

The Effectiveness of the Celebrity Advertisement Process and its Impact on Buying Intention

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Abstract

It has been observed that advertisements with celebrities create a great influence among the younger generation. Marketers spend considerable amounts on celebrities based upon the belief that celebrity endorsed advertisements are reliable, and that they have the knowledge about the brand, product recall, instant awareness, and retention of the products (Cooper, 1984) is quite more in those brands endorsed by the celebrities. Therefore, the current study attempted to know the determinants of factors such as Attractiveness of the celebrity (X1), Celebrity credibility (X2), and Celebrity expertise (X3) that determined the buying intention of the respondents. A sample size of 220 respondents was considered for the purpose of the study. On performing detailed analysis, patterns from the data were further put for validation through testing of hypotheses, whichever we deemed important and based upon the conditions set for such test. The study revealed that the brand ambassadors played an important role in boosting the sales. The study further found that products advertised with brand ambassadors had a large impact upon the buying behavior. Majority of the respondents perceived celebrities' physical attractiveness as the major factor in celebrity advertisements. The respondents preferred a celebrity to be attractive in his/her physical appearance, to wear stylish clothes according to latest fashion trends, and to have an elegant presence.

Keywords : celebrity endorsements, attractiveness of the celebrity, credibility, expertise

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Rapid changes in the concept of business model is leading to enormous changes in the customer buying behavior. As such, predicting the behavior of customers has become a challenging proposition for most of the companies. The rate at which customers switch from one product (brand) to another is highly unpredictable and the cost of switching by the customers is another major challenge for companies. Therefore, measuring the customer life time value has become one of the key operations in advertising at major companies. Customer life time value can assist companies in retaining the customer base and building on their brand loyalty. There are many research papers on children being an important factor in influencing the family on the buying behaviour. Here, the paper tries to illustrate the factors that determine and influence consumer buying behaviour with respect to celebrity endorsements. Endorsement of the companies' brand by the celebrity is a popular promotional strategy in India and brand ambassadors act as the face of the client company at promotional events.

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An effective brand ambassador is one who is interested in the products he/she is promoting, can easily connect with the products, represent the products, and become the identity of the brand, as the celebrity is the only human interface between a company's brand and the consumers. There is no common consensus on whether attractiveness, trustworthiness, and expertise of the celebrity endorsers have a significant impact on consumers' purchase intention. In the present world, the younger generation is more inclined towards media, magazines, newspapers, images, radio & television, social media, twitter, blogs, etc. featuring celebrities and their brand endorsements. This has helped to integrate the buying pattern influenced by the brand endorsement of celebrities (Boopathy & Chaudhuri, 2013). Brand identity is something that every company would like to communicate to potential consumers. Hence, it is necessary for every consumer to recognize and symbolize (identify) with different brands. The companies view this as a competitive advantage.

Celebrities are featured in 15% of the prime - time television commercials (findings of Friedman, Termini, & Washington, 1977), but today celebrity endorsers appear in almost all forms of media cutting across industries and sectors of businesses (Levin, 1988). Marketers claim that any message delivered by the celebrities through advertisements creates greater appeal, attention, and message recall than those delivered by non - celebrities. Marketers spend enormous amounts of money on celebrities based upon the belief that consumers think that celebrities who endorse advertisement are reliable, and that they have the knowledge about the brand or product and are effective spokespersons for their products. Product recall, instant awareness, and retention of the products (Cooper, 1984) is seen quite more in those brands which are endorsed by the celebrities. The present study also aims at attempting to understand the reasons for using celebrities in advertisements. Advertisers make several attempts to steal a few seconds to inform customers about their products and here, the major challenge for a marketer is in holding the consumer's attention on the product. The hooks that can hold the consumer's attention are the celebrities. Hence, the choice of celebrities can escalate the unique selling proposition of a brand to new heights, but proper orientation of a celebrity with a brand is required to be fruitful for a brand.

Literature Review

In a pioneering work, Friedman and Friedman (1979) defined that the term 'celebrity' denotes an individual who is known to the public either as an actor or sports personality or an entertainer or a musician and the like for his or her accomplishments in areas other than that of the product category endorsed.

The use of celebrities in advertising is not new for the purpose of brand building and evidence of many earlier case studies exist (Kamins, 1989). The situation is not different in India. In India, celebrities from various fields such as movies, sports, music, etc. endorse numerous brands (Alex & Thomas, 2014 ; Divakar & Raju, 2016 ; Laldinliana, 2012 ; Mukherjee, 2012 ; Singh & Sapre, 2015 ; Singh, 2017 ; Swaminathan & Bansal, 2014). According to McCracken (1989), the major reason for using celebrity endorsements is to create an enhanced brand image for the product by transferring the symbolic meaning from the celebrity to the product. Today in India, celebrity endorsements are being seen more and are particularly seen as a vital component in brand communication and hence become an appropriate topic of research in India.

Numerous research studies have proven empirically the effectiveness and the positive influence of the endorsements by the celebrities in advertising, particularly on endorser's credibility, message reminder, announcements' approval, and purchase intention (Menon, 2001 ; Pornpitakpan, 2003 ; Pringle & Binet, 2005 ; Roy, 2006). Advertisements with celebrities have created greater influence among the younger generation. For example, age, field of experience, power of words, reviews, and promises made by celebrities are certain metrics used in their studies. Researchers have argued that a celebrity acts as a brand's spokesperson and approves or endorses the brand's claim and position by extending his/her popularity for building a brand (Kambitsis, Harahousou, Theodorakis, & Chatzibeis, 2002). Besides, because of their reputation, celebrities assist not only to create and maintain attention, but also to achieve high recall rates for messages sent (Croft, Dean & Kitchen, 1996 ; Ohanian, 1990).

Erdogan (1999) examined the value of celebrity power in an endorsement and concluded that a well-designed advertisement strategy can convert star power into brand equity and corporate image. Therefore, use of celebrities for advertisements have become a part and parcel for corporate image branding. Apart from these cases, another argument in favour of celebrity endorsement is that, it enhances the credibility of the advertisement, and in turn, it converts the same into purchase intentions and perceived quality of the product (Chavda, 2012). The same conclusion was drawn by Boopathy and Chaudhuri (2013). In case of celebrity endorsed advertisements and their impact on children, similar findings were documented by Naresh and Latha (2014) on students while purchasing telecom services in Andhra Pradesh (Pugazhenth, 2014). Randhawa and Khan (2014) documented similar findings in case of FMCG products and Chan, Ng, and Luk (2013) in case of adolescents. In a study, Erdogan (1999) concluded that the brands which are endorsed by the celebrities draw more attention as compared to those of non-celebrity ones.

However, yet another stream of researchers contradicted this view on celebrity endorsements. Kulkarni and Gaulkar (2005) were of the opinion that celebrity endorsements could turn out to be a risky proposition for the marketers, unless there is a logical relation between the celebrity and the brand. Studies by a host of researchers also support this view (Cooper, 1984; Patel, 2012; etc). However, in another investigation by Hakimi, Abedniya, and Zaeim (2011) concluded that trustworthiness is not a major factor in increasing consumers' intention to try an endorsed brand.

The review of literature on the proposed topic thus throws light on the facts relating to the gaps in the study of the chosen subject: (a) It is interesting to note that the previous studies have not reached any agreement regarding the three major drivers of celebrity endorsements such as attractiveness, trustworthiness, and expertise of the celebrities on consumers' purchase intentions; (b) majority of the studies on the proposed topic examined the celebrity endorsement phenomenon in Western and developed countries, with a very little focus on developing countries like India; (c) India, being a developing economy, exhibits several cultural differences and factors significantly influence the impact of celebrity endorsements, especially in South India where celebrities are looked upon in high esteem.

Therefore, the current study has been undertaken to understand the chosen variables such as attractiveness, trustworthiness, and expertise of the celebrities and their effect on consumers' purchase intentions.

Research Design

(1) Research Objectives : The aim of this study is to provide an in-depth organized understanding of the buying behaviour of the respondents based on the celebrity endorsements in Bangalore city, India.

(i) To determine the various factors such as Attractiveness of the celebrity (X_1), Celebrity credibility (X_2), and Celebrity expertise (X_3) that determine the buying intention of the respondents ;

(ii) To understand the perception of the respondents based on (a) how does a person become a celebrity? (b) major features of a celebrity, and to (c) find out which stream is most suited for finding a celebrity ;

(iii) To identify which advertisement caught the respondents attention the most.

(2) Hypotheses of the Study

↯ **H01 :** The perceptions of male and female respondents do not differ with respect to (a) how does a person become well - known; (b) features of a star celebrity, and (c) fields are suited for finding a celebrity.

↯ **H02 :** The perceptions of male and female respondents do not differ with respect to (a) celebrities' physical attractiveness, (b) celebrity credibility of claim, and (c) expertise of the endorsed brand.

↳ **H03** : There is no significant influence of demographic factors of the respondents and the advertisements that catch the attention of the respondents and the celebrities affect the respondents while buying the celebrity endorsed products.

↳ **H04** : There is no significant relationship between independent variables : Attractiveness of the celebrity (X_1), Celebrity credibility (X_2), and Celebrity expertise (X_3) and dependent variable (intention to buy the endorsed brand).

(3) Sampling : First-hand information was collected from the respondents through a structured questionnaire. An interview schedule was constructed to elicit information from the respondents. We chose an interview schedule since the respondents had to be coaxed to answer the questions put forth in the questionnaire. The questionnaire contained different sections and each section concentrated on a particular factor chosen for the purpose of the study. We arrived at a sample size of 220 respondents for the purpose of the study. The required information was collected during the months of October - November 2018 through personal interviews with the help of a structured questionnaire in Bengaluru city. The questionnaire was pre-tested and administered to the respondents. The respondents were asked to assess the importance of the chosen factors on a 5 - point Likert scale, with 1 - *being not at all important* to 5 - being very important.

(4) Reliability Statistics : Five to seven items were constructed to measure each variable taken up for the purpose of the study. The validity of the questionnaire was adjudged using Cronbach's coefficient (α) to test the reliability and internal consistency of the responses. Cronbach's coefficient (1951), having a value of more than 0.7, is considered adequate for this kind of research work. The values of α in this study for the reported factors including dependent variable are found to be 0.930, 0.939, 0.922, 0.879, 0.949, 0.41, and 0.821. It implies that there was a high degree of internal consistency in the responses to the questionnaire.

(5) Analytical Method : The data collected were initially organized in a meaningful manner with the help of SPSS and MS Excel software. Once organized, the collected data were tested for the normality test population within some tolerance. Later, we tabulated the frequencies, which provided the requisite profile of the data collected and helped us to build the contingency tables for further detailed analysis. On performing detailed analysis, patterns from the data were further put for validation through testing of the hypotheses.

Data Analysis and Results

The Table 1 depicts the demographic framework of the respondents encompassed in the empirical study. It is evident from the Table 1 that 67.3% of the respondents included in the survey were male and the rest 32.7% were female respondents. It is evident that 65.0% of the respondents fell in the age group of less than 30 years, 21.4% fell in the age group of 31- 40 years. However, 6.8% of the respondents belonged to the age group of 41- 50 years and 50 years and above, respectively.

We created five strata to accommodate the education status of the respondents ; 42.7% of the respondents included in the survey had graduated from university, 35.5% were post-graduates, and 14.55% indicated that they went to college but did not complete graduation, 4.01% indicated that they were diploma holders, and 3.2% indicated that they had cleared only matriculation.

We created five strata to accommodate all the occupations of the respondents ; 37.7% of the respondents included in the survey were self - employed, 32.3% were salaried, 17.7% indicated that they were professionals, 12.3% indicated that they were home makers, and 8.6% indicated that they were students.

With respect to the income bracket, 57.3% of the respondents indicated that they belonged to a monthly

household income class of less than ₹ 50000, 13.2% indicated that they belonged to a monthly household income category of ₹ 50001- ₹ 75000, 23.6% indicated that they belonged to the monthly household income class between ₹ 75001- ₹ 100000, and 5.9% belonged to an income category of ₹100001 and above.

We have created five strata to accommodate all the educational qualifications of the respondents ; 7.69% of the respondents had completed their matriculation, 12.31% possessed post graduate certificates, 13.07% indicated that they had attended college but were not graduates, and 65.38% indicated that they possessed a degree.

In order to investigate if there was any significant effect on gender on (a) how does a person become famous? (b) features of a celebrity, and (c) fields suited for finding a celebrity, one way ANOVA was run, and the following are the results :

A one - way ANOVA test was conducted to find out any difference between genders (male vs. female) and their perception towards the popularity of the celebrity. It is evident from the Table 2 that there is no significant effect of gender [F - value of 1.928, $p = .166$] such that men ($M = 33.6959$, $SD = 8.92345$) and women ($M = 35.5694$, $SD = 8.02606$) do not differ significantly while perceiving the popularity of a celebrity.

For the second hypothesis also, we do not find a significant effect of gender [F - value of 3.301, $p = .071$] such that men ($M = 57.5811$, $SD = 15.00658$) and women ($M = 61.2917$, $SD = 12.41471$) do not differ significantly while perceiving the features of a celebrity.

For the third test, to investigate the fields which are suited for finding a celebrity, we again do not find any significant effect of gender [F - value of 2.277, $p = .133$] such that men ($M = 31.70$, $SD = 8.006$) and women ($M = 32.53$, $SD = 9.013$) do not differ significantly while perceiving the suitable field in which we get a celebrity. Therefore, in all the above cases, we cannot reject the null hypothesis H_{01} .

Table 1. Demographic Profile of the Respondents

Variables	Categories	No of Respondents	%
Gender	Male	148	67.3
	Female	72	32.7
Age	Less than 30	143	65.0
	31-40	47	21.4
	41-50	15	6.8
	50 & above	15	6.8
Qualification	Matriculation	7	3.2
	Diploma	9	4.01
	College but not graduate	32	14.55
	Graduation	94	42.7
	Post Graduate	78	35.5
Occupation	Self employed	83	37.7
	Salaried	71	32.3
	Professionals	39	17.7
	Home makers	8	3.6
	Students	19	8.6
Monthly Household	Below 50000	126	57.3
Income (in ₹)	50000-75000	29	13.2
	75000-100000	52	23.6
	Above100000	13	5.9

Table 2. Table Showing ANOVA Results

One Way Anova (Gender with Popularity of the Celebrity)					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	388.630	1	388.630	1.928	.166
Within Groups	43939.170	218	201.556		
Total	44327.800	219			
One Way Anova (Gender with Features)					
Between Groups	666.893	1	666.893	3.301	.071
Within Groups	44046.902	218	202.050		
Total	44713.795	219			
One Way Anova (Gender with Fields are Suited for Finding a Celebrity)					
Between Groups	170.011	1	170.011	2.277	.133
Within Groups	16278.970	218	74.674		
Total	16448.982	219			

A one way ANOVA test was conducted to find out any differences between genders (male vs. female) and their perceptions towards the popularity of the celebrities. It is evident from the Table 3 that there is no significant effect of gender [F - value of 1.209, p - value = 0.273] such that men ($M = 17.8108$, $SD = 5.02829$) and women ($M = 18.5556$, $SD = 3.98196$) do not differ significantly while perceiving the physical attractiveness of the celebrity. However, Levene's statistics for homogeneity of variance based on mean is 0.514, $p = .214$ and robust test of equality of means Welch results are 1.418, $p = 0.235$.

For the second hypothesis, the results show that there is no significant effect of gender [F - value of 0.764, $p = 0.383$] such that men ($M = 17.2365$, $SD = 4.93$) and women ($M = 17.86$, $SD = 5.041$) do not differ significantly while perceiving the credibility of claim made by the celebrities. However, Levene's statistics for homogeneity of variance based on mean is 0.005, $p = .994$ and robust test of equality of means Welch results are 0.753, $p = 0.387$.

The third test is to investigate the gender with expertise of the endorsed brand by the celebrity, and again, we cannot not find any significant effect of gender [F - value of 0.163, $p = .686$] such that men ($M = 18.21$, $SD = 5.09$)

Table 3. Table Showing Anova Test Results

One Way Anova (Gender with Physical Attractiveness of the Celebrity)					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	26.865	1	26.865	1.209	0.273
Within Groups	4842.48	218	22.213		
Total	4869.345	219			
One Way Anova (Gender with Credibility of Claim Made by the Celebrity)					
Between Groups	18.898	1	18.898	0.764	0.383
Within Groups	5391.334	218	24.731		
Total	5410.232	219			
One Way Anova (Gender with Expertise of the Endorsed Brand by the Celebrity)					
Between Groups	4.346	1	4.346	0.163	0.686
Within Groups	5796.581	218	26.59		
Total	5800.927	219			

Table 4. Table Showing the Chi - Square Results

Variable 1	Variable 2	Chi - Square Value	p - value	Results
Gender	The advertisement catches your attention.	2.421	.631	Accept
	The celebrity affects you more while buying the endorsement products.	12.997	.011	Reject
Age	The advertisement catches your attention.	4.321	.038	Reject
	The celebrity affects you more while buying the endorsement products.	2.025	.731	Accept
Income	The advertisement catches your attention.	32.836	.001	Reject
	The celebrity affects you more while buying the endorsement products.	26.547	.009	Reject
Education	The advertisement catches your attention.	10.067	.610	Accept
	The celebrity affects you more while buying the endorsement products.	27.187	.007	Reject

and women ($M = 17.91$, $SD = 5.27$) do not differ significantly while perceiving expertise of the endorsed brands by the celebrities. The Levene's statistics for homogeneity of variance based on mean is 0.723 , $p = .396$ and robust test of equality of means Welch results are 0.160 , $p = 0.690$. Therefore, in all the above cases, we cannot reject the null hypothesis H02.

It is evident from the Table 4 that there is no significant relationship between the gender of the respondents with the variable - advertisement catches your attention since the tabulated value of $\chi^2 = 2.421$ and $p = 0.631$, and hence, we accept the null hypothesis H03. In case of the variable - celebrity affects you more while buying the endorsement products, the $\chi^2 = 12.997$ and $p = .011$. Hence, we fail to accept the null hypothesis H03.

There is no significant relationship between the age of the respondents with the variable - advertisement catches your attention since the tabulated value of $\chi^2 = 4.321$ and $p = .038$ (fail to accept the null hypothesis H03 and accept the alternate hypothesis) and the variable - the celebrity affects you more while buying the endorsement products ($\chi^2 = 2.025$ and $p = .731$; we fail to reject the null hypothesis H03).

There is no significant relationship between the income of the respondents with the variable - advertisement catches your attention since the tabulated value of $\chi^2 = 32.836$ and $p = .001$ (fail to accept the null hypothesis H03 and accept the alternate hypothesis) and the variable - celebrity affects you more while buying the endorsement products ($\chi^2 = 26.547$ and $p = .009$; we fail to accept the null hypothesis H03 and the accept the alternate hypothesis).

There is no significant relationship between the education of the respondents and the variable - advertisement catches your attention since the tabulated value $\chi^2 = 10.067$ and $p = 0.610$ (we accept the null hypothesis H03) and the variable - the celebrity affects you more while buying endorsement products since $\chi^2 = 27.187$ and $p = .007$. Hence, we fail to accept the null hypothesis H03 and accept the alternate hypothesis.

It is evident from the Figure 1 that the tabulated value of Pearson's correlation coefficient for celebrity attractiveness (X1) with credibility (X2) is $.644$ and $p = .000$ followed by celebrity expertise (X3) ($.686$, $p = .000$) with intention to buy (DV) ($.610$, $p = .000$). Therefore, we can reject the null hypothesis (H04).

As the tabulated value of Pearson's correlation coefficient for celebrity credibility (X2) with celebrity expertise (X3) is $.708$ and $p = .000$ and intention to buy (DV) is $.566$ and $p = .000$, therefore, we can reject the null hypothesis (H04).

However, the last variable chosen for the purpose of the study - celebrity expertise (X3) has the Pearson's correlation coefficient with intention to buy (DV) as $.566$ and $p = .000$, therefore, we can reject the null hypothesis (H04).

For the purpose of the study, a multiple regression model is run to analyze and to test the proposed hypothesis. The following multiple regression model is used to test the theoretical relationship between the dependent variable and

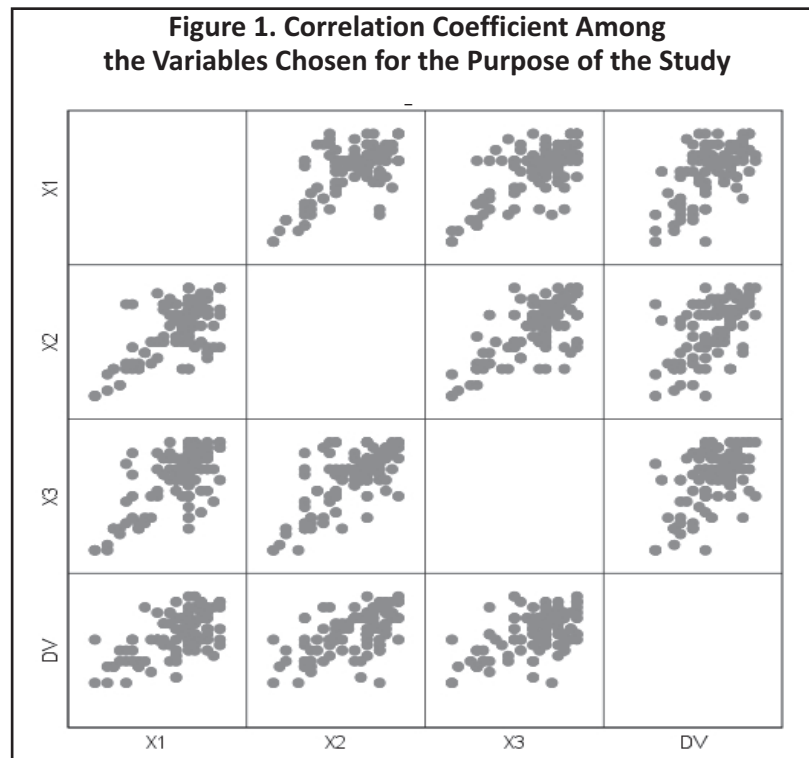


Table 5. Regression

<i>R</i>	.859
<i>R</i> square	.738
Adjusted <i>R</i> square	.731
Standard Error	2.91
<i>F</i> -Value	55.314
Sig Value of <i>F</i>	.000
Durbin Watson	1.927

the independent variables :

$$Y (\text{Intention to Buy}) = a + b_1X_1 (\text{Attractiveness of the Celebrity}) + b_2X_2 (\text{Celebrity Credibility}) + b_3X_3 (\text{Celebrity Expertise}) + \epsilon \dots\dots\dots (1)$$

R square represents the percentage movement of the dependent variable which was captured by the intercept and the independent variable(s). The obtained results explain 73.8% of the variation in impulsive buying behaviour, which was captured by independent variables with standard error of 2.91.

It is evident from the Table 5 that the intention to buy the celebrity endorsed brands is dependent on the predictors or explained by the independent variables (Attractiveness of the celebrity (*X*1), Celebrity credibility (*X*2), and Celebrity expertise (*X*3)). In the Table 5, ANOVA explains the joint impact of independent variables on the dependent variable. From the analysis, it is inferred that *F* = 49.765 and *p* = .0000. Therefore, we can reject the null hypothesis.

Intercept is *a* in the set equation. Standard error measures the variability in approximation of the coefficient and lower standard error means coefficient is closer to the true value of the coefficient. Overall, the outcome (intention to buy the endorsed brand) is a dependent variable and Attractiveness of the celebrity (*X*1), Celebrity credibility

Table 6. Regression Results

	Unstandardized		Standardized	<i>t</i>	Sig.	Collinearity	
	Coefficients		Coefficients			Statistics	
	B	SE	Beta			Tolerance	VIF
Constant	2.686	.836		3.215	.002		
F1	.289	.060	.353	4.780	.000	.479	2.086
F2	.172	.059	.221	2.907	.004	.452	2.215
F3	.124	.060	.166	2.074	.039	.409	2.447

Table 7. The Relative Weights of the Chosen Factors

Factor	Relative Weights in Percentage
Attractiveness of the Celebrity	0.477027027
Celebrity Credibility	0.298648649
Celebrity Expertise	0.224324324

(*X*2), and Celebrity expertise (*X*3)) are the independent variables. It is clear from the Table 6 that the independent variables : Attractiveness of the celebrity (*X*1), Celebrity credibility (*X*2), and Celebrity expertise (*X*3) have positive coefficients, that is, they share a direct relationship with the intention to buy the endorsed brand.

☞ **H05:** There is no significant relationship between the independent variables : Attractiveness of the celebrity (*X*1), Celebrity credibility (*X*2), and Celebrity expertise (*X*3) and the dependent variable (intention to buy the endorsed brand).

Regression results indicate that the independent variables : Attractiveness of the celebrity ($t = 4.780, p = .000$), Celebrity credibility ($t = 2.907, p = .004$), and Celebrity expertise ($t = 2.074, p = .039$) are significant at the conventional level of 5%. Therefore, the accepted hypotheses is :

☞ **Alternative Hypothesis (Ha5) :** There is a significant relationship between independent variables : Attractiveness of the celebrity (*X*1), Celebrity credibility (*X*2), and Celebrity expertise (*X*3) and the dependent variable (intention to buy the endorsed brand).

It is evident from the Table 7 that the very important dimension is Factor 1 (Attractiveness of the celebrity) with a relative weight of 0.477027027 or 47.7% followed by Celebrity credibility with a relative weight of 0.298648649 or 29.86% and F3 : Celebrity expertise with a relative weight of 0.224324324 or 22.43%.

Discussion

The current empirical paper aims at finding out the major determinants that tend to induce the buyer's attention towards adopting products based upon the impact created by the advertisements. Therefore, marketers resort to celebrity endorsements to get their brands noticed. A brand ambassador is known as a positive voice, an opinion leader, or an influencer as there is a huge impact on brand recognition and performance by the endorsed brand. Therefore, the current study was undertaken to understand : who is the celebrity? What are the important features of a celebrity? and which stream of celebrities consumers generally prefer ?

It is evident from the current empirical study that the brand ambassador plays an important role in boosting the sales. From the study, it is seen that advertising a product with a brand ambassador has a large impact upon the buying behaviour. Physical attractiveness, celebrity credibility, and celebrity expertise have a positive

relationship, meaning that they have a direct relationship with intention to buy the products. The major factors influencing the purchase intention are : Attractiveness of the celebrity, Celebrity credibility, and Celebrity expertise.

Managerial Implications

Majority of the respondents perceived that celebrity physical attractiveness is the major factor in celebrity advertisements. The respondents preferred that the celebrity should be attractive in his/her physical appearance, he/she should wear stylish clothes according to the fashion trends, and he/she should have an elegant presence. Majority of the respondents perceived that a celebrity should be dependable in his/her nature, should have an honest image in the minds of consumers, should be reliable in his/her work and ethics, should be sincere and hardworking, and should be trustworthy at the same time. However, there were a lot of variations in the responses, which shows that the above factors were liked by some respondents and the other set of respondents did not believe that the above factors were significant. Therefore, the above factors are not very relevant during the choice of choosing a celebrity by marketers. Majority of the respondents agreed with the fact that a celebrity should have expertise in his/her work; he/she should have experience in his/her field, and should be knowledgeable about the product he/she is endorsing; he/she should have skills to convince the customers; he/she should be qualified enough to understand and endorse a brand. However, there were a lot of variations in the respondents who disagreed that celebrities should be expert in work to endorse a brand. So, it is recommended that decision makers may choose a celebrity carefully who has knowledge and experience and who can convince the customer with his/her skills.

Based on the findings of the current empirical study, we conclude that celebrity endorsements for a brand can be an effective promotion tool to the marketers as it is expected to wield a positive influence on consumers' purchase intentions. Moreover, the current study reveals that attractiveness of the celebrity, celebrity credibility, and celebrity expertise are the major drivers of celebrity endorsement. Apart from that, the current study also points out that the attractiveness of the celebrity is the key factor affecting consumers' purchase intentions. Therefore, the strategy of using celebrities as brand ambassadors may be a positive and key financial incentive for the corporates if it is carefully planned and controlled.

Limitations of the Study and Scope for Further Research

In the background of the current empirical research, we have identified the following areas for future research which can be carried out in the field of celebrity endorsement to enrich the literature. First, the current study was conducted only on a sample size of 220 respondents and was confined to geographical limits of Bangalore city, therefore, the results obtained may not be pertinent to the country as a whole. Therefore, it is recommended to conduct an extended study of this kind encompassing more number of states or geographies (to capture the cultural differences across regions) and a larger sample size may be taken up. The present study on celebrity endorsement has been restricted to three major factors that influence the purchase intentions such as : (a) Attractiveness of the celebrity; (b) Celebrity credibility, and (c) Celebrity expertise.

Future research endeavours can employ other prominent variables such as product-celebrity match-up (similarity or celebrity relevance), celebrity respect, brand image, etc. More empirical studies would be needed for generalizing the findings of the current study at the micro and macro level.

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