

Impact of Celebrities' Multiple Product Endorsements On Buyer's Attitude and Purchase Intentions

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INTRODUCTION

Advertising can be considered as one of the most important and sometimes, the most expensive choices to be made by marketing managers when planning for communications campaigns as the expenditure on it requires justification. The main goal of advertising is to generate the sale of products by having consumers relate to messages and claims being made through different advertising mediums. Advertising that can arouse feelings, create liking, stir desire, or persuade convincingly can have a great impact on the consumer, generating sales for that product. The advertisers want to make their product distinct and so valuable that the consumer will become a repeat buyer. Since the consumers of today live in a media saturated and product cluttered environment, advertisers must be careful not to confuse the consumer. The greater the number of competing brands advertised in a product category, the greater is the likelihood that the target brand and its advertised attributes will be either confused with other product information or simply passed over. When multiple brands are advertised in a specific product category, overlapping themes might become confusing to the consumer, resulting in the consumers forming weak associations with the product and the advertisement.

Advertisers must find a way to make their advertisement different from the others. In an attempt to communicate the merits of their products or brands, advertisers have often chosen to use endorsements as a promotional strategy. Companies frequently use celebrities as spokespersons to deliver their advertising messages and convince consumers of their brands. Because of their fame, celebrities serve not only to create and maintain attention, but also achieve high recall rates for marketing communications messages in today's highly cluttered environment and therefore, are a favorite strategy of many advertisers. Corporations invest significant amounts of money to align themselves and their products with big name celebrities in the belief for two reasons, first that they will draw attention to the endorsed products and services and second, transfer image values to these products and services by virtue of their celebrity profile and engaging attributes. The use of a celebrity is one of the most successful ways of gaining the consumer's attention and getting him or her to infer the right message in a limited amount of space and time. Celebrity endorsement has indeed become an omnipresent characteristic of modern marketing.

Marketing has sought to use the varied meanings personified by celebrities to assist the achievement of certain advertising objectives. A recent estimate indicates that the use of celebrity endorsers in the United States has increased from a little over 15% to about 25% between 1979 and 1997 (Stephens and Rice, 1998). The celebrity endorser remains a favorite among advertising agencies. Celebrities ostensibly have the ability to hold viewers' attention and penetrate the clutter of the multitude of advertising spots that compete for audience attention. Today, around 20% of all commercials screened in United States (Bradley 1996) and Great Britain (Erdogan et al 2001) include some sort of celebrity endorsements and 10% of advertising expenditure goes towards celebrity endorsers (Bradley 1996). In India, celebrity endorsement is worth more than Rs 250 crore. Charges per ad for stars like the Big B (Amitabh Bachchan) and King Khan (Shah Rukh Khan) range anywhere between Rs 7.5 crore to Rs 2.5 crore respectively. (CNN-IBN, 2007)

MULTIPLE PRODUCT ENDORSEMENTS BY CELEBRITIES

Studying TV and print advertisements, one will realize that either some celebrities are endorsing several brands or a specific brand is endorsed by different spokespersons. These concepts are called multiple brand endorsements and multiple celebrity endorsements respectively. Some spokespersons are "shared" by different advertising firms, i.e. they are promoting more than one brand (Tripp et al. 1994). Traditional advertising wisdom suggests the importance of an exclusive product contract with the celebrity, but exclusivity comes with a high price tag (Tripp et al. 1994). Consequently, it is becoming easier for the companies to share stars. McCracken (1989) had suggested that endorsers

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take on meaning that carries from ad to ad, and multiple product endorsements can affect the likeability and credibility of the endorser (Kaikati, 1987).

Empirical evidence concerning how consumers react to multiple product endorsements is scant, leaving important unresolved issues. Researchers are of the opinion that merely the knowledge of multiple product endorsements by celebrities is sufficient to erode consumers' perception of endorser trustworthiness as well as brand and ad evaluations. Tripp et al. (1994) found that the endorsement of as many as four products negatively influences the celebrity spokesperson's credibility. They further add that these effects are independent of the celebrity, i.e. the perceptions of even well-liked stars can be influenced. Reasons may be found in the lack of distinctiveness, with one famous person endorsing several products instead of concentrating on and representing one specific brand. Though these findings may be valid, it does not automatically mean that the concept of multiple product endorsement is useless. Further research is suggested on potential positive effects, like transfer of positive brand images, and on the shape of consumers' response when more than four products are endorsed.

More satisfying results have been achieved on the concept of multiple celebrity endorsement by Hsu and McDonald (2002), who after studying the effectiveness of the 'milk mustache campaign' on consumer perceptions found that endorsing a product with multiple celebrities "can be beneficial for appealing to various audiences to which the product is aimed." But regarding the multiple product endorsement by celebrities, there is a dearth of research and the concept remains under researched till date.

MULTIPLE PRODUCT ENDORSEMENTS BY CELEBRITIES: A POPULAR ADVERTISING STRATEGY IN INDIA

The latter part of the '80s saw the burgeoning of a new trend in India; brands started being endorsed by celebrities. Hindi film and TV stars as well as sportspersons were roped in to endorse prominent brands. Advertisements, featuring film stars became common. Probably, the first ad to cash in on star power in a strategic, long-term, mission statement kind of way was Lux soap. This brand has, perhaps as a result of this, been among the top three in the country for much of its lifetime.

In recent times in India, there has been a tremendous increase in the number of celebrity endorsements. In India in 2001, 25% of Advertising money went to celebrities; in 2007 it rose to almost 60% (Percept Talent Management). Since 2003, celebrity advertisements on television grew more than 6 times and according to estimates, there is a 49% growth in Celebrity Advertisements in 2007 (Ad Ex India). The celebrity endorsement industry today is estimated to be a 150 crore to 200 crore industry and is growing (G. Muruganantham and S Kaliyamoorthy, 2006). Seventy five thousand brands are competing in the Indian market to gain acceptance from consumers. In India, we see a spurt in the celebrity endorsement of Brands with a single celebrity appearing in multiple advertisements. However, there is very little empirical evidence to show how celebrity endorsements affect consumers' attitude and buying behavior.

LITERATURE REVIEW

According to Friedman and Friedman (1979), a "celebrity endorser is an individual who is known by the public for his or her achievements in areas other than that of the product class endorsed." Friedman and Friedman noted that endorsers can be of many types, including the typical consumer, the product class expert and the celebrity. The study of Friedman et al. (1976) concludes that it is perhaps useful for a promoter to use an endorser for his product, rather than employ a comparable advertisement without an endorsement. Furthermore, the paper indicates that the endorser, no matter what type, effected somewhat higher taste expectations, intent-to-purchase and believability than the control advertisement, which was not endorsed. On the other hand, Friedman and Friedman (1979) found that advertisements using a celebrity spokesperson led to higher ratings of the ad, good attitude towards the product, and purchase intention for products involving image or taste, and led to better ad and brand name recall regardless of the product. Endorsers increase awareness of a company's advertising, create positive feelings towards brands and are perceived by consumers as more entertaining.

Marketing has sought to use the varied meanings personified by celebrities to assist the achievement of certain advertising objectives (O'Mahony & Meenaghan, 1997). The celebrity endorser remains a favorite among advertising agencies (Kamins, 1990). Celebrities ostensibly have the ability to hold viewers' attention and penetrate the clutter of the multitude of advertising spots that compete for audience attention.

Atkin and Block (1983); Petty et al. (1983) and Ohanian (1991) suggest that celebrity endorsers produced more positive attitudes towards advertising and greater purchase intentions than a non-celebrity endorser. However, McCracken (1989) argues that celebrities are different from the anonymous person, because celebrities deliver meanings of extra subtlety, depth, and power. The writer puts forward that celebrities offer a range of personality and lifestyle meanings that the anonymous person cannot provide. The writer refers to the meaning that the celebrity endorser could give to the product that was generated in distant movie, music performances or athletic achievements. McCracken (1989) contends that even the most heavily stereotyped celebrity represents not a single meaning, but an interconnected set of meanings. The results generally indicate that a celebrity is more effective than a non-celebrity.

However, the effectiveness of the celebrity endorser depends partly upon the meanings he or she brings to the endorsement process. Kaikati (1987); Erdogan (1999) believes that celebrities with world-wide popularity can help companies break through many such roadblocks like time, space, language, relationships, power, risk, masculinity, femininity and many others (Mooij 1994; Hofstede 1984). Research suggests that the type of endorser may interact with the type of product endorsed and found that celebrity endorsers are more appropriate where products involve high social and psychological risk (Atkin and Block 1983; Friedman and Friedman 1979; Kamins 1989; Kamins et al. 1989).

On a similar line, Packard (1991) believes that a celebrity endorsement strategy is effective in selling products and services as status symbols since celebrities are individuals of indisputably high status. According to Woodside and Taylor (1978), consumers related higher quality products with more heavily advertised products. Purchase intentions were also associated with higher quality nationally advertised products. They found that advertising may influence the perception of quality in consumers' minds, which in turn may affect their purchase behavior (Woodside & Taylor, 1978).

On the other hand, Callcoat and Phillips (1996) found that consumers are generally influenced by spokespersons if products are inexpensive, low-involving and few differences are perceived among available brands. Walker et al. (1992) conclude that consistency between the endorser's image and the desired product image may be more crucial for a technical, complex and information-dependent product than for a non technical, simple, commodity-type product.

The use of celebrity spokespersons help advertisers to stand out from the crowd and get attention (Kaikati 1987). A central goal of advertising is the persuasion of customers, i.e., the active attempt to change or modify consumers' attitude towards brands. Specific image, high profile and familiarity of a celebrity endorser make the advertisement distinctive and thus improve the communicative ability (Atkin and Block 1983; Sherman 1985). Research has also found an impact of celebrity image on perceived brand image (Walker et al 1992) which helps the marketer to re-position an existing brand or design or introduce the new brand (Kaikati 1987). With regard to international advertising, the use of internationally recognized celebrities can help to avoid problems including the 'Cultural Road blocks' (Kaikati 1987), such as time, space, language, religion, relationship, power, masculinity, and femininity (Mooij 2004). The use of a celebrity endorser has also been found to generate a positive impact on the economic return of the firm (Agrawal and Kamakura 1995; Mathur et al. 1997).

Advertisers have long since used endorsements as a promotional strategy to communicate product attributes (Kamins, 1990). Reports from the annual surveys of Forbes magazine reveal that many celebrities earn much more money from their endorsement contracts than from their usual fields of practice (Lane, 1994). The widespread and persistent use of celebrities in advertising suggests that they are worth the costs associated with hiring them (Agrawal & Kamakura, 1995). Cooper (1984) indicates that the key to using a celebrity in an advertisement is to ensure that the celebrity is well-known enough to get attention, but also will not upstage the product; the product and not the personality has to be the star. One way in which celebrities attract the attention of consumers is by the meanings the celebrity brings to the brand he or she is endorsing. (McCracken, 1989)

In addition, many scholars have attempted to construct models addressing these considerations to aid in selecting celebrity endorsers. Erdogan (1999) identified four models namely-the Source Credibility Model by Hovland et al. (1953), the Match-up Hypothesis by Forkan (1980) and Kamins (1989, 1990), the Source Attractiveness Model by McGuire (1985), and the Meaning Transfer Model by McCracken (1989). Research conducted by social psychologists over the past 30 years demonstrates that a source perceived as highly credible is more persuasive than a low credibility sender (Aaker et al. 1992; Erdogan 1999; Hass 1981 in Atkin and Block 1983). Ohanian (1991) investigated the relationship of attractiveness, trustworthiness, and expertise to intention to purchase and found that only the perceived expertise of a celebrity was a significant factor in generating more intentions to buy the brand. The

author suggests that for celebrity spokespersons to be truly effective, they should be knowledgeable, experienced and qualified to talk about the product. Till and Busler (1998) showed that an endorser's expertise is more important than physical attractiveness in affecting attitude towards an endorsed brand. Researchers have identified three components as making up the credibility construct: knowledge or expertise, trustworthiness and appearance or attractiveness. Source Attractiveness Model; considered to be a component of the "source valance" model (McGuire 1985) draws on the research in social psychology (McCracken 1989). The source attractiveness model is mainly based on four dimensions that is; familiarity, likeability, similarity and attractiveness. But from studies of TV and print advertisements, it is seen that some celebrities are endorsing several brands or a specific brand is endorsed by different spokespersons. Some spokespersons are "shared" by different advertising firms, i.e. they are promoting more than one brand (Tripp et al. 1994). Traditional advertising wisdom suggests the importance of an exclusive product contract with the celebrity, but exclusivity comes with a high price tag (Tripp et al. 1994). Consequently, it is becoming easier for the companies to share stars. McCracken (1989) had suggested that endorsers take on meaning that carries from ad to ad, and multiple product endorsements can affect the likeability and credibility of the endorser (Kaikati, 1987). The celebrity's stamp of approval can bring added value to a brand's equity and can create an emotional bond only if the fit is right (Bradley, 1996). Researchers are of the opinion that merely the knowledge of multiple product endorsement by a celebrity is sufficient to erode consumers' perception of endorser trustworthiness as well as brand and ad evaluations (Mowen, Brown and Schulman 1979). Tripp et al. (1994) found that the endorsement of as many as four products negatively influences the celebrity spokesperson's credibility. However, empirical evidence concerning how consumers react to multiple product endorsements is scant, leaving important unresolved issues.

THE RAISON D'ÊTRE FOR THE STUDY

It seems, using a celebrity is supposed to lend instant credibility, as well as aspirational value to the brand—a hope to get people to follow the "Pied Piper". But here, the marketer needs to be really disciplined in the choice of a celebrity—the celebrity needs to match the product. Unless the celebrity's values, the category benefit and the brand values are closely linked, there are chances that the celebrity is remembered more than the brand he is advertising for. It is seen that celebrity endorsements are showing a decline in the West as the advertisers feel that the star overshadows the brand. The trustworthiness of public figures, which celebrities tended to bring in the past, is bound to disappear if a celebrity begins to appear and endorse a brand in every conceivable category! Celebrities normally have a single image and whether the image can be transferred to multiple products at the same time is a concern. A single celebrity may be endorsing different product categories targeted at different segments through the same media at the same time and the result is a confused customer. This study is an attempt to study the consumers' attitude towards the celebrities endorsing multiple products.

OBJECTIVES OF THE STUDY

There were two specific objectives of the present study:

1. To find out how consumers respond to a product that a celebrity endorses.
2. To study whether multiple product endorsements by celebrities affect the celebrity's credibility and attitudes and buying intentions of the consumers.

HYPOTHESES

Considering the objectives of the study, the present scientific investigation will be conducted after testing the hypotheses. It is important to note here that there is no clear-cut information available regarding the variables under consideration with regards to multiple product endorsements. Since the present work is a pioneer (to the best knowledge of the investigator) and so is of exploratory nature. It was considered better to frame null hypotheses in which we assume '0' amount of difference between the mean scores of two variables. If the difference is sizeable, the null hypothesis is rejected; and if it is attributable, it is accepted. The following Null Hypotheses will be considered for the study:

1. **H₀. No relationship will be found between the perception of trustworthiness of a celebrity endorser and celebrity endorsements among respondents of the study.**

2. H_0 : No relationship will be found between the perception of attractiveness of a celebrity endorser and celebrity endorsements among respondents of the study.
3. H_0 : No relationship will be found between the perception of expertise of celebrity endorser and celebrity endorsements among respondents of the study.
4. H_0 : No relationship will be found between the perceptions of multiple products endorsers and purchase intentions of consumers among respondents of the study.
5. H_0 : No relationship will be found between multiple products endorsed by celebrities and likeability of celebrities among respondents of the study.
6. H_0 : No relationship will be found between multiple products endorsed by celebrities and credibility of celebrities among respondents of the study.
7. H_0 : No relationship will be found between the perceptions of multiple products endorsers and purchase intentions of consumers among groups on the basis of gender.

RESEARCH METHODOLOGY

The present study was conducted during 2007-2008. The sample for the study was selected from Jharkhand and was limited to the middle class society. The sampling method was Cluster sampling which was chosen after critical review of literature. The Sample Size was 400, drawn equally from consumers of all age groups namely: school goers, college goers, homemakers and working class. School and college students were chosen as the **respondents of the study** because according to research, worldwide it is estimated that they have the most spending power, and spend an estimated \$153 billion a year on everything from computers to apparel (Brand, 2000). This group of individuals is very trend conscious, knowledgeable in accessing the media, as well as advertising and they have grown up in a consumer orientated society and as individuals are big spenders, trendsetters, receptive to new products and have tremendous potential for being lifelong customers. They also are constantly searching for their independence, so influences from the media, such as celebrities become very important to them (Bush et. al., 2004).

Young consumers have the indirect purchasing power- they influence/pursue their parents to purchase a particular product, which makes them a very lucrative consumer segment. The childrens' direct influence on parental purchases was estimated to be around \$ 188 billion dollars in 1997, up from \$132 billion in 1990, \$50 billion in 1984 and \$20 billion in the mid-70s. Therefore, globally, the marketers spend huge sums of money at advertising campaigns alone. According to estimates, \$ 2 billion is roughly spent on advertising to young consumers every year.

As evident, secondary data played an important part for this study and can be considered as the backbone of the study. Veal (1997) takes the view that if the information that answers the research questions already exists, it would be a waste of time to collect it again through primary data. In this case, this was a very important issue because the research on the related topics has been done but no research has been done in a non- western culture where the concepts of celebrity endorsements; specifically, multiple product endorsements are gaining importance. The literature review comprised of academic work and other published sources related to the theories in consumer behavior, endorsement, and advertising. Regarding the aim and overall objectives of the study, they had a particular focus on multiple product endorsements by celebrities.

TOOL OF THE STUDY: THE QUESTIONNAIRE

This research was conducted using a questionnaire designed to understand consumer's views on multiple products endorsements by celebrities, measuring their attractiveness, expertise and trustworthiness. For the study, a questionnaire containing 35 statements was specially constructed. The Questionnaire consisted of a five point Likert scale ranging from "strongly agree" to "strongly disagree"; with the middle of the scale identified by the response alternative "neither agree nor disagree". A preliminary survey was carried out through a questionnaire consisting of both open ended and closed ended questions to get the initial feedback on the issues concerned. The instrument was then prepared. The validity of the scales used in the questionnaire was measured through face and content validity. Face validity is the extent to which a measurement scale seems to measure what it is supposed to measure (McDaniel and Gates, 2001). This was determined by the judgment of the researcher, who compiled the questionnaire with various scales, which logically appeared to accurately reflect what they were supposed to measure. Content validity was measured by firstly defining what exactly needed to be measured. In this study, key components were identified

through the hypotheses constructed that helped to identify what needed to be measured. Second, by doing an extensive literature search and conducting focus groups helped to identify all possible items that needed to be included in the scale. This study focused on an extensive literature search where all possible items were identified. Third, opinions were sought from experts on whether certain items should be included or even excluded. Statisticians were approached to assess the scale and items selected for this study.

The reliability of the scales was assessed through the adaptation of the research of Cooper and Schindler (2006). The internal consistency of reliability when items in the measurement scale coincided with the same underlying construct was measured by using Cronbach's alpha and corrected item to total correlations. The Alpha value was .922 which can be said to be an indicator of good reliability of the instrument. The Questionnaire thus prepared was administered to a sample of 400 respondents consisting of school goers, college goers, homemakers and working class. Out of a total of 400 questionnaires that were circulated and received, 328 fitted the bill of usable questionnaires. The data was analyzed using SPSS 14.0.

DATA ANALYSIS

The analysis of respondents' responses showed that school students' response was 24.7%, college students 26.5%, housewives' 25% and working class' 23.8%, totaling to 82% response rate. The response rate was high, which can be attributed to the fact that the distribution was personalized and the exhibited the willingness of the recipients to cooperate. Secondly, the questionnaire was directed to the middle class people of the society and the middle class people are generally motivated and take interest in academic studies and the good response can also be attributed to the fact that the subject of the study was very interesting.

A look at the demographic profile of the respondents shows that the respondents were from diverse age groups. 61% of the respondents were males and 39% were females. Approximately 31% of respondents were graduates, 55% were non graduates and only 17% were post graduates. 49% of the total respondents were married. The monthly household income of most of the respondents was in the range of Rs. 11,000 to Rs. 30,000.

DESCRIPTIVE ANALYSIS

The descriptive analysis was carried out as shown in Table 1. Mean was calculated to find out how the maximum number of respondents responded to each item. It indicates the level of significance. The mean and standard deviations are the most widely utilized statistical tools which is used to determine the central tendency (typical score) and variability (spread) of interval data. It gives a basic idea as to how the employees responded on the scale, i.e. towards the satisfaction side or dissatisfaction side.

Table 1: Descriptive Statistics Results of the Variables

S.No.	Variable	Mean Scores	Std. Deviation
1.	Attractiveness	4.02	.969
2.	Trustworthiness	3.65	1.105
3.	Honest	3.53	1.258
4.	Reliable	3.67	1.330
5.	Sincere	4.13	1.103
6.	Dependable	3.81	1.256
7.	Expertise	3.71	1.359
8.	Qualified	3.62	1.433
9.	Skilled	4.22	.903
10.	Experienced	4.15	.981
11.	Knowledgeable	3.98	1.182
12.	Quality	4.30	.734
13.	Noticed more	3.87	1.121
14.	Use	3.83	.974
15.	Like	3.94	1.079
16.	Interesting	3.84	1.147
17.	Creative	3.71	1.215
18.	Purchase if endorsed by Favorite celebrity	3.80	1.172
19.	Purchase the Brand endorsed by favorite celebrity when confused.	3.68	1.310
20.	Try if endorsed by Favorite celebrity	3.35	1.404
21.	Actively seek if endorsed by Favorite celebrity	3.51	1.423
22.	Recall	4.08	.897
23.	Be like celebrity	3.77	.971

24.	Vampire Effect (celebrity overshadowing the brand)	3.34	1.399
25.	Beat competition	3.66	1.108
26.	Confused	3.65	1.121
27.	Irritated	3.83	1.098
28.	Not allowed	3.79	1.168
29.	Multiple Product Endorsers untrustworthy	3.75	1.157
30.	Endorse many but do not use	3.26	1.189
31.	Multiple Product Endorsement wrong	3.25	1.317
32.	Multiple Product Endorsers exhibit no social responsibility	3.86	1.062
33.	Income	3.49	1.181
34.	Affects performance in core area negatively	3.36	1.306
35.	Easy way out of ordinary product	4.37	4.618

CHI-SQUARE TEST

Chi-Square Test was carried to provide an indication of the probability that the sample is one that is representative of the whole population. It was applied to the data to inspect whether the employees responded to all alternatives of each item equally or not. The table value of χ^2 was 9.488 at 5% level of significance and the Chi-square value is more than this for all the items, thus we infer that the null hypotheses, which states that there is difference with respect to various options taken for study among the respondents of the study is rejected. This is indicative of the fact that the sample data fits the expectation established by the population and paves way for further analysis of data.

TESTING OF HYPOTHESES

The Null hypotheses thus formed were tested using T-Tests and ANOVA respectively. For Hypothesis 1 stating, “No relationship will be found between the perception of trustworthiness of celebrity endorser and celebrity endorsements among respondents of the study”, the T-test results are shown below:

Table 2: T-Test For Perception of Trustworthiness of Celebrity Endorser

ONE SAMPLE T-TEST	Test Value = 3		
	t*	Degrees of Freedom	Mean Difference
Trustworthiness	10.597	327	.646
Honest	7.636	327	.530
Reliable	9.178	327	.674
Sincere	11.740	327	.814
Dependable	18.616	327	1.134

*At 5% level of significance

All calculated values are more than the table value: 1.645, therefore, the Null Hypothesis is rejected. A Relationship is found to exist between the perception of trustworthiness of a celebrity endorser and celebrity endorsements among respondents of the study.

For Hypothesis 2 stating, “No relationship will be found between the perception of attractiveness of the celebrity endorser and celebrity endorsements among respondents of the study”, the t-test results are shown as follows:

Table 3: T-Test For Perception of Attractiveness of Celebrity Endorser

ONE SAMPLE T-TEST	Test Value = 3		
	t	df	Mean Difference
Attractiveness	19.095	327	1.021
Interesting	13.235	327	.838
Like	15.760	327	.939

*At 5% level of significance

All calculated values are more than the Table value: 1.645, therefore, the Null Hypothesis is rejected. A Relationship is found to exist between the perception of attractiveness of a celebrity endorser and celebrity endorsements among respondents of the study.

For Hypothesis 3 stating, “No relationship will be found between the perception of expertise of celebrity endorser and celebrity endorsements among respondents of the study”, the T-test results are:

Table 4: T-Test For Perception of Expertise of Celebrity Endorser

ONE SAMPLE T-TEST	Test Value = 3		
	t	df	Mean Difference
Expertise	9.426	327	.707
Skilled	24.515	327	1.223
Qualified	7.783	327	.616

Experienced	21.286	327	1.152
Knowledgeable	15.088	327	.985
Aspire to be like a celebrity	14.328	327	.768

*At 5% level of significance

All calculated values are more than the Table value: 1.645, therefore, the Null Hypothesis is rejected. A Relationship is found between the perception of expertise of a celebrity endorser and celebrity endorsements among respondents of the study.

For Hypothesis 4 stating, 'No relationship will be found between the perceptions of multiple product endorsers and purchase intentions of consumers among respondents of the study', the T-test results are:

Table 5: T-Test For Perception of Purchase Intentions of Consumers Towards Products Endorsed By Multiple Product Endorsers

ONE SAMPLE T-TEST	Test Value = 3		
	t	df	Mean Difference
Purchase intentions	12.294	327	.796
Favorite celebrity causing purchase intention	9.443	327	.683
Try if favorite celebrity endorses	4.561	327	.354
Actively seek if favorite celebrity endorses	6.442	327	.506

*At 5% level of significance

All calculated values are more than the Table value: 1.645, therefore, the Null Hypothesis is rejected. A Relationship is found to exist between the perception of multiple product endorsers and purchase intentions of consumers among the respondents of the study.

Hypothesis 5 states that, "No relationship will be found between multiple products endorsed by celebrities and likeability of celebrities among respondents of the study", the results are shown in Table 6.

Table 6: T-Test For Perception of Likeability of Multiple Product Celebrity Endorser

ONE SAMPLE T-TEST	Test Value = 3		
	t	df	Mean Difference
Negative performance	4.990	327	.360
Like	15.760	327	.939
Interesting	13.235	327	.838
Creative	10.630	327	.713
Purchase Intentions	12.294	327	.796
Favorite celebrity and purchase intentions	9.443	327	.683
Try if endorsed by favorite celebrity purchase intentions	4.561	327	.354
Actively seek-purchase intentions	6.442	327	.506

*At 5% level of significance

All calculated value is more than the Table value: 1.645, therefore, the Null Hypothesis is rejected. A relationship is found to exist between multiple products endorsed by celebrities and likeability of a celebrity among respondents of the study.

For Hypothesis 6 stating, "No relationship will be found between multiple products endorsed by celebrities and credibility of celebrities among respondents of the study", the results are as follows:

Table 7: T-Test For Perception of Likeability of Multiple Product Celebrity Endorser

ONE SAMPLE T-TEST	Test Value = 3		
	t	df	Mean Difference
Try product endorsed by celebrity	4.561	327	.354
Actively seek	6.442	327	.506
can't trust-multiple product endorsers	11.743	327	.750
many endorsements but do not use	3.900	327	.256
multiple product endorsers –wrong	3.396	327	.247
Exhibit No social responsibility	14.713	327	.863
Do not Use	15.414	327	.829
multiple product endorsements Only for income	7.575	327	.494

*At 5% level of significance

All calculated value is more than the Table value: 1.645, therefore, the Null Hypothesis is rejected. A relationship is found to exist between multiple products endorsed by celebrities and credibility of celebrities among respondents of the study.

To test the purchase intentions and perceptions of product endorsers among groups on the basis of gender, ANOVA was done. For Hypothesis 7 stating, "no relationship will be found between the perceptions of multiple product endorsers and purchase intentions of consumers among groups on the basis of gender, Analysis of variance test was

done, the results of which are given below:

ANOVA
Table 8: PURCHASE INTENTIONS

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	88.718	1	88.718	4.305	.039
Within Groups	6677.368	324	20.609		
Total	6766.086	325			

The above table shows that the calculated value of F is more than table value of 3.84 at 5% level with degree of freedom being V1=1 and V2=324. Thus, the Null Hypothesis is rejected. Hence, there is a relationship between the perceptions of multiple products endorsers and purchase intentions of consumers among groups on the basis of gender.

FINDINGS OF THE STUDY

This study examined the impact of the multiple product endorsements by celebrities on consumers' attitude and buying intentions. The primary research questions related to the effect of celebrity endorsements on consumers. The findings related subjects' perceptions towards endorsers' credibility, trustworthiness, expertise and likeability and showed that there exists a positive view about celebrity endorsements among respondents, irrespective of single or multiple endorsements done by the celebrity. Even the multiple product endorsers elicit positive response towards buying intentions. There is a relationship between the perceptions of multiple product endorsers and purchase intentions of consumers among groups on the basis of gender. That is to say that both the females and the males are equally affected by celebrity endorsers. In short, the findings indicated that celebrity endorsements generated higher purchase intentions, positive attitudes towards the ads and positive attitude towards the brand.

LIMITATIONS OF THE STUDY

The present study is constrained by certain inherent limitations. The sample was restricted to the state of Jharkhand, so maybe, it will not be suitable for all geographical regions. More robust statistical methods could be used to analyze the data. Constraints of time, money and seriousness and knowledge level of respondents were another limitation. The final limitation was deficiency of previous research related to celebrity endorsements in India. Thus, future research may be needed to support this study.

CONCLUSION AND IMPLICATIONS FOR FUTURE RESEARCH

The sole aim of the advertisers is to make their product distinct and so valuable that the consumer becomes a repeat buyer. Since the consumers of today live in a media saturated and product cluttered environment, advertisers must be careful not to confuse the consumer. The greater the number of competing brands advertised in a product category, the greater the likelihood that the target brand and its advertised attributes will either be confused with other product information or simply passed over. When multiple brands are advertised in a specific product category, overlapping themes might become confusing to the consumer, resulting in the consumers' forming weak associations with the product and the advertisement (Keller et. al., 1998). Therefore, the challenge before the advertisers is to make their advertisement different from the others. One of the most popular forms of advertising strategy is to use celebrity endorsers.

The empirical contribution of the study is that it provides empirical evidence with respect to celebrity endorsement strategy. An applied contribution of this study is that it is beneficial for the companies who want to utilize celebrity endorsements for their products and devise their advertising strategy accordingly. The implication is that advertisers need to be cautious when using celebrity advertising as they are not believable in certain instances and hence, may not deliver the intended effect. This could certainly be true of those celebrities who are seen as endorsing many types of products across a wide spectrum. The study has implications for future research in future; effect of celebrity to specific product categories can be studied. Also, the sample could be drawn from different geographical regions. Effect of uniqueness of a celebrity can be studied by comparing a celebrity endorsing single product versus one endorsing multiple products. Further research should include measuring celebrities endorsing their own brands, using multiple celebrities in one ad and measuring the same product using a celebrity and a non-celebrity. Also, research on this topic

should include measuring a celebrity advertisement versus a non-celebrity advertisement within the same brand. This would be important because it would show how effective or ineffective celebrity endorsements are. Research should also include measuring celebrities before they are selected to appear in an advertisement. This can help in making the advertisement as effective as possible.

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