sanitation", "Celebrities can help educate people about sanitation related issues", "People follow Vidya Balan because of the love and respect for her", "The UNICEF Total Sanitation Programme got momentum because people really did what they were told to do", "Success of this campaign can largely be attributed to endorsement by Vidya Balan" and "Celebrities like Vidya Balan can really bring about a change in the behaviour of people" have been found significant different.

Further Respondents' opinion on "People remember this ad because of Vidya Balan", "People remember the ad because of importance of the message", "The ad is memorable because of its style of execution", "The ad would not have been so effective if not endorsed by Vidya Balan", "People like this ad because of forceful advocacy of sanitation programme by Vidya Balan", "Celebrities like Vidya Balan can easily influence the people", "Mass appeal of celebrities like Vidya Balan can change the attitude of people towards public sanitation", "This ad has really motivated people to make toilets in their homes", Endorsement by Vidya Balan has motivated people to think about public sanitation", "Celebrities can help educate people about sanitation related issues", "People follow Vidya Balan because of the love and respect for her", "The UNICEF Total Sanitation Programme got momentum because people really did what they were told to do", "Success of this campaign can largely be attributed to endorsement by Vidya Balan" and "Celebrities like Vidya Balan can really bring about a change in the behaviour of people" shows agreement of Respondents' in all cases.

#### Gender Wise Opinion of Respondents' Regarding UNICEF Total Sanitation Programme

Gender wise opinion of Respondents' regarding "Vidya Balan impact on The UNICEF Total Sanitation Programme Ad" F-test has been applied to test significant difference between gender wise opinions of Respondents' at 5% level of significance. It has been found that there is significant difference in 4 statements out of 14 statements. Following gender wise opinion of Respondents' regarding "The UNICEF Total Sanitation Programme", "People remember this ad because of Vidya Balan", "Celebrities can help educate people about sanitation related issues" and "Success of this campaign can largely be attributed to endorsement by Vidya Balan" have been found significant.

Further the following opinion of Respondents' on "People remember the ad because of importance of the message", "The ad is memorable because of its style of execution", "The ad would not have been so effective if not endorsed by Vidya Balan", "People like this ad because of forceful advocacy of sanitation programme by Vidya Balan", "Celebrities like Vidya Balan can easily influence the people", "Mass appeal of celebrities like Vidya Balan can change the attitude of people towards public sanitation", "This ad has really motivated people to make toilets in their homes", "Endorsement by Vidya Balan has motivated people to think about public sanitation", "People follow Vidya Balan because of the love and respect for her" and "The UNICEF Total Sanitation Programme got momentum because people really did what they were told to do" have been found not significant.

#### Age Wise Opinion of Respondents' Regarding UNICEF Total Sanitation Programme

Age wise opinion of Respondents' regarding "Vidya Balan impact on The UNICEF Total Sanitation Programme" F-test has been applied to test significant difference between age wise opinions of Respondents' at 5% level of confidence. It has been found that there is significant difference in 11 statements out of 14 statements. Following age wise opinion of Respondents' regarding "The UNICEF Total Sanitation Programme" "People remember this ad because of Vidya Balan", "People remember the ad because of importance of the message",



“The ad would not have been so effective if not endorsed by Vidya Balan”, “People like this ad because of forceful advocacy of sanitation programme by Vidya Balan”, “Celebrities like Vidya Balan can easily influence the people”, “This ad has really motivated people to make toilets in their homes”, “Endorsement by Vidya Balan has motivated people to think about public sanitation”, “Celebrities can help educate people about sanitation related issues”, “Success of this campaign can largely be attributed to endorsement by Vidya Balan”, “The UNICEF Total Sanitation Programme got momentum because people really did what they were told to do” and “Celebrities like Vidya Balan can really bring about a change in the behaviour of people” have been found significant

Further the following opinion of Respondents’ on “The ad is memorable because of its style of execution”, “Mass appeal of celebrities like Vidya Balan can change the attitude of people towards public sanitation” and “People follow Vidya Balan because of the love and respect for her” have been found not significant.

## CONCLUSION

When companies are selecting a celebrity to endorse their brand, they must match a criteria that they wish for the brand to be associated with. The celebrity must fill the gap between the consumer and brand when one is present.

- Audience: The celebrity must be able to connect and reach the audience the brand is most compatible with.
- Characteristics: Must fit the brands characteristics so that they associate the right values with the brand.
- Image: Brands must look and see if the celebrities’ image is one the brand wants to be associated with, making sure they look into the celebrity image and past in case it could put the company into a bad light. If the celebrity has a negative image, the brand could be perceived that way too.
- Attractiveness: A positive attitude is associated with attractive people. The more attractive a celebrity is the more effective the endorsement will be. They look at the physical attributes the celebrity has such as body shape, facial features, and nationality.

- Cost: Some celebrities can cost more than others due to popularity. The amount the celebrity costs to have endorsed a product or service can influence whether they are selected or not.

- Credibility: The credibility of the celebrity will transfer onto the brand so they must ensure the celebrity has a credible reputation. If a celebrity is already endorsing other brands or has endorsed a lot of brands in the past, this can have a negative effect on the brand image as consumers could believe that they are only doing it for the money and their credibility could come into question on whether the product is actually as good as what they are saying, creating the brands credibility to come into question also.

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