# CHAPTER 4
# DATA ANALYSIS & INTERPRETATION

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## 4.1 Preliminary Investigation

### Selection of Film and Sports Celebrities

The list of celebrities to be included in this research was developed by randomly selecting 50 students (25 each from higher secondary level and from the undergraduate level). They were given three minutes to list down the names of film and sports celebrities. According to the list, the four most frequently mentioned film celebrities were Amitabh Bacchan, Shahrukh Khan, Aishwarya Rai, and Priety Zinta. The four most frequently mentioned sports celebrities were Sachin Tendulkar, Mahendra Singh Dhoni, Yuvraj Singh, and Sania Mirza. The list of celebrities was developed before submitting the proposal for the research. While conducting the pretest of the questionnaire, it was found that the recall of advertisements of brands endorsed by Virender Sehwag was too poor. Hence, the researcher decided to drop the name of Virender Sehwag. The next most frequently mentioned name among sports star was Yuvraj Singh. Thus, the name of Virender Sehwag was replaced by Yuvraj Singh in the final list of the celebrities selected for the study undertaken.

### Selection of commercials - Stimulus material

To improve mundane reality (Cox and Locander 1987), it was decided to undertake a survey of teenagers and young adults by using the celebrity endorsed advertisements as the stimulus advertisements. Specific hypotheses were tested empirically for the impact of both type of endorser credibility on attitudes and purchase intentions, but the tests were in the context of a path analysis of the causal sequence instead of as mean differences as in an experiment.

Another group of 50 higher secondary and undergraduate level students between the ages of 15 and 22 who did not participate in generating the list of celebrities, were given three minutes to recall the advertisements of the celebrities selected for the study (the first advertisement recalled for each celebrity). After the recall of the advertisements, advertisements endorsing gender-based products/brands were eliminated. Advertisements having multiple celebrities were also eliminated from the list. The objective behind doing this was to identify those products which were commonly used by both the gender, in their day-today life. From those remaining, advertisements of those products / brands (which were

relevant and available to the targeted respondents in the survey) were selected. Following is the list of celebrities having the highest recall for a specific advertisement:

**Film Celebrities:**

- Amitabh Bachhan most recalled for the advertisement of 'Dairy Milk' chocolates (Confectionaries) advertisement
- Shahrukh Khan was most liked in the 'Airtel' (Mobile service provider)advertisement
- Aishwarya Rai was instantly recalled for 'Lux Aqua Sparkle' (Soap)
- Priety Zinta was most recalled for 'Head and Shoulders' (Shampoo)

**Sports Celebrities:**

- Sachin Tendulkar was most liked for 'Reynolds' (Pen)
- Yuvraj Singh for 'SBI' Credit card (Banking product)
- Mahendra Singh Dhoni for 'Kiwi' (Shoe polish), and
- Sania Mirza for 'Sprite' (Soft drink)

Commercials flashed long back (before the data collection process) were not considered since it would lead to poor recall, thereby not serving the purpose of the study. Thus, the study was more of post-testing the celebrity endorsed advertisements and the impact of endorser's perceived credibility on consumer attitudes and purchase intent.

**Media and channel selection**

Teenagers and young adults are most exposed to television in their routine life. Hence, it was decided to study the impact of celebrity endorsed advertisements flashed on television.

Respondents who earlier participated in the selection of commercials were further asked to mention the channels most watched by them in their daily routine. The most frequently mentioned names of the channels watched on routine basis led to the preparation of a list of top eight channels. They were: Zee T.V., Sony T.V., Star Plus, Star One, Star News, Aaj Tak, National Geographic, and Discovery channel.

**Manipulation Checks**

- The first type of manipulation was undertaken to determine the effectiveness of endorser type. The objective was to assess the familiarity of the respondents with the film and sports celebrities selected for the study. Endorser manipulation check was performed

through Chi-square test. The respondents were asked if they recognized the endorsers' picture. Those who recognized the endorser were further required to name the endorser and the profession to which he/she was associated. Those who failed to recognize either of the celebrity (film or sports celebrity in the questionnaire given to the respondent), were eliminated from the subsequent analysis.

As expected, all participants (100%) recognized the film as well as the sports celebrities selected for the study. Further, all provided the correct names of the specific endorser along with the profession to which the endorser was associated with. This endorses the familiarity and recognition of Indian film and sports star among the teenagers and young adults.

- A second manipulation type was undertaken to verify that the product categories selected for the study did not elicit significant differences in the levels of product involvement. The original version of the five-item, semantic differential scale proposed by Zaichokowsky (1985) was first modified and then used to measure the levels of product involvement. Two items namely, "of no concern to me/of concern to me" and "doesn't matter/matters to me" were eliminated because of the resultant confusion while testing the original version of the scale in the preliminary investigation. Finally, product involvement was measured on a seven point, three-item, semantic differential scale anchored with items like "unimportant / important," "means nothing to me / means a lot to me," and "irrelevant / relevant."

A t-test was performed to determine the level of involvement between the products selected for the study. No significant differences were found ($p > .05$).

**Table 6 Level of Involvement between the Products**

| Products | M | Significance level |
|---|---|---|
| Chocolate | 4.21 | .068 |
| Soft drink | 4.19 | .063 |
| Shampoo | 4.79 | .085 |
| Pen | 4.61 | .072 |
| Mobile service provider | 5.11 | .079 |
| Shoe polish | 4.03 | .059 |
| Soap | 4.83 | .076 |
| Banking product | 4.65 | .073 |

- A third manipulation type was undertaken to eliminate the effect of brand name on the attitude toward the advertisements under the study. The respondents were asked how important a brand name was while purchasing the specified product category. Since the product categories selected for the study were having low involvement in terms of time and cost, brand name was assumed to less likely affect the attitude toward the advertisement and the purchase intent. Also, the products selected were frequently purchased products. Hence, it was assumed that in long run, brand name would not significantly affect the purchase decision of the respondent. Still, the verification was undertaken to remove the doubts regarding the same.

- Brand loyalty for the selected product categories was also assessed since the main objective of the research undertaken was to study the impact of endorsers' perceived credibility on the advertising measures. When asked the participants about their brand loyalty to chocolates, soft drinks, shampoo, pen, mobile service provider, shoe polish, soap and credit card, looking to the need that these products satisfy and the time needed/demanded, teenagers and young adults can be called as "soft core loyals". A hard core loyalty is less observed in most of the products selected for the study. The nature of the consumption of these products is what reflects the magnitude of brand loyalty.

## 4.2 Main Study

### 4.2.1 Sample size and Questionnaire Distribution, Composition, Cross tabulations, Descriptive Statistics, Dimension-Wise Mean Scores for all Celebrities and, Scale Reliability Analysis

**Table 7 Questionnaire Distribution – City wise**

| Cities | Respondents (Questionnaire wise) | | | | |
|---|---|---|---|---|---|
| | A.B. & S.M | P.Z. & S.T | S.R.K & M.S.D | A.R. & Y.S | TOTAL |
| Ahmedabad | 90 | 90 | 90 | 90 | 360 |
| Baroda | 90 | 90 | 90 | 90 | 360 |
| Surat | 90 | 90 | 90 | 90 | 360 |
| **Total** | 270 | 270 | 270 | 270 | N=1080 |

A sample of 1200 respondents was arbitrarily decided for the study undertaken. The final sample of 1080 respondents was exclusive of inappropriate surveys and missing data, being eliminated. In order to be geographic specific, quota sampling technique was used. The sample that was used for the study undertaken was 1080 male and female teenagers and young adults, currently pursuing their higher secondary, graduate and post-graduate courses in convent schools, colleges and universities.

**Sample size Composition and Cross tabulations**

Following are some tables showing cross tabulations among various demographic variables to have a detailed idea about the composition of the sample studied.

**Table 8 SEX * AGE (Cross-tabulation)**

| | | Age | | | | Total | |
|---|---|---|---|---|---|---|---|
| | | 13-19 Yrs | | 20 Yrs & Above | | | |
| | | N | App.% | N | App.% | N | App.% |
| Sex | Male | 254 | 48.6% | 268 | 51.4% | 522 | 48.3% |
| | Female | 274 | 49.2% | 284 | 50.8% | 558 | 51.7% |
| | | | | | | | |
| Total | | 528 | 48.8% | 552 | 51.2% | 1080 | 100% |

Among 1080 respondents surveyed, 522 (48.3%) were male and 558 (51.7%) were female. Out of the total respondents, 528 (48.8%) of the respondents surveyed were teenagers and, more than half i.e., 552 (51.2%) were young adults. From among the total males (N = 522), 254 (48.6%) belonged to the 13 – 19 age group segment whereas 268 (51.4%) were 20 yrs and above. Among the total females (N = 558), 274 females (49.2%) belonged to the 13 – 19 age group while 284 (50.8%) were of 20 yrs and above.

**Table 9 AGE * EDUCATION Cross tabulation**

| | | Education | | | | Total |
|---|---|---|---|---|---|---|
| | | Hr.Sec. | Under Graduate | Graduate | Post-Graduate | |
| Age | 13-19 Yrs | 324 | 204 | 0 | 0 | 528 |
| | 20 YRS & ABOVE | 0 | 112 | 280 | 160 | 552 |
| Total | | 324 | 316 | 280 | 160 | 1080 |

From among 528 respondents belonging to the 13 – 19 age segment, 324 were pursuing their higher secondary education and 204 were pursuing their graduation. For the age segment of 20 yrs and above (N = 552), 112 were under-graduates, 280 were graduates and 160 were post-graduates.

**Table 10 OCCUPATION * MONTHLY INCOME Cross tabulation**

| | | Monthly Income | | | | Total |
|---|---|---|---|---|---|---|
| | | Below Rs.5000 | Rs.5000-Rs.10000 | Rs.10000 & Above | Not Applicable | |
| Occupation | Student | 0 | 0 | 0 | 975 | 975 |
| | Student & Service | 65 | 30 | 10 | 0 | 105 |
| Total | | 65 | 30 | 10 | 975 | 1080 |

From among the total respondents (N = 1080), 975 respondents were studying and not doing any job / service. From the remaining 105 respondents doing job / service, 65 respondents were earning an income below Rs.5000, 30 respondents were earning an income between Rs.5000 to Rs.10000 and, only 10 respondents were earning an income above Rs.10000.

**Table 11 Descriptive Statistics (All Celebrities)**

**AMITABH BACHHAN**

| | N | Range | Mean | Std. Deviation |
|---|---|---|---|---|
| Attractiveness | 270 | 5.00 | 5.1665 | 1.25446 |
| Trustworthiness | 270 | 6.00 | 5.2992 | 1.34577 |
| Expertise | 270 | 5.00 | 6.0494 | 1.05260 |
| Endorser Credibility | 270 | 4.34 | 5.5193 | 1.10547 |
| Attitude toward Advt. | 270 | 6.00 | 5.3535 | 1.16454 |
| Attitude toward Brand | 270 | 6.00 | 5.8193 | 1.02635 |
| Purchase Intent | 270 | 6.00 | 5.2543 | 1.39184 |

**SANIA MIRZA**

| | N | Range | Mean | Std. Deviation |
|---|---|---|---|---|
| Attractiveness | 270 | 5.00 | 5.5034 | 1.19723 |
| Trustworthiness | 270 | 4.34 | 4.9392 | 1.06181 |
| Expertise | 270 | 5.00 | 5.1694 | 1.12902 |
| Endorser Credibility | 270 | 4.12 | 5.2044 | .90385 |
| Attitude toward Advt. | 270 | 6.00 | 4.9853 | 1.20851 |
| Attitude toward Brand | 270 | 6.00 | 5.0603 | 1.32014 |
| Purchase Intent | 270 | 6.00 | 4.5216 | 1.52240 |

**PRIETY ZINTA**

| | N | Range | Mean | Std. Deviation |
|---|---|---|---|---|
| Attractiveness | 270 | 6.00 | 4.8729 | 1.13941 |
| Trustworthiness | 270 | 6.00 | 4.7067 | 1.16965 |
| Expertise | 270 | 6.00 | 5.0099 | 1.08741 |
| Endorser Credibility | 270 | 6.00 | 4.9082 | .99160 |
| Attitude toward Advt. | 270 | 6.00 | 4.7531 | 1.43727 |
| Attitude toward Brand | 270 | 6.00 | 4.6340 | 1.15981 |
| Purchase Intent | 270 | 6.00 | 4.1923 | 1.30917 |

**SACHIN TENDULKAR**

| | N | Range | Mean | Std. Deviation |
|---|---|---|---|---|
| Attractiveness | 270 | 6.00 | 5.6542 | 1.14752 |
| Trustworthiness | 270 | 6.00 | 5.0024 | 1.04566 |
| Expertise | 270 | 6.00 | 5.1156 | 1.11336 |
| Endorser Credibility | 270 | 6.00 | 5.2574 | 1.24525 |
| Attitude toward Advt. | 270 | 6.00 | 4.7747 | 1.37276 |
| Attitude toward Brand | 270 | 6.00 | 4.7713 | 1.11623 |
| Purchase Intent | 270 | 5.00 | 4.0641 | 1.23875 |

**SHAHRUKH KHAN**

| | N | Range | Mean | Std. Deviation |
|---|---|---|---|---|
| Attractiveness | 270 | 6.00 | 5.9254 | 1.39548 |
| Trustworthiness | 270 | 5.80 | 5.1153 | 1.23569 |
| Expertise | 270 | 6.00 | 5.9441 | 1.37561 |
| Endorser Credibility | 270 | 6.00 | 5.6616 | 1.29235 |
| Attitude toward Advt. | 270 | 6.00 | 5.7955 | 1.26048 |
| Attitude toward Brand | 270 | 6.00 | 6.1416 | 1.36875 |
| Purchase Intent | 270 | 5.82 | 5.8245 | 1.15477 |

**MAHENDRA SINGH DHONI**

| | N | Range | Mean | Std. Deviation |
|---|---|---|---|---|
| Attractiveness | 270 | 5.48 | 5.0421 | 1.21654 |
| Trustworthiness | 270 | 6.00 | 4.7651 | 1.12054 |
| Expertise | 270 | 5.36 | 4.3847 | 1.18796 |
| Endorser Credibility | 270 | 6.00 | 4.7306 | 1.20658 |
| Attitude toward Advt. | 270 | 6.00 | 4.2512 | 1.19921 |
| Attitude toward Brand | 270 | 6.00 | 4.5378 | 1.18230 |
| Purchase Intent | 270 | 6.00 | 4.0145 | 1.10214 |

**AISHWARYA RAI**

| | N | Range | Mean | Std. Deviation |
|---|---|---|---|---|
| Attractiveness | 270 | 6.00 | 6.3577 | 1.38125 |
| Trustworthiness | 270 | 6.00 | 5.5468 | 1.28345 |
| Expertise | 270 | 6.00 | 6.2552 | 1.31049 |
| Endorser Credibility | 270 | 6.00 | 6.0532 | 1.25455 |
| Attitude toward Advt. | 270 | 6.00 | 6.1154 | 1.28032 |
| Attitude toward Brand | 270 | 6.00 | 6.0122 | 1.19552 |
| Purchase Intent | 270 | 6.00 | 6.1135 | 1.19305 |

**YUVRAJ SINGH**

| | N | Range | Mean | Std. Deviation |
|---|---|---|---|---|
| Attractiveness | 270 | 6.00 | 4.2445 | 1.26482 |
| Trustworthiness | 270 | 6.00 | 5.0185 | 1.38079 |
| Expertise | 270 | 6.00 | 5.3608 | 1.36156 |
| Endorser Credibility | 270 | 6.00 | 4.8715 | 1.19683 |
| Attitude toward Advt. | 270 | 5.00 | 4.6523 | 1.00224 |
| Attitude toward Brand | 270 | 6.00 | 5.1102 | 1.12366 |
| Purchase Intent | 270 | 5.00 | 4.0321 | 1.12145 |

**Table 12 DIMENSION-WISE MEAN SCORES FOR ALL CELEBRITIES**

| | A.B | S.M | P.Z | S.T | S.R.K | M.S.D | A.R | Y.S |
|---|---|---|---|---|---|---|---|---|
| Attractiveness | 5.1665 | 5.5034 | 4.8729 | 5.6542 | 5.9254 | 5.0421 | 6.3577 | 4.2445 |
| Trustworthiness | 5.2992 | 4.9392 | 4.7067 | 5.0024 | 5.1153 | 4.7651 | 5.5468 | 5.0185 |
| Expertise | 6.0494 | 5.1694 | 5.0099 | 5.1156 | 5.9441 | 4.3847 | 6.2552 | 5.3608 |
| End. Credibility | 5.5193 | 5.2044 | 4.9082 | 5.2574 | 5.6616 | 4.7306 | 6.0532 | 4.8715 |
| Attitude to. Advt. | 5.3535 | 4.9853 | 4.7531 | 4.7747 | 5.7955 | 4.2512 | 6.1154 | 4.6523 |
| Attitude to. Brand | 5.8193 | 5.0603 | 4.6340 | 4.7713 | 6.1416 | 4.5378 | 6.0122 | 5.1102 |
| Purchase Intent | 5.2543 | 4.5216 | 4.1923 | 4.0641 | 5.8245 | 4.0145 | 6.1135 | 4.0321 |

As is visible from above table, for attractiveness dimension, Aishwarya Rai (6.35) is having the highest mean score, followed by Shah Rukh Khan (5.92) and, Sachin Tendulkar (5.65). For trustworthiness, again Aishwarya Rai (5.54) is ranking high, followed by Amitabh Bachhan (5.29) and, Shah Rukh Khan (5.11). Aishwarya Rai is again ranking high on perceived expertise with 6.25 score, followed by Amitabh Bachhan scoring 6.04 and, Shah Rukh Khan with 5.94 score.

When the overall perceived credibility of the celebrities are compared, Aishwarya Rai leads the table with 6.05 score, followed by Shah Rukh Khan (5.66) and Amitabh Bachhan (5.51).

Further, Aishwarya Rai, is again scoring high (i.e., 6.11) on Attitude toward advertisement, Shah Rukh Khan (6.14) is scoring high for Attitude toward the brand and, again Aishwarya Rai (6.11) is scoring high for purchase intent.

Thus, Aishwarya Rai is scoring the highest on all three dimensions of credibility (i.e, Attractiveness, Trustworthiness and, Expertise) and thereby on the overall credibility too. On attitude toward advertisement and purchase intent too, Aishwarya is leading the table.

**Scale Reliability Analysis**

**Chronbach's Alpha (A)**

Chronbach's alpha is a measure of internal consistency. i.e., it helps in determining whether all the items in a given construct/scale measure the same thing or not. Alpha is measured on the same scale as a Pearson r (correlation coefficient) and typically varies between 0 and 1. Although a negative value is possible, such a value indicates a scale in which some items measure the opposite of what other items measure. The closer the alpha is to 1.00, the greater the internal consistency of items in the instrument being assessed. At a conceptual level, coefficient alpha may be thought of as the correlation between a test score and all other tests of equal length that are drawn randomly from the same population of interest.

$$\alpha = \frac{kr}{1 + (k-1)\,r}$$

As the number of items in the scale (k) increases, the value of α becomes larger and larger. Also, if the inter-correlation between items is large, the corresponding α will also be large.

**Table 13 Scale Reliability (Cronbach's α – All Celebrities) – Endorser Credibility Scale**

| Sr. | Name of the Source/Endorser | No. of items | Cronbach's Alpha (α) |
|---|---|---|---|
| 1 | Amitabh Bachhan | 9 | 0.84 |
| 2 | Sania Mirza | 9 | 0.85 |
| 3 | Priety Zinta | 9 | 0.79 |
| 4 | Sachin Tendulkar | 9 | 0.89 |
| 5 | Shahrukh Khan | 9 | 0.81 |
| 6 | Mahendra Singh Dhoni | 9 | 0.78 |
| 7 | Aishwarya Rai | 9 | 0.85 |
| 8 | Yuvraj Singh | 9 | 0.80 |

**Table 14 Scale Reliability (Cronbach's α – All Celebrities) – Attitude toward Advertisement Scale**

| Sr. | Name of the Source/Endorser | No. of items | Cronbach's Alpha (α) |
|---|---|---|---|
| 1 | Amitabh Bachhan | 3 | 0.85 |
| 2 | Sania Mirza | 3 | 0.86 |
| 3 | Priety Zinta | 3 | 0.78 |
| 4 | Sachin Tendulkar | 3 | 0.89 |
| 5 | Shahrukh Khan | 3 | 0.82 |
| 6 | Mahendra Singh Dhoni | 3 | 0.79 |
| 7 | Aishwarya Rai | 3 | 0.82 |
| 8 | Yuvraj Singh | 3 | 0.79 |

**Table 15 Scale Reliability (Cronbach's α – All Celebrities) – Attitude toward Brand Scale**

| Sr. | Name of the Source/Endorser | No. of items | Cronbach's Alpha (α) |
|---|---|---|---|
| 1 | Amitabh Bachhan | 3 | 0.86 |
| 2 | Sania Mirza | 3 | 0.90 |
| 3 | Priety Zinta | 3 | 0.79 |
| 4 | Sachin Tendulkar | 3 | 0.89 |
| 5 | Shahrukh Khan | 3 | 0.84 |
| 6 | Mahendra Singh Dhoni | 3 | 0.81 |
| 7 | Aishwarya Rai | 3 | 0.83 |
| 8 | Yuvraj Singh | 3 | 0.80 |

**Table 16 Scale Reliability (Cronbach's α – All Celebrities) – Purchase Intention Scale**

| Sr. | Name of the Source/Endorser | No. of items | Cronbach's Alpha (α) |
|---|---|---|---|
| 1 | Amitabh Bachhan | 2 | 0.79 |
| 2 | Sania Mirza | 2 | 0.76 |
| 3 | Priety Zinta | 2 | 0.81 |
| 4 | Sachin Tendulkar | 2 | 0.80 |
| 5 | Shahrukh Khan | 2 | 0.77 |
| 6 | Mahendra Singh Dhoni | 2 | 0.74 |
| 7 | Aishwarya Rai | 2 | 0.86 |
| 8 | Yuvraj Singh | 2 | 0.79 |

The inter-item correlation matrix for each of the above mentioned scales (Credibility scale, Attitude towards advertisement scale, Attitude towards brand scale and, Purchase intent scale) for all celebrities showed a value between the range 0.631 to 0.769. Thus, for every celebrity studied, very good reliability coefficients were obtained for the credibility scale, attitude scales and, purchase intent scales. Thus, the scales used in this research represent good internal consistency. However, the reliability coefficients obtained for the purchase intent scale were marginally less than those obtained for the credibility and attitude scales. Probably, the reason for such finding was that only two items were tested for the purchase intent scale. The fact is that, with an increase in the number of items in the scale, the value of α also increases.

### 4.2.2 Effect of Endorser's Overall Credibility on Dependent Measures (Testing Of H1, H2 and H3)

In order to test the hypothesized effects of the independent variable (Influence of Perceived credibility of the celebrity) on each of the three dependent variables (Attitude toward Advertisement, Attitude toward Brand and, Purchase Intent), an individual regression analysis was performed for all celebrities.

**H1 : Endorsers' perceived credibility is positively related to Attitude toward Advertisement**

Independent Variables : Perceived Credibility of the celebrity

Dependent Variable: Attitude toward Advertisement

**Table 17 ANOVA (F - Values – All Celebrities) Attitude toward Advertisement**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| A.B | Regression | 20.562 | 2 | 20.562 | 16.117 | .000 |
| | Residual | 318.946 | 267 | 1.276 | | |
| | Total | 339.508 | 269 | | | |
| S.M | Regression | 118.517 | 2 | 118.517 | 85.773 | .000 |
| | Residual | 320.567 | 267 | 1.382 | | |
| | Total | 439.084 | 269 | | | |
| P.Z | Regression | 46.986 | 2 | 46.986 | 25.098 | .000 |
| | Residual | 434.331 | 267 | 1.872 | | |
| | Total | 481.317 | 269 | | | |
| S.T | Regression | 111.947 | 2 | 111.947 | 106.439 | .000 |
| | Residual | 262.936 | 267 | 1.052 | | |
| | Total | 374.883 | 269 | | | |
| S.R.K | Regression | 133.211 | 2 | 133.211 | 117.351 | .000 |
| | Residual | 297.165 | 267 | 1.639 | | |
| | Total | 430.376 | 269 | | | |
| M.S.D | Regression | 72.346 | 2 | 72.346 | 54.301 | .000 |
| | Residual | 338.174 | 267 | 1.451 | | |
| | Total | 410.520 | 269 | | | |
| A.R | Regression | 104.936 | 2 | 104.936 | 81.197 | .000 |
| | Residual | 311.431 | 267 | 1.636 | | |
| | Total | 416.367 | 269 | | | |
| Y.S | Regression | 86.245 | 2 | 86.245 | 63.103 | .000 |
| | Residual | 349.116 | 267 | 1.947 | | |
| | Total | 435.361 | 269 | | | |

*Dependent Variable: Attitude toward Advertisement*

A glance at the ANOVA Table 17 reveals that F- ratios for all celebrities were statistically significant at the 0.05 level ($p < 0.05$). The F- ratio was highest for Shahrukh Khan (F=117.351), followed by Sachin Tendulkar (F=106.439) and, Sania Mirza (F=85.773). The impact of Shahrukh Khan's perceived credibility on respondents' attitude toward advertisement was highest among all other celebrities. Amaitabh Bachhan's perceived credibility was found to have the least impact on respondents' attitude toward the advertisement. Thus, for all celebrities, the above mentioned significant statistics of the

ANOVA endorses the support for Hypothesis 1. Hence, Hypothesis H1, i.e., Endorsers' perceived credibility is positively related to attitude toward advertisement is accepted.

**Table 18 Coefficients (t-Values – All Celebrities) Attitude toward Advertisement**

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|
| | B | Std. Error | Beta | | |
| A.B Credibility | .259 | .064 | .246 | 4.015 | .000 |
| S.M Credibility | .596 | .064 | .520 | 9.216 | .000 |
| P.Z Credibility | .453 | .090 | .312 | 5.010 | .000 |
| S.T Credibility | .730 | .071 | .546 | 10.317 | .000 |
| S.R.K Credibility | .741 | .061 | .647 | 11.118 | .000 |
| M.S.D Credibility | .541 | .060 | .319 | 6.734 | .000 |
| A.R Credibility | .524 | .056 | .489 | 8.284 | .000 |
| Y.S Credibility | .533 | .059 | .411 | 7.535 | .000 |

*Dependent Variable: Attitude toward Advertisement*

Further, by analyzing the standardized beta coefficients and the significance levels of each celebrity, the impact of celebrity endorser's perceived credibility on the respondents' attitude toward the advertisement can be examined. The highest standardized coefficient for analyzing respondents' attitude toward the specific advertisement come from Shahrukh Khan (Beta = 0.647), Sachin Tendulkar (Beta = 0.546) and Sania Mirza (Beta = 0.520). The least impact of an endorser's perceived credibility on respondents' attitude toward the advertisement was found in case of Amitabh Bachhan (Beta = 0.246). An analysis of t-values with the related significance level also strengthens the support for Hypothesis 1. Amitabh Bachhan inspite of ranking on number three position on credibility, fails to carry the same effect on the attitude toward the advertisement for Dairy milk chocolate. Whereas, Sachin and Sania enjoying less credibility than Amitabh still are able to carry the effect on attitude toward the advertisement, more significantly than Amitabh. Sania Mirza enjoying almost a similar credibility as that of Amitabh still outperforms him in this carry over effect of perceived credibility on the attitude toward advertisement. Finally, Hypothesis H1, i.e., Endorsers' perceived credibility is positively related to attitude toward advertisement is accepted.

**H2 : Endorsers' perceived credibility is positively related to Attitude toward Brand**

Independent Variables : Perceived Credibility of the celebrity

Dependent Variable : Attitude toward Brand

**Table 19 ANOVA (F - Values – All Celebrities) Attitude toward Brand**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| A.B | Regression | 11.848 | 2 | 11.848 | 10.191 | .002 |
| | Residual | 290.649 | 267 | 1.163 | | |
| | Total | 302.497 | 269 | | | |
| S.M | Regression | 47.338 | 2 | 47.338 | 31.506 | .000 |
| | Residual | 375.629 | 267 | 1.503 | | |
| | Total | 422.967 | 269 | | | |
| P.Z | Regression | 38.005 | 2 | 38.005 | 32.014 | .000 |
| | Residual | 275.416 | 267 | 1.187 | | |
| | Total | 313.420 | 269 | | | |
| S.T | Regression | 35.301 | 2 | 35.301 | 32.116 | .000 |
| | Residual | 255.008 | 267 | 1.099 | | |
| | Total | 290.308 | 269 | | | |
| S.R.K | Regression | 48.431 | 2 | 48.431 | 46.116 | .000 |
| | Residual | 279.259 | 267 | 1.638 | | |
| | Total | 230.336 | 269 | | | |
| M.S.D | Regression | 32.823 | 2 | 32.823 | 30.147 | .000 |
| | Residual | 234.152 | 267 | 1.236 | | |
| | Total | 290.308 | 269 | | | |
| A.R | Regression | 52.327 | 2 | 52.327 | 49.233 | .000 |
| | Residual | 296.458 | 267 | 1.4103 | | |
| | Total | 249.102 | 269 | | | |
| Y.S | Regression | 31.341 | 2 | 31.341 | 28.172 | .003 |
| | Residual | 216.348 | 267 | 1.003 | | |
| | Total | 209.821 | 269 | | | |

The ANOVA Table 19 reveals that F- ratios for all celebrities are statistically significant at the 0.05 level ($p < 0.05$). The highest F- ratio was for Aishwarya Rai ($F = 49.233$), followed by Shahrukh Khan ($F = 46.116$) and, Sachin Tendulkar ($F = 32.116$). Dhoni and Yuvraj Singh in spite of scoring low than Amitabh on credibility dimension are able to outperform Amitabh in terms of the impact of their credibility on respondents' attitude toward advertisement. Thus,

the above mentioned statistics of ANOVA were significant for all celebrities. Hence, Hypothesis 2 is accepted.

**Table 20 Coefficients (t-Values – All Celebrities) Attitude toward Brand**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| A.B Credibility | | .197 | .062 | .198 | 3.192 | .002 |
| S.M Credibility | | .474 | .085 | .335 | 5.613 | .000 |
| P.Z Credibility | | .407 | .072 | .348 | 5.658 | .000 |
| S.T Credibility | | .325 | .057 | .349 | 5.667 | .000 |
| S.R.K Credibility | | .437 | .079 | .416 | 6.143 | .000 |
| M.S.D Credibility | | .245 | .043 | .313 | 4.632 | .000 |
| A.R Credibility | | .589 | .87 | .635 | 7.945 | .000 |
| Y.S Credibility | | .302 | .41 | .302 | 4.316 | .003 |

Further support for Hypothesis 2 can be endorsed by analyzing the standardized beta coefficients and the significance levels of each celebrity and the impact of celebrity endorser's perceived credibility on the respondents' attitude toward the advertisement. The highest standardized coefficient for analyzing respondents' attitude toward the specific brand come from Aishwarya Rai (Beta = 0.635), Shahrukh Khan (Beta = 0.416), Sachin Tendulkar (Beta = 0.349) and, Priety Zinta (Beta = 0.348). t -values for all celebrities with the high significance level also strengthens the proposed hypothesis. The impact of perceived credibility of Sachin Tendulkar, Priety Zinta and, Sania Mirza on the respondents attitude toward the brand was almost similar. The impact of Amitabh Bachhan's perceived credibility on the respondents' attitude toward the brand was less as compared to Sachin, Sania and, Priety Zinta. Amitabh Bachhan enjoys the third highest credibility (M = 5.51) among the other celebrities selected for the study. Inspite of this, he fails to carry over the same effect on the respondents' attitude toward the brand (Dairy Milk Chocolate). This is visible from the lowest score of standardized beta coefficient (Beta = 0.198). On the contrary, Sachin Tendulkar being less credible (M = 5.25) than Amitabh Bachhan, still successfully carries over a significant impact on the respondents' attitude toward the brand (Reynolds Pen). Sania Mirza and Priety Zinta too, inspite of enjoying less credibility than Amitabh Bachhan are more successful in carrying over the effect to attitude toward the respective brands endorsed by them. The reason is quite obvious for such findings. Teenagers and young adults are more influenced by young, energetic and, beautiful / attractive celebrities. The process of

identification and similarity is more congruent with young celebrities like Sachin, Shahrukh and, Sania than with an old celebrity like Amitabh Bachhan. Thus, the findings are justified. The above mentioned significant statistics for all eight celebrities support Hypothesis H2. Hence, Hypothesis H2, i.e., Endorsers' perceived credibility is positively related to attitude toward brand is accepted.

**H3 : Endorsers' perceived credibility is positively related to Purchase Intention**

Independent Variables : Perceived Credibility of the celebrity

Dependent Variable: Purchase Intention

**Table 21 ANOVA (F - Values – All Celebrities) Purchase Intention**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| A.B | Regression | 27.236 | 2 | 27.236 | 14.047 | .000 |
| | Residual | 484.728 | 267 | 1.939 | | |
| | Total | 511.964 | 269 | | | |
| S.M | Regression | 110.417 | 2 | 110.417 | 61.578 | .000 |
| | Residual | 448.284 | 267 | 1.793 | | |
| | Total | 558.701 | 269 | | | |
| P.Z | Regression | 34.543 | 2 | 34.543 | 21.371 | .000 |
| | Residual | 496.456 | 267 | 1.432 | | |
| | Total | 512.453 | 269 | | | |
| S.T | Regression | 72.532 | 2 | 72.532 | 53.256 | .000 |
| | Residual | 637.156 | 267 | 1.011 | | |
| | Total | 523.119 | 269 | | | |
| S.R.K | Regression | 117.341 | 2 | 117.341 | 62.134 | .000 |
| | Residual | 296.564 | 267 | 1.842 | | |
| | Total | 366.132 | 269 | | | |
| M.S.D | Regression | 64.672 | 2 | 64.672 | 51.232 | .000 |
| | Residual | 292.866 | 267 | 1.262 | | |
| | Total | 357.538 | 269 | | | |
| A.R | Regression | 118.623 | 2 | 118.623 | 66.364 | .000 |
| | Residual | 412.361 | 267 | 1.921 | | |
| | Total | 512.435 | 269 | | | |
| Y.S | Regression | 31.499 | 2 | 31.499 | 21.371 | .000 |
| | Residual | 367.847 | 267 | 1.586 | | |
| | Total | 399.346 | 269 | | | |

The ANOVA Table 21 reveals that F- ratios for all celebrities are statistically significant at the 0.05 level ($p < 0.05$). The highest F- ratio was for Aishwarya Rai ($F = 66.364$), followed by Shahrukh Khan ($F = 62.134$) and, Sania Mirza ($F = 61.578$). Dhoni, Yuvraj Singh and, Priety Zinta in spite of scoring low than Amitabh on credibility dimension are able to outperform Amitabh in terms of the impact of their credibility on respondents' purchase intent. Thus, the above mentioned statistics of ANOVA were significant for all celebrities. Hence, Hypothesis 3 is accepted.

**Table 22 Coefficients (t-Values – All Celebrities) Purchase Intention**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| A.B Credibility | | .298 | .080 | .231 | 3.748 | .000 |
| S.M Credibility | | .725 | .092 | .445 | 7.847 | .000 |
| P.Z Credibility | | .371 | .083 | .281 | 4.457 | .000 |
| S.T Credibility | | .440 | .062 | .425 | 7.158 | .000 |
| S.R.K Credibility | | .782 | .095 | .495 | 8.163 | .000 |
| M.S.D Credibility | | .439 | .083 | .419 | 6.543 | .000 |
| A.R Credibility | | .789 | .097 | .542 | 9.234 | .000 |
| Y.S Credibility | | .395 | .081 | .356 | 4.127 | .000 |

Table 22 reveals significant statistics for all celebrities. It is found that endorsers' perceived credibility is positively and significantly related to the purchase intent of the respondents. Thus, Hypothesis H3 is supported and accepted.

### 4.2.3 Testing the Causal Paths (The Model of Causal Sequence)

**(Testing of H4a and H4b)**

There is a precedent set in the literature for the relationship between attitude toward the ad, attitude toward the brand, and purchase intentions. These three variables comprise the main outcome variables in many studies of advertising effectiveness (Heath and Gaeth 1994; Kalwani and Silk 1982; MacKenzie and Lutz 1989). The Dual Mediation Hypothesis (Brown and Stayman 1992; MacKenzie, Lutz and Belch 1986) also show a consistent pattern of attitude toward the ad > attitude toward the brand > purchase intention, which forms a chain of dependent variables. This causal sequence of attitudes leading to purchase intentions is an

increasingly important measure of ad effectiveness (Deogun and Beatty 1998). Hence, following two hypotheses are proposed.

**H4 a : Attitude toward Advertisement is positively related to Attitude toward Brand.**

Independent Variables : Attitude toward Advertisement

Dependent Variable : Attitude toward Brand

**Table 23 Correlation Coefficients (All Celebrities) Attitude to Advertisement → Attitude toward Brand**

| N = 270 | | A.B - Att. to Advt | A.B - Att. to Brand |
|---|---|---|---|
| A.B - Att. to Advt. | Pearson Corr. | 1 | .304(**) |
| | Sig. (2-tailed) | . | .000 |
| A.B - Att. to Brand | Pearson Corr. | .304(**) | 1 |
| | Sig. (2-tailed) | .000 | . |
| N = 270 | | S.M - Att. to Advt | S.M - Att. to Brand |
| S.M - Att. to Advt. | Pearson Corr. | 1 | .528(**) |
| | Sig. (2-tailed) | . | .000 |
| S.M - Att. to Brand | Pearson Corr. | .528(**) | 1 |
| | Sig. (2-tailed) | .000 | . |
| N = 270 | | P.Z - Att. to Advt | P.Z - Att. to Brand |
| P.Z - Att. to Advt. | Pearson Corr. | 1 | .340(**) |
| | Sig. (2-tailed) | . | .000 |
| P.Z - Att. to Brand | Pearson Corr. | .340(**) | 1 |
| | Sig. (2-tailed) | .000 | |
| N = 270 | | S.T - Att. to Advt | S.T - Att. to Brand |
| S.T - Att. to Advt. | Pearson Corr. | 1 | .660(**) |
| | Sig. (2-tailed) | . | .000 |
| S.T - Att. to Brand | Pearson Corr. | .660(**) | 1 |
| | Sig. (2-tailed) | .000 | |
| N = 270 | | S.R.K - Att. to Advt | SR.K - Att. to Brand |
| S.R.K - Att. to Advt. | Pearson Corr. | 1 | .701(**) |
| | Sig. (2-tailed) | . | .000 |
| S.R.K - Att. to Bran. | Pearson Corr. | .701(**) | 1 |
| | Sig. (2-tailed) | .000 | . |

| N = 270 | | MS.D - Att. to Advt | MSD - Att. to Brand |
|---|---|---|---|
| M.S.D - Att. to Advt. | Pearson Corr. | 1 | .336(**) |
| | Sig. (2-tailed) | . | .000 |
| M.S.D - Att. to Bran. | Pearson Corr. | .336(**) | 1 |
| | Sig. (2-tailed) | .000 | . |
| N = 270 | | A.R - Att. to Advt | A.R - Att. to Brand |
| A.R - Att. to Advt. | Pearson Corr. | 1 | .584(**) |
| | Sig. (2-tailed) | . | .000 |
| A.R - Att. to Brand | Pearson Corr. | .584(**) | 234 |
| | Sig. (2-tailed) | .000 | 1 |
| N = 270 | | Y.S - Att. to Advt | Y.S - Att. to Brand |
| Y.S - Att. to Advt. | Pearson Corr. | 1 | .323(**) |
| | Sig. (2-tailed) | . | .000 |
| Y.S - Att. to Brand | Pearson Corr. | .323(**) | 234 |
| | Sig. (2-tailed) | .000 | 1 |

** Correlations are significant at the 0.01 level (2-tailed).

As indicated by the above table the correlation coefficients for all celebrities are significant at 0.01 level. Thus, the hypothesis H4a is supported.

**Table 24 ANOVA (F - Values – All Celebrities) Attitude to Advertisement → Attitude toward Brand**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| A.B | Regression | 22.514 | 1 | 22.514 | 23.450 | .000 |
| | Residual | 220.822 | 268 | .960 | | |
| | Total | 243.335 | 269 | | | |
| S.M | Regression | 112.380 | 1 | 112.380 | 89.068 | .000 |
| | Residual | 290.199 | 268 | 1.262 | | |
| | Total | 402.579 | 269 | | | |
| P.Z | Regression | 36.235 | 1 | 36.235 | 30.329 | .000 |
| | Residual | 277.185 | 268 | 1.195 | | |
| | Total | 313.420 | 269 | | | |
| S.T | Regression | 126.598 | 1 | 126.598 | 179.407 | .000 |
| | Residual | 163.710 | 268 | .706 | | |
| | Total | 290.308 | 269 | | | |

| | | | | | | |
|---|---|---|---|---|---|---|
| S.R.K | Regression | 102.236 | 1 | 102.236 | 184.319 | .000 |
| | Residual | 149.687 | 268 | | | |
| | Total | 251.923 | 269 | | | |
| M.S.D | Regression | 25.913 | 1 | 25.913 | 27.294 | .000 |
| | Residual | 101.512 | 268 | | | |
| | Total | 127.425 | 269 | | | |
| A.R | Regression | 92.397 | 1 | 92.397 | 112.438 | .000 |
| | Residual | 164.271 | 268 | | | |
| | Total | 256.668 | 269 | | | |
| Y.S | Regression | 27.495 | 1 | 27.495 | 25.619 | .000 |
| | Residual | 234.892 | 268 | | | |
| | Total | 262.387 | 269 | | | |

**Table 25 Coefficients (t-Values – All Celebrities) Attitude to Advertisement → Attitude toward Brand**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| A.B - Att. To Advt. | | .268 | .055 | .304 | 4.842 | .000 |
| S.M - Att. To Advt | | .577 | .061 | .528 | 9.438 | .000 |
| P.Z - Att. To Advt. | | .274 | .050 | .340 | 5.507 | .000 |
| S.T - Att. To Advt. | | .537 | .040 | .660 | 13.394 | .000 |
| S.R.K - Att. To Advt. | | .598 | .068 | .843 | 17.248 | .000 |
| M.S.D - Att. To Advt | | .243 | .043 | .324 | 5.193 | .000 |
| A.R - Att. To Advt. | | .582 | .065 | .782 | 11.387 | .000 |
| Y.S - Att. To Advt. | | .213 | .045 | .310 | 5.014 | .000 |

The above mentioned F-values and t-values reveal that the first causal path i.e., Attitude toward advertisement is positively related to attitude toward brand, is statistically proved for all celebrities. The causal paths reflected from the t-values are found more significant for Shahrukh, Sachin and, Aishwarya. This endorses the support for the Hypothesis H4a, i.e., Attitude toward advertisement is positively related to the attitude toward brand.

**H4 b : Attitude toward Brand is positively related to Purchase Intent.**

Independent Variables : Attitude toward Brand

Dependent Variable : Purchase Intent

**Table 26 Correlations Coefficients (All Celebrities) Attitude to Brand → Purchase Intent (N = 270)**

| | | A.B - Att. to Brand | A.B - Purchase Int. |
|---|---|---|---|
| A.B - Att. to Brand | Pearson Corr. | 1 | .584(**) |
| | Sig. (2-tailed) | . | .000 |
| A.B - Purchase Int. | Pearson Corr. | .584(**) | |
| | Sig. (2-tailed) | .000 | 1 |
| | | S.M - Att. to Brand | S.M - Purchase Int |
| S.M - Att. to Brand | Pearson Corr. | 1 | .656(**) |
| | Sig. (2-tailed) | . | .000 |
| S.M - Purchase Int. | Pearson Corr. | .656(**) | |
| | Sig. (2-tailed) | .000 | 1 |
| | | P.Z - Att. to Brand | P.Z - Purchase Int. |
| P.Z - Att. to Brand | Pearson Corr. | 1 | .627(**) |
| | Sig. (2-tailed) | . | .000 |
| P.Z - Purchase Int. | Pearson Corr. | .627(**) | |
| | Sig. (2-tailed) | .000 | 1 |
| | | S.T - Att. to Brand | S.T - Purchase Int. |
| S.T - Att. to Brand | Pearson Corr. | 1 | .721(**) |
| | Sig. (2-tailed) | . | .000 |
| S.T - Purchase Int. | Pearson Corr. | .721(**) | |
| | Sig. (2-tailed) | .000 | 1 |
| | | SRK - Att. to Brand | SRK - Purchase Int. |
| S.R.K - Att. to Bran. | Pearson Corr. | 1 | .671(**) |
| | Sig. (2-tailed) | . | .000 |
| S.R.K - Purchase | Pearson Corr. | .671(**) | |
| Int. | Sig. (2-tailed) | .000 | 1 |
| | | MSD - Att. to Brand | M.S.D - Purchase Int |
| M.S.D - Att. to Brand | Pearson Corr. | 1 | .5 14(**) |
| | Sig. (2-tailed) | . | .000 |
| M.S.D - Purchase Int. | Pearson Corr. | .514(**) | |
| | Sig. (2-tailed) | .000 | 1 |

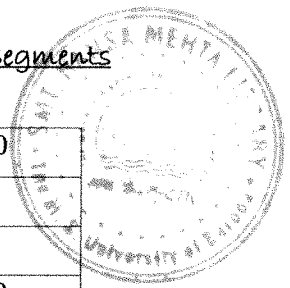
| | | A.R - Att. to Brand | A.R - Purchase Int. |
|---|---|---|---|
| A.R - Att. to Brand | Pearson Corr. | 1 | .669(**) |
| | Sig. (2-tailed) | . | .000 |
| A.R - Purchase Int. | Pearson Corr. | .669(**) | |
| | Sig. (2-tailed) | .000 | 1 |
| | | Y.S - Att. to Brand | Y.S - Purchase Int. |
| Y.S - Att. to Brand | Pearson Corr. | 1 | .534(**) |
| | Sig. (2-tailed) | . | .000 |
| Y.S - Purchase Int. | Pearson Corr. | .534(**) | |
| | Sig. (2-tailed) | .000 | 1 |

** Correlations are significant at the 0.01 level (2-tailed).

As indicated by the above table the correlation coefficients for all eight celebrities are significant at 0.01 level. Thus, the hypothesis H4b is supported.

**Table 27 ANOVA (F - Values – All Celebrities) Attitude to Brand → Purchase Intent**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| A.B | Regression | 152.365 | 1 | 152.365 | 118.740 | .000 |
| | Residual | 295.131 | 268 | 1.283 | | |
| | Total | 447.496 | 269 | | | |
| S.M | Regression | 230.102 | 1 | 230.102 | 173.354 | .000 |
| | Residual | 305.290 | 268 | 1.327 | | |
| | Total | 535.392 | 269 | | | |
| P.Z | Regression | 156.929 | 1 | 156.929 | 150.185 | .000 |
| | Residual | 242.417 | 268 | 1.045 | | |
| | Total | 399.346 | 269 | | | |
| S.T | Regression | 186.100 | 1 | 186.100 | 251.841 | .000 |
| | Residual | 171.438 | 268 | .739 | | |
| | Total | 357.538 | 269 | | | |
| S.R.K | Regression | 198.231 | 1 | 198.231 | 234.141 | .000 |
| | Residual | 341.674 | 268 | 1.830 | | |
| | Total | 539.905 | 269 | | | |
| M.S.D | Regression | 124.218 | 1 | 124.218 | 101.553 | .000 |
| | Residual | 245.668 | 268 | | | |
| | Total | 369.886 | 269 | | | |



| | | | | | | |
|---|---|---|---|---|---|---|
| A.R | Regression | 189.451 | 1 | 189.451 | 210.545 | .000 |
| | Residual | 298.245 | 268 | 1.641 | | |
| | Total | 487.696 | 269 | | | |
| Y.S | Regression | 136.474 | 1 | 136.474 | 108.995 | .000 |
| | Residual | 264.483 | 268 | 1.145 | | |
| | Total | 400.957 | 269 | | | |

**Table 28 Coefficients (t - Values – All Celebrities) Attitude to Brand → Purchase Intent**

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|
| | B | Std. Error | Beta | | |
| A.B - Att. To Brand | .791 | .073 | .584 | 10.897 | .000 |
| S.M - Att. To Brand | .756 | .057 | .656 | 13.166 | .000 |
| P.Z - Att. To Brand | .708 | .058 | .627 | 12.255 | .000 |
| S.T - Att. To Brand | .801 | .050 | .721 | 15.869 | .000 |
| S.R.K - Att. To Brand | .788 | .053 | .675 | 14.485 | .000 |
| M.S.D- Att. To Brand | .711 | .096 | .498 | 8.943 | .000 |
| A.R - Att. To Brand | .769 | .056 | .637 | 14.001 | .000 |
| Y.S - Att. To Brand | .724 | .082 | .510 | 9.274 | .000 |

The above mentioned F-values and t-values reveal that the second causal path i.e., Attitude toward brand is positively related to purchase intent is statistically proved for all celebrities. The causal paths reflected from the t-values are found more significant for Shahrukh, Sachin and, Aishwarya. This endorses the support for the Hypothesis H4b, i.e., Attitude toward brand is positively related to purchase intent. Thus, the model of causal sequence is successfully tested.

### 4.2.4 Effect of Credibility Dimensions on Dependent Measures (Testing Of H5a, H5b and H6)

**H5 a : Endorsers' perceived Attractiveness and Trustworthiness both will have a significant impact on respondents' Attitude toward Advertisement.**

**Standard Regression Analysis**

*Independent Variables : Attractiveness and Trustworthiness*

*Dependent Variable : Attitude toward Advertisement*

**AMITABH BACHHAN**

**Table 29 ANOVA (F - Values – All Celebrities) Attractiveness and Trustworthiness → Attitude toward Advertisement)**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| A.B | Regression | 38.986 | 2 | 19.493 | 16.274 | .000(a) |
| | Residual | 274.287 | 267 | 1.198 | | |
| | Total | 313.273 | 269 | | | |
| S.M | Regression | 102.048 | 2 | 51.024 | 49.653 | .000 |
| | Residual | 235.326 | 267 | 1.028 | | |
| | Total | 337.374 | 269 | | | |
| P.Z | Regression | 50.532 | 2 | 25.266 | 13.548 | .000 |
| | Residual | 430.786 | 267 | 1.865 | | |
| | Total | 481.317 | 269 | | | |
| S.T | Regression | 135.712 | 2 | 67.856 | 51.668 | .000 |
| | Residual | 303.373 | 267 | 1.313 | | |
| | Total | 439.084 | 269 | | | |
| S.R.K | Regression | 147.018 | 2 | 73.560 | 56.534 | .000 |
| | Residual | 316.116 | 267 | 2.076 | | |
| | Total | 463.134 | 269 | | | |
| M.S.D | Regression | 115.167 | 2 | 52.310 | 34.519 | .000 |
| | Residual | 287.058 | 267 | 1.178 | | |
| | Total | 402.225 | 269 | | | |
| A.R | Regression | 134.443 | 2 | 57.227 | 61.118 | .000 |
| | Residual | 296.113 | 267 | 1.583 | | |
| | Total | 430.556 | 269 | | | |
| Y.S | Regression | 67.248 | 2 | 35.773 | 29.409 | .000 |
| | Residual | 229.446 | 267 | 1.661 | | |
| | Total | 296.694 | 269 | | | |

*a Predictors: (Constant), Attractiveness and Trustworthiness*

*b Dependent Variable: Attitude toward Advertisement*

**Table 30 Coefficients (t - Values – All Celebrities) Attractiveness and Trustworthiness → Attitude toward Advertisement)**

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|
| | B | Std. Error | Beta | | |
| A.B | 1.896 | .294 | | 5.296 | .000 |
| Attractiveness | .297 | .078 | .299 | 3.814 | .000 |
| Trustworthiness | .327 | .085 | .301 | 3.837 | .000 |
| S.M | 1.442 | .362 | | 7.527 | .000 |
| Attractiveness | .370 | .073 | .325 | 5.085 | .000 |
| Trustworthiness | .312 | .065 | .309 | 4.830 | .000 |
| P.Z | 2.378 | .477 | | 4.989 | .000 |
| Attractiveness | .191 | .081 | .151 | 2.349 | .020 |
| Trustworthiness | .307 | .079 | .250 | 3.875 | .000 |
| S.T | 3.340 | .372 | | 8.974 | .000 |
| Attractiveness | .274 | .060 | .295 | 4.607 | .000 |
| Trustworthiness | .113 | .055 | .130 | 2.034 | .043 |
| S.R.K | 1.648 | .243 | | 9.218 | .000 |
| Attractiveness | .330 | .072 | .349 | 5.642 | .000 |
| Trustworthiness | .349 | .069 | .361 | 4.104 | .000 |
| M.S.D | 1.648 | .267 | | 6.327 | .000 |
| Attractiveness | .278 | .083 | .249 | 4.159 | .000 |
| Trustworthiness | .294 | .069 | .263 | 4.247 | .000 |
| A.R | 2.339 | .344 | | 11.372 | .000 |
| Attractiveness | .358 | .079 | .318 | 7.744 | .000 |
| Trustworthiness | .334 | .064 | .307 | 6.438 | .000 |
| Y.S | 2.473 | .411 | | 5.819 | .000 |
| Attractiveness | .218 | .079 | .169 | 3.311 | .000 |
| Trustworthiness | .204 | .084 | .277 | 2.874 | .000 |

*a Dependent Variable: Attitude toward Advertisement*

In case of Amitabh Bachhan, the ANOVA table reveal significant statistics (both independent variables together) as indicated by the F- value, $F(2,267) = 16.274$, $p < .05$ . An examination of t - values indicates that Attractiveness and Trustworthiness both significantly affects

Attitude toward Advertisement. However, the impact of Trustworthiness on Attitude toward Advertisement ($t = 3.837$, $p < .05$) is almost similar to the impact of Attractiveness ($t = 3.814$, $p < .05$).

For Sania Mirza, the ANOVA table reveal significant statistics (both independent variables together) as indicated by the F- value, $F(2,267) = 49.653$, $p < .05$. An examination of t - values indicates that Attractiveness and Trustworthiness both significantly affects Attitude toward Advertisement. However, the impact of Attractiveness on Attitude toward Advertisement is more significant ($t = 5.085$, $p < .05$) than the impact of Trustworthiness ($t = 4.830$, $p < .05$).

For Priety Zinta, the ANOVA table reveal significant statistics (both independent variables together) as indicated by the F- value $F(2,267) = 13.548$, $p < .05$ . An examination of t - values indicates that Attractiveness and Trustworthiness both significantly affects Attitude toward Advertisement. However, the impact of Trustworthiness on Attitude toward Advertisement is more significant ($t = 3.875$, $p < .05$) than the impact of Attractiveness ($t = 2.349$, $p < .05$).

For Sachin Tendulkar, the ANOVA table reveal significant statistics (both independent variables together) as indicated by the F- value $F(2,267) = 51.668$, $p < .05$ . An examination of t - values indicate that Attractiveness and Trustworthiness both significantly affects Attitude toward Advertisement. However, the impact of Attractiveness on Attitude toward Advertisement is ($t = 4.607$, $p < .05$) more significant than the impact of Trustworthiness ($t = 2.034$, $p < .05$).

For ShahRukh Khan, the ANOVA table reveal significant statistics (both independent variables together) as indicated by the F- value $F(2,267) = 56.534$, $p < .05$ . An examination of t - values indicates that Attractiveness and Trustworthiness both significantly affects Attitude toward Advertisement. However, the impact of Attractiveness on Attitude toward Advertisement ($t = 5.642$, $p < .05$) is more significant than the impact of Trustworthiness ($t = 4.104$, $p < .05$).

In case of Mahendra Singh Dhoni, the ANOVA table reveal significant statistics(both independent variables together) as indicated by the F- value $F(2,267) = 34.519$, $p < .05$. An examination of t - values indicates that Attractiveness and Trustworthiness both significantly affects Attitude toward Advertisement. Also, the impact of Attractiveness ($t=4.159$, $p<.05$) and Trustworthiness ($t=4.247$, $p<.05$) on Attitude toward Advertisement is almost similar.

For Aishwarya Rai, the ANOVA table reveal significant statistics (both independent variables together) as indicated by the F- value $F(2,267) = 61.118$, $p < .05$ . An examination of t -

values indicates that Attractiveness and Trustworthiness both significantly affects Attitude toward Advertisement. Also, the impact of Attractiveness (t=7.744, p<.05) on Attitude toward the advertisement is more significant than Trustworthiness (t=6.438, p<.05).

For Yuvraj Singh, the ANOVA table reveal significant statistics (both independent variables together) as indicated by the F- value $F(2,267) = 29.409$, $p < .05$ . An examination of t - values indicates that Attractiveness and Trustworthiness both significantly affects Attitude toward Advertisement. However, the impact of Attractiveness ($t = 3.311$, $p < .05$) on Attitude toward Advertisement is more significant than the impact of Trustworthiness ($t = 2.874$, $p < .05$).

**H5 b : Endorsers' perceived Attractiveness and Trustworthiness both will have a significant impact on respondents' Attitude toward Brand.**

**Standard Regression Analysis**

*Independent Variables : Attractiveness and Trustworthiness*

*Dependent Variable : Attitude toward Brand*

**AMITABH BACHHAN**

**Table 31 ANOVA (F - Values – All Celebrities) Attractiveness and Trustworthiness → Attitude toward Brand)**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| A.B | Regression | 6.199 | 2 | 3.100 | 2.993 | .052 |
| | Residual | 237.136 | 267 | 1.036 | | |
| | Total | 243.335 | 269 | | | |
| S.M | Regression | 29.942 | 2 | 14.971 | 9.200 | .000 |
| | Residual | 372.637 | 267 | 1.627 | | |
| | Total | 402.579 | 269 | | | |
| P.Z | Regression | 13.751 | 2 | 6.875 | 5.300 | .006 |
| | Residual | 299.670 | 267 | 1.297 | | |
| | Total | 313.420 | 269 | | | |
| S.T | Regression | 46.390 | 2 | 23.195 | 21.966 | .000 |
| | Residual | 243.919 | 267 | 1.056 | | |
| | Total | 290.308 | 269 | | | |
| S.R.K | Regression | 41.915 | 2 | 23.087 | 26.014 | .000 |
| | Residual | 224.117 | 267 | 1.421 | | |
| | Total | 266.032 | 269 | | | |

| | | | | | | |
|---|---|---|---|---|---|---|
| M.S.D | Regression | 54.172 | 2 | 18.143 | 16.879 | .003 |
| | Residual | 241.614 | 267 | 1.633 | | |
| | Total | 295.786 | 269 | | | |
| A.R | Regression | 111.314 | 2 | 37.254 | 31.448 | .000 |
| | Residual | 221.004 | 267 | 0.983 | | |
| | Total | 332.318 | 269 | | | |
| Y.S | Regression | 45.158 | 2 | 23.117 | 10.164 | .004 |
| | Residual | 347.146 | 267 | 1.104 | | |
| | Total | 392.304 | 269 | | | |

**Table 32 Coefficients (t - Values – All Celebrities) Attractiveness and Trustworthiness → Attitude toward Brand)**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| A.B | | 5.012 | .346 | | 0.486 | .067 |
| Attractiveness | | .108 | .055 | .132 | 1.947 | .053 |
| Trustworthiness | | .047 | .052 | .062 | .916 | .360 |
| S.M | | 3.328 | .455 | | 7.310 | .000 |
| Attractiveness | | .023 | .081 | .021 | .282 | .778 |
| Trustworthiness | | .325 | .092 | .262 | 3.552 | .000 |
| P.Z | | 3.527 | .398 | | 6.873 | .000 |
| Attractiveness | | .039 | .068 | .039 | .580 | .563 |
| Trustworthiness | | .194 | .066 | .196 | 2.943 | .004 |
| S.T | | 3.118 | .264 | | 11.814 | .000 |
| Attractiveness | | .242 | .076 | .274 | 6.174 | .002 |
| Trustworthiness | | .125 | .070 | .154 | 1.783 | .076 |
| S.R.K | | 3.83 | .187 | | 17.142 | .000 |
| Attractiveness | | .301 | .066 | .418 | 7.438 | .000 |
| Trustworthiness | | .264 | .047 | .127 | 5.012 | .004 |
| M.S.D | | 4.118 | .263 | | 11.249 | .000 |
| Attractiveness | | .321 | .076 | .358 | 5.841 | .002 |
| Trustworthiness | | .199 | .064 | .224 | 2.125 | .304 |
| A.R | | 3.479 | .274 | | 19.241 | .000 |
| Attractiveness | | .258 | .061 | .214 | 8.406 | .000 |
| Trustworthiness | | .217 | .053 | .194 | 6.154 | .000 |

| | | | | | |
|---|---|---|---|---|---|
| Y.S | 2.934 | .645 | | 9.248 | .000 |
| Attractiveness | .345 | .088 | .131 | 3.473 | .006 |
| Trustworthiness | .284 | .063 | .037 | 0.554 | .463 |

*a Dependent Variable: Attitude toward Brand*

In case of Amitabh Bachhan, both independent variables neither individually nor together, affect the Attitude toward Brand, which is revealed by the highly insignificant F- value i.e., $F(2,267) = 2.993$, $p > .05$ ). Also, an examination of t - values indicates that Attractiveness and Trustworthiness both individually too, do not affect Attitude toward Brand. Thus, in case of Amitabh, Hypothesis H5b is not supported and hence it is rejected.

For Sania Mirza, both independent variables together have a significant effect on Attitude toward the brand, as indicated by the F- value, $F(2,267) = 9.200$, $p < .05$). But, the examination of t - values indicates that Attractiveness ($t = 0.282$, $p > .005$) alone, does not affect Attitude toward Brand. However, the impact of Trustworthiness on Attitude toward Brand is quite significant ($t = 3.552$, $p < .05$).

In case of Priety Zinta, both independent variables together have a significant effect on Attitude toward the brand, as indicated by the F- value, $F(2,267) = 5.300$, $p < .05$ ). An examination of t - values indicates that Attractiveness ($t = 0.580$, $p > .05$) alone do not affect Attitude toward Brand. However, the impact of Trustworthiness on Attitude toward Advertisement is significant ($t = 2.943$, $p < .05$).

For, Sachin Tendulkar, both independent variables together have a significant effect on Attitude toward the brand, as indicated by the F- value, $F(2,267) = 21.966$, $p < .05$ ). An examination of t - values indicates that Attractiveness alone ($t = 6.174$, $p < .05$) significantly affects Attitude toward Brand. Whereas, the impact of Trustworthiness on Attitude toward Brand is insignificant ($t = 1.783$, $p > .05$).

For Shahrukh Khan, both independent variables together have a significant effect on Attitude toward the brand, as indicated by $F(2,267) = 26.014$, $p < .05$. An examination of t - values indicates that Attractiveness and Trustworthiness both individually too, significantly affects Attitude toward Brand. However, the impact of Attractiveness ($t=7.438$, $p<.05$) on Attitude toward Brand is more than the impact of Trustworthiness ($t=5.012$, $p<.05$).

In case of Mahendra Singh Dhoni, both independent variables together significantly affect Attitude toward the brand, as indicated by $F(2,267) = 16.879$, $p < .05$. An examination of t - values indicates that Attractiveness alone significantly affects Attitude toward Brand. Whereas, the impact of Trustworthiness ($t=2.125$, $p>.05$) on Attitude toward Brand is highly insignificant.

For Aishwarya Rai, both independent variables together significantly affect the attitude toward brand. This is indicated by the F- value $F(2,267) = 31.448$, $p < .05$ . An examination of t - values indicates that Attractiveness and Trustworthiness both significantly affects Attitude toward Advertisement. Also, the impact of Attractiveness ($t=8.406$, $p<.05$) on Attitude toward the advertisement is more significant than the impact of Trustworthiness ($t=6.154$, $p<.05$).

For Yuvraj Singh too, both independent variables together do affect the Attitude toward brand significantly. This is supported by the F- value $F(2,267) = 10.164$, $p < .05$ . But, an examination of t - values indicates that Attractiveness ($t=3.473$, $p<.05$) alone significantly affects Attitude toward Advertisement. However, the impact of Trustworthiness ($t = 0.554$, $p> .05$) on Attitude toward Advertisement is insignificant.

Thus, the above mentioned statistics reveal that excluding the case of Amitabh Bachhan, the Hypothesis H5b i.e., Endorsers' perceived Attractiveness and Trustworthiness both together will have a significant impact on respondents' Attitude toward Brand, is supported for the remaining seven celebrities and hence is accepted.

**H6: Endorsers' perceived Expertise will have a significant impact on respondents' Purchase Intent.**

**Standard Regression Analysis**

*Independent Variables : Expertise*

*Dependent Variable : Purchase Intent*

**AMITABH BACHHAN**

**Table 33 Correlations Coefficients (All Celebrities) Expertise → Purchase Intent**

| | | A.B - Expertise | A.B - Purchase Intent |
|---|---|---|---|
| A.B - Expertise | Pearson Correlation | 1 | .098 |
| N=270 | Sig. (2-tailed) | . | .136 |
| A.B - Purchase Int. | Pearson Correlation | .098 | 1 |
| N=270 | Sig. (2-tailed) | .136 | . |
| S.M - Expertise | Pearson Correlation | 1 | .403** |
| N=270 | Sig. (2-tailed) | . | .000 |
| S.M - Purchase Int. | Pearson Correlation | .403** | 1 |
| N=270 | Sig. (2-tailed) | .000 | . |
| P.Z - Expertise | Pearson Correlation | 1 | .324** |
| N=270 | Sig. (2-tailed) | . | .000 |
| P.Z - Purchase Int. | Pearson Correlation | .324** | 1 |
| N=270 | Sig. (2-tailed) | .000 | . |
| S.T - Expertise | Pearson Correlation | 1 | .192** |
| N=270 | Sig. (2-tailed) | . | .003 |
| S.T - Purchase Int. | Pearson Correlation | .192** | 1 |
| N=270 | Sig. (2-tailed) | .003 | . |
| S.R.K - Expertise | Pearson Correlation | 1 | .487** |
| | Sig. (2-tailed) | . | .001 |
| S.R.K - Purchase Int. | Pearson Correlation | .487** | 1 |
| | Sig. (2-tailed) | .001 | . |
| M.S.D - Expertise | Pearson Correlation | 1 | .071 |
| | Sig. (2-tailed) | . | .154 |
| M.S.D - Purchase Int. | Pearson Correlation | .071 | 1 |
| | Sig. (2-tailed) | .154 | . |
| A.R - Expertise | Pearson Correlation | 1 | .573** |
| | Sig. (2-tailed) | . | .000 |
| A.R - Purchase Int. | Pearson Correlation | .573** | 1 |
| | Sig. (2-tailed) | .000 | . |
| Y.S - Expertise | Pearson Correlation | 1 | .267** |
| | Sig. (2-tailed) | . | .001 |
| Y.S - Purchase Int. | Pearson Correlation | .267** | 1 |
| | Sig. (2-tailed) | .001 | . |

** Correlation are significant at the 0.01 level (2-tailed).

The above mentioned table indicates that except for Amitabh Bachhan and Mahendra Singh Dhoni, the correlations (for the remaining six celebrities) coefficients (i.e., relationship between the endorsers' perceived expertise and purchase intention) are highly significant.

**Table 34 ANOVA (F - Values – All Celebrities) Expertise → Purchase Intent**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| A.B | Regression | 4.313 | 1 | 4.313 | 2.238 | .136(a) |
| | Residual | 443.182 | 268 | 1.927 | | |
| | Total | 447.496 | 269 | | | |
| S.M | Regression | 87.064 | 1 | 87.064 | 44.665 | .000(a) |
| | Residual | 448.329 | 268 | 1.949 | | |
| | Total | 535.392 | 269 | | | |
| P.Z | Regression | 41.929 | 1 | 41.929 | 27.216 | .000 |
| | Residual | 357.417 | 268 | 1.541 | | |
| | Total | 399.346 | 269 | | | |
| S.T | Regression | 13.201 | 1 | 13.201 | 8.895 | .003 |
| | Residual | 344.337 | 268 | 1.484 | | |
| | Total | 357.538 | 269 | | | |
| S.R.K | Regression | 52.271 | 1 | 64.307 | 49.047 | .000 |
| | Residual | 378.117 | 268 | 1.754 | | |
| | Total | 430.388 | 269 | | | |
| M.S.D | Regression | 3.425 | 1 | 7.384 | 1.756 | .154 |
| | Residual | 428.234 | 268 | 1.931 | | |
| | Total | 431.659 | 269 | | | |
| A.R | Regression | 99.154 | 1 | 95.478 | 67.238 | .000 |
| | Residual | 412.114 | 268 | 1.849 | | |
| | Total | 511.268 | 269 | | | |
| Y.S | Regression | 23.115 | 1 | 17.154 | 10.312 | .001 |
| | Residual | 351.985 | 268 | 1.625 | | |
| | Total | 375.100 | 269 | | | |

*a Predictors: (Constant), Expertise*

*b Dependent Variable: Purchase Intent*

**Table 35 Coefficients (t - Values – All Celebrities) Expertise → Purchase Intent**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| A.B | (Constant) | 4.469 | .533 | | 8.389 | .000 |
| | Expertise | .130 | .087 | .098 | 1.496 | .136 |
| S.M | (Constant) | 1.711 | .430 | | 3.974 | .000 |
| | Expertise | .544 | .081 | .403 | 6.683 | .000 |
| P.Z | (Constant) | 2.238 | .383 | | 5.838 | .000 |
| | Expertise | .390 | .075 | .324 | 5.217 | .000 |
| S.T | (Constant) | 3.127 | .324 | | 9.646 | .000 |
| | Expertise | .175 | .059 | .192 | 2.982 | .003 |
| S.R.K | (Constant) | 2.657 | .489 | | 5.247 | .000 |
| | Expertise | .434 | .091 | .527 | 3.514 | .000 |
| M.S.D | (Constant) | 3.481 | .464 | | 7.313 | .000 |
| | Expertise | .113 | .069 | .076 | 1.123 | .154 |
| A.R | (Constant) | 3.451 | .568 | | 7.898 | .000 |
| | Expertise | .345 | .097 | .767 | 13.354 | .000 |
| Y.S | (Constant) | 2.453 | .287 | | 11.301 | .000 |
| | Expertise | .254 | .061 | .212 | 3.954 | .001 |

*a Dependent Variable: Purchase Intent*

For Amitabh Bachhan, the correlation output clearly indicates that the relationship between the perceived expertise of the celebrity and the respondents' purchase intent is highly insignificant. ($r = .098$, $p > .05$). Even the ANOVA table reflects $F(1,268) = 2.238$, $p > .05$, which implies a highly insignificant relationship between the perceived expertise of the endorser and respondents' purchase intent. Further examination of t – value ($t = 1.496$, $p > .05$) also leads to the same conclusion.

For, Sania Mirza, the Pearson's correlation coefficient ($r = .403$, $p < .05$) indicates a highly significant relationship between the perceived expertise of the endorser and respondents' purchase intent. The F - value of 44.665 also is significant at $p < .05$ level. Further, the t - value ($t = 6.683$, $p < .05$) also indicates that the perceived expertise of the endorser has a significant impact on the respondents' purchase intent.

For, Priety Zinta, the correlation output clearly indicates that there exists a significant relationship between the perceived expertise of the celebrity and the respondents' purchase intent, ($r = .324$, $p < .05$). The ANOVA table reflects $F(1,268) = 27.216$, $p<.05$, which implies a significant relationship between the perceived expertise of the endorser and respondents' purchase intent. Further examination of t – value ($t = 5.217$, $p<.05$) also leads to the same conclusion.

For Sachin Tendulkar, the correlation output indicates that there exists a significant relationship between the perceived expertise of the celebrity and the respondents' purchase intent, ($r = .192$, $p < .05$). The ANOVA table reflects $F(1,268) = 8.895$, $p<.05$, which implies a significant relationship between the perceived expertise of the endorser and respondents' purchase intent. Further examination of t - value ($t = 2.982$, $p<.05$) also leads to the same conclusion.

For Shahrukh Khan, the correlation output indicates that there exists a significant relationship between the perceived expertise of the celebrity and the respondents' purchase intent, ($r = .487$, $p < .05$). The ANOVA table reflects $F(1,268) = 49.047$, $p<.05$, which implies a significant relationship between the perceived expertise of the endorser and respondents' purchase intent. Further examination of t - value ($t = 3.514$, $p<.05$) also leads to the same conclusion.

For Mahendra Singh Dhoni, the correlation output indicates that the relationship between the perceived expertise of the celebrity and the respondents' purchase intent is highly insignificant as indicated by ($r = .071$, $p > .05$). The ANOVA table reflects $F(1,268) = 1.756$, $p>.05$, which implies that there does not exist any significant relationship between the perceived expertise of the endorser and respondents' purchase intent. Further examination of t - value ($t = 1.123$, $p>.05$) also leads to the same conclusion.

For Aishwarys Rai, the Pearson's correlation coefficient ($r = .573$, $p < .05$) indicates a highly significant relationship between the perceived expertise of the endorser and respondents' purchase intent. The F - value of 67.238 also is significant at $p < .05$ level. Further, the t - value ($t = 13.354$, $p < .05$) also indicates that the perceived expertise of the endorser has a significant impact on the respondents' purchase intent.

For Yuvraj Singh, the correlation output indicates that there exists a significant relationship between the perceived expertise of the celebrity and the respondents' purchase intent, ($r = .267, p < .05$).

The ANOVA table reflects $F(1,268) = 10.312$, $p<.05$, which implies quite a significant relationship between the perceived expertise of the endorser and respondents' purchase intent. Further examination of t - value ($t = 3.954$, $p<.05$) also leads to the same conclusion.

### 4.2.5 EFFECTIVENESS OF CELEBRITY ENDORSEMENT ADVERTISING ACROSS CONSUMER SEGMENTS (OBJECTIVE 4/TESTING OF HYPOTHESIS H7 & H8)

**H7: There is a significant difference in the overall impact of endorsers' perceived credibility on male and female respondents' Attitude toward the Ad (H7a), Attitude toward the Brand (H7b), and Purchase Intent (H7c).**

**Table 36 Impact of Endorser credibility on Attitude toward Ad, Attitude toward Br. And Purchase Intent (Gender based comparison)**

| AMITABH BACHHAN | | | | |
|---|---|---|---|---|
| Relationship ( From → To ) | Male Respondents N = 64 | | Female Respondents N = 71 | |
| | F- Ratios | Sign. Level | F- Ratios | Sign. Level |
| Credibility → Att. to Ad. | 11.746 | .001 | 2.035 | .156 |
| Credibility → Att. to Brand | 7.859 | .006 | 1.172 | .281 |
| Credibility → Purchase Int. | 20.542 | .000 | 0.293 | .589 |
| **SANIA MIRZA** | | | | |
| Relationship ( From → To ) | Male Respondents N = 64 | | Female Respondents N = 71 | |
| | F- Ratios | Sign. Level | F- Ratios | Sign. Level |
| Credibility → Att. to Ad. | 44.696 | .000 | 44.892 | .000 |
| Credibility → Att. to Brand | 13.342 | .000 | 13.416 | .000 |
| Credibility → Purchase Int. | 26.345 | .000 | 25.227 | .000 |

| PRIETY ZINTA | | | | |
|---|---|---|---|---|
| Relationship ( From → To ) | Male Respondents N = 62 | | Female Respondents N = 73 | |
| | F- Ratios | Sign. level | F- Ratios | Sign. level |
| Credibility → Att. to Ad. | 9.197 | .003 | 17.825 | .000 |
| Credibility → Att. to Brand | 7.593 | .007 | 26.567 | .000 |
| Credibility → Purchase Int. | 0.006 | .939 | 43.162 | .000 |
| **SACHIN TENDULKAR** | | | | |
| Relationship ( From → To ) | Male Respondents N = 62 | | Female Respondents N = 73 | |
| | F- Ratios | Sign. level | F- Ratios | Sign. level |
| Credibility → Att. to Ad. | 54.731 | .000 | 30.525 | .000 |
| Credibility → Att. to Brand | 66.281 | .000 | 1.180 | .279 |
| Credibility → Purchase Int. | 68.153 | .000 | 9.281 | .003 |
| **SHAHRUKH KHAN** | | | | |
| Relationship ( From → To ) | Male Respondents N = 72 | | Female Respondents N = 63 | |
| | F- Ratios | Sign. level | F- Ratios | Sign. level |
| Credibility → Att. to Ad. | 37.546 | .000 | 61.284 | .000 |
| Credibility → Att. to Brand | 29.149 | .000 | 47.323 | .000 |
| Credibility → Purchase Int. | 30.635 | .002 | 54.358 | .000 |
| **MAHENDRA SINGH DHONI** | | | | |
| Relationship ( From → To ) | Male Respondents N = 72 | | Female Respondents N = 63 | |
| | F- Ratios | Sign. level | F- Ratios | Sign. level |
| Credibility → Att. to Ad. | 51.195 | .000 | 41.264 | .000 |
| Credibility → Att. to Brand | 31.571 | .000 | 24.521 | .000 |
| Credibility → Purchase Int. | 25.244 | .002 | 19.123 | .002 |
| **AISHWARYA RAI** | | | | |
| Relationship ( From → To ) | Male Respondents N = 63 | | Female Respondents N = 72 | |
| | F- Ratios | Sign. level | F- Ratios | Sign. level |
| Credibility → Att. to Ad. | 61.542 | .000 | 76.231 | .000 |
| Credibility → Att. to Brand | 50.101 | .000 | 61.012 | .000 |
| Credibility → Purchase Int. | 35.213 | .000 | 59.065 | .000 |

| YUVRAJ SINGH | | | | |
|---|---|---|---|---|
| Relationship ( From → To ) | Male Respondents N = 63 | | Female Respondents N = 72 | |
| | F- Ratios | Sign. level | F- Ratios | Sign. level |
| Credibility → Att. to Ad. | 25.256 | .000 | 06.421 | .000 |
| Credibility → Att. to Brand | 19.354 | .006 | 14.253 | .004 |
| Credibility → Purchase Int. | 20.251 | .002 | 12.141 | .004 |

To test Hypothesis H7a, H7b, and, H7c, F- ratios were calculated for each celebrity separately and that too based on gender of the respondents. Looking to the statistics given in the above mentioned table, excluding the analysis of Sanya Mirza, the researcher found a strong support for Hypothesis H7. Further, looking to the separate analysis done for each celebrity, some interesting results are derived. There is a significant difference found in the overall impact of celebrity endorser's perceived credibility on male and female respondents. To begin with, in case of Amitabh Bachhan, the impact of his perceived credibility on male respondents' attitude toward ad, attitude toward brand, and purchase intention was significantly higher than those of female respondents. For Sania Mirza, the above statistics show no difference in the impact of Sania's perceived credibility on the dependent measures for both, male and female respondents. The impact of perceived credibility is almost similar for males as well as females especially in case of attitude toward the ad and attitude toward the brand. However, the impact of credibility on purchase intention of male respondents is marginally more than female respondents. The impact of Priety Zinta's perceived credibility on female respondents is more significant than on male respondents' attitude toward ad, attitude toward brand and, purchase intention. There is a significant difference found in the impact of Sachin's perceived credibility on male respondents as against that of female respondents. The impact of credibility is more on male respondents than female respondents. Shahrukh Khan's perceived credibility has more impact on female teenagers and young adults than male teens and young adults.

Further, a significant difference is noticed in the impact of Dhoni's perceived credibility on male and female respondents' attitude toward ad, attitude toward brand and purchase intent. Dhoni's credibility has more impact on male teens and young adults than female counterparts. Aiswarya Rai's perceived credibility has more better and significant impact on female teens and young adults' attitude toward ad, attitude toward brand and purchase intent than male respondents. In case of Yuvraj Singh, there again is a significant difference observed in the

impact of his perceived credibility on male and female respondents. Male teens and young adults are more affected by Yuvraj's perceived credibility than females.

Thus, from among the eight celebrity endorsed advertisements selected for the study, there is a significant difference observed for seven advertisements (excluding the attitude toward the advertisement of Sania Mirza for Sprite), regarding the overall impact of endorsers' perceived credibility on male and female respondents' Attitude toward the Ad, Attitude toward the Brand, and Purchase Intent. Hence, Hypothesis H7a, H7b, and H7c stand supported and are accepted.

**H8: The overall impact of endorsers' perceived credibility on respondents' Attitude toward the Ad (H8a), Attitude toward the Brand (H8b) and, Purchase Intent (H8c), is significantly different across age groups.**

**Table 37 Impact of Endorser credibility on Attitude toward Ad, Attitude toward Br. And Purchase Intent ( Age based comparison)**

| AMITABH BACHHAN | | | | |
|---|---|---|---|---|
| Relationship ( From → To ) | 13 – 19 Yrs N = 135 | | 20 Yrs & Above N = 135 | |
| | F- Ratios | Sign. Level | F- Ratios | Sign. Level |
| Credibility → Att. to Ad. | 0.910 | .342 | 9.303 | .003 |
| Credibility → Att. to Brand | 0.013 | .911 | 6.932 | .010 |
| Credibility → Purchase Int. | 1.323 | .253 | 6.499 | .012 |
| **SANIA MIRZA** | | | | |
| Relationship ( From → To ) | 13 – 19 Yrs N = 135 | | 20 Yrs & Above N = 135 | |
| | F- Ratios | Sign. Level | F- Ratios | Sign. Level |
| Credibility → Att. to Ad. | 42.470 | .000 | 47.071 | .000 |
| Credibility → Att. to Brand | 6.257 | .014 | 25.576 | .000 |
| Credibility → Purchase Int. | 12.723 | .001 | 51.344 | .000 |
| **PRIETY ZINTA** | | | | |
| Relationship ( From → To ) | 13 – 19 Yrs N = 143 | | 20 Yrs & Above N = 127 | |
| | F- Ratios | Sign. Level | F- Ratios | Sign. Level |
| Credibility → Att. to Ad. | 2.017 | .161 | 25.358 | .000 |
| Credibility → Att. to Brand | 12.647 | .001 | 25.659 | .000 |
| Credibility → Purchase Int. | 16.915 | .000 | 7.770 | .006 |

| SACHIN TENDULKAR | | | | |
|---|---|---|---|---|
| Relationship ( From → To ) | 13 – 19 Yrs N = 143 | | 20 Yrs & Above N = 127 | |
| | F- Ratios | Sign. Level | F- Ratios | Sign. Level |
| Credibility → Att. to Ad. | 29.244 | .000 | 59.311 | .000 |
| Credibility → Att. to Brand | 13.608 | .000 | 21.109 | .000 |
| Credibility → Purchase Int. | 16.772 | .000 | 35.871 | .000 |
| **SHAHRUKH KHAN** | | | | |
| Relationship ( From → To ) | 13 – 19 Yrs N = 132 | | 20 Yrs & Above N = 138 | |
| | F- Ratios | Sign. level | F- Ratios | Sign. level |
| Credibility → Att. to Ad. | 69.123 | .000 | 58.421 | .000 |
| Credibility → Att. to Brand | 57.254 | .000 | 49.137 | .000 |
| Credibility → Purchase Int. | 54.312 | .000 | 44.219 | .000 |
| **MAHENDRA SINGH DHONI** | | | | |
| Relationship ( From → To ) | 13 – 19 Yrs N = 132 | | 20 Yrs & Above N = 138 | |
| | F- Ratios | Sign. level | F- Ratios | Sign. level |
| Credibility → Att. to Ad. | 41.041 | .000 | 31.005 | .000 |
| Credibility → Att. to Brand | 29.438 | .000 | 18.221 | .000 |
| Credibility → Purchase Int. | 19.142 | .002 | 13.764 | .002 |
| **AISHWARYA RAI** | | | | |
| Relationship ( From → To ) | 13 – 19 Yrs N = 140 | | 20 Yrs & Above N = 130 | |
| | F- Ratios | Sign. level | F- Ratios | Sign. level |
| Credibility → Att. to Ad. | 69.216 | .000 | 53.103 | .000 |
| Credibility → Att. to Brand | 67.225 | .000 | 61.432 | .000 |
| Credibility → Purchase Int. | 51.401 | .000 | 63.112 | .000 |
| **YUVRAJ SINGH** | | | | |
| Relationship ( From → To ) | 13 – 19 Yrs N = 140 | | 20 Yrs & Above N = 130 | |
| | F- Ratios | Sign. level | F- Ratios | Sign. level |
| Credibility → Att. to Ad. | 23.230 | .000 | 47.325 | .000 |
| Credibility → Att. to Brand | 31.810 | .000 | 43.086 | .000 |
| Credibility → Purchase Int. | 27.664 | .002 | 39.163 | .001 |

Hypothesis H8a, H8b and H8c were also tested by calculating F-ratios for all celebrities separately for the two age segments viz., 13 to 19 yrs and 20 yrs and above. The statistics shown in the above mentioned tables provide strong proof in the support of Hypothesis H8a, H8b and H8c. The impact of Amitabh Bachhan's perceived credibility on young adults' attitude toward ad, attitude toward brand and purchase intention was more than on teenagers. This was because young adults are likely to prefer a more mature, experienced celebrity as compared to teenagers who like young, energetic and a stylish celebrity. The identification and similarity processes change as one grows up. Hence the liking for the celebrities also change as one matures over a period of time. The impact of Sania's credibility on young adults' attitude toward the brand and purchase intention was significantly high as compared to that of teenagers. But, the impact of Sania's perceived credibility on young adults' attitude toward the advertisement was almost similar to that of teenagers. Priety Zinta was able to influence young adults more than teenagers on attitude dimensions. However, the influence of Priety Zinta's perceived credibility on teenagers' purchase intention was more than on young adults. Even for Sachin Tendulkar, a significant difference was noticed in the impact of his perceived credibility on the attitude and purchase intent of teenagers and young adults supporting the hypothesis proposed.

The impact of Shahrukh Khan's perceived credibility on teenagers' attitude and purchase intents were more significant and higher than those on young adults. Even the difference in the impact of his credibility on teenagers and young adults was quite significant. Also, the impact of Dhoni's perceived credibility on teenagers' attitudes and purchase intent was more as compared to young adults. For Aishwarya Rai, a significant difference was observed in the impact of her perceived credibility on the attitude dimensions of teenagers and young adults. Teenagers' attitudes are more influenced by Aishwarya's perceived credibility than the attitudes of young adults. But, in case of purchase intent, the impact was more significant for young adults than on teenagers. The difference in the impact of Yuvraj's perceived credibility on teenagers and young adults is also quite visible from the above mentioned statistics. Yuvraj's influence of perceived credibility is more on young adults' attitudes and purchase intentions as compared to teenagers.

Thus, the above mentioned analysis reveals that for all celebrities and both age segments (i.e., teenagers and young adults), a significant difference is noticed in the influence of endorsers' perceived credibility on teenagers' and young adults' attitude toward the advertisement,

attitude toward the brand and, purchase intent. Thus, Hypothesis H8a, H8b and H8c are supported and accepted.

### 4.2.6 OBJECTIVES

**OBJECTIVE 1 :**
**DEFINING THE CONCEPT OF 'CELEBRITY' FROM CONSUMERS' VIEWPOINT**

'Celebrity' as a term is wide open to many interpretations and definitions. Various theorists have proposed variety of models exploring the concept of celebrity. Also, the perspectives of various stakeholders related to the process of integrated marketing communication need to be taken into consideration while discussing or debating the same. Advertising practitioners, corporate organizations / manufacturers / producers and, consumers are having their own perception and understanding about this term. Moreover, the absence of a legal definition (in India), has added to the confusion further resulting into debatable judgments / verdicts. India does not have a single legislation, order, rule or judgment that defines a 'celebrity' (not even the 20-odd court decisions where the term celebrity appears). The failure of action in response to the recent Government decision to slap an 8% service tax on all celebrity endorsement deals has highlighted the problem presented by the lack of a definition in this regard. Further, is celebrity a 'real hero' or a 'reel hero'? Is celebrity always a self-made person or a person created by media? All such questions demand an answer with the conceptual understanding of the term 'Celebrity'.

The researcher had a feeling that there is a clear mismatch between the way celebrities are perceived by the advertisers and by the consumers. Advertisers perceive 'Celebrity' as someone who is familiar, attractive and credible. Celebrity-brand fit is what they are looking for, while selecting celebrities for endorsing the products/brands. Another important aspect they look into is the cost associated for hiring a celebrity. This understanding of a celebrity is going to be different from the other stakeholders. Further, does the understanding of the term 'Celebrity' differ with reference to the target audience? i.e., how do teenagers, young adults, aged adults perceive a celebrity? After going through the existing literature in celebrity endorsements, the researcher felt a genuine need to explore this concept from the respondents' viewpoint and try to gain a comprehensive understanding of the same. Hence, a question was

framed, whereby the respondents were supposed to mention their understanding of the concept 'Celebrity' in not more than three phrases or words.

A frequency distribution analysis of the phrases / words mentioned by the respondents was undertaken. Following table reveals the details of the same.

**Table 38 Dimensions associated with a 'Celebrity'**

| SR. NO. | PHRASES / WORDS ASSOCIATED WITH CELEBRITY | NO. OF RESPONSES | App. % * N = 1080 |
|---|---|---|---|
| 1 | Familiar/Famous/Known | 826 | 76.5 % |
| 2 | Attractive | 442 | 41 % |
| 3 | Smartness | 395 | 36.6 % |
| 4 | High energy level | 337 | 31.2% |
| 5 | Aggressive | 285 | 26.4 % |
| 6 | Confident | 268 | 24.8 % |
| 7 | Politeness | 120 | 11.1 % |
| 8 | Mannerism | 129 | 12 % |
| 9 | Created by the media | 173 | 16 % |
| Total | | 2975 | 275.60 % |

** Multiple responses, percentage calculated on total respondents*

The above table shows that in all 2975 responses were obtained. Teenagers and young adults when asked to mention or state the phrases related to their understanding of the term 'Celebrity', they came with some unexpected dimensions, which probably were never considered from consumer's perspective (the teenagers and young adults) while selecting a celebrity for endorsing products/brands. From among the total of 2975 responses, around 76.5 % (i.e., 826) of the total sample surveyed, defined 'Celebrity' as a person who is familiar/famous/known to the public to whom the communication is targeted. Also, around 41% (i.e., 442) of those surveyed mentioned 'Attractiveness' as an important dimension desired in a celebrity. This result endorses and matches with the concept of 'Celebrity' as perceived by the advertising practitioners as well as the producers and manufacturers.

The second part of the analysis shows that apart from familiarity and attractiveness, there are other dimensions also, which are perceived as important dimensions of a celebrity. Most of the teenagers were of the opinion that a celebrity should be smart and aggressive possessing high energy levels. This image of a celebrity is justified because of the perceived similarity between the celebrity and the audience. Teenagers are young and smart. Since they are young,

they definitely possess high level of energy which enables them to carry on with their hectic and busy schedule in this world of competition. They are smart enough and hence know what they deserve and hence demand the same. Though they do not have their own purchasing power (i.e., income of their own), they still significantly affect the decision-making processes taking place within their family. Also, the freedom and liberty enjoyed by them make them a free-bird. Inspite of being well aware about their tastes and preferences they still are not confident enough about the outcome their decision making processes. They are risk-takers and hence generally do not succumb to any pressure when it comes to consumption. Further, they do not carry any family responsibilities and hence generally are not ready to make adjustments or compromises. Thus, aggressiveness too is considered as an important dimension of their understanding the term 'Celebrity'. Teenagers tend to perceive a similarity between their own-self and their favorite celebrity. Hence, they always would have a more liking for Shahrukh Khan as against Amitabh Bachhan. In case of Priety Zinta, she is always reflecting high energy levels (Chulbuli) in almost all the products/brands endorsed by her (even in the various roles played by her in different films). Hence, an attraction towards her is justified. Shahrukh Khan is a smart, actor-turned-businessman owning a production house and also a cricket team of reputed, international cricket players, playing the Indian Premier League tournament. Thus, the most sought dimensions of a celebrity from the teenagers' point of view were smartness, aggressiveness and, high energy levels which they perceive to be present in their celebrity.

As against teenagers' understanding of the term 'Celebrity', the perception of young adults was totally different. Young adults perceived confidence, politeness and, mannerism as important traits/dimensions of a celebrity. The perceived image of a celebrity endorses the maturity that young adults possess when compared to teenagers. When compared to teenagers, young adults reflect high level of confidence in their consumption-related decision-making processes since they tend to grow in terms of maturity. As one acquires more of formal education and more of exposure to the outer world, one is likely to become more polite and behave with mannerism. And these exactly are the traits/characteristics, they are looking in their celebrity. Hence, young adults are likely to be more impressed by Amitabh Bachhan than Shahrukh Khan since Amitabh is perceived as more of polite and mannerism than Shahrukh. Similarly, when Sachin Tendulkar is compared to Dhoni, Sachin outperforms Dhoni when it comes to politeness and mannerism, whether on-the-field or off-the-field. The perceived image of Sachin is a polite, down-to-earth human. Dhoni scores low especially due

to his body language, both on-the-field as well as off-the-field. Thus, the understanding/image of 'Celebrity' is totally different even among the respondents surveyed. Producers/manufacturers and advertisers need to take these perceived dimensions of a celebrity before hiring a celebrity on few dimensions like credibility and attractiveness. A celebrity-audience match is equally essential if not more than the other models used to select a celebrity.

**OBJECTIVE 2 :**

**IDENTIFYING AUDIENCE ACCEPTANCE / REJECTION OF VARIOUS CELEBRITIES IN INDIAN MARKET.**

**Table 39 Audience Acceptance / Rejection of various Celebrities in Indian market (N = 1080)**

| Sr. No. | Name of Celebrities | Accept | Reject | Can't Say |
|---|---|---|---|---|
| 1 | Film Stars | 889 | 86 | 105 |
| 2 | Sports Stars | 734 | 204 | 142 |
| 3 | T.V. / Radio Personalities | 394 | 357 | 329 |
| 4 | Music Artists | 618 | 217 | 245 |
| 5 | Entertainers / Comedians | 520 | 350 | 210 |
| 6 | Fashion Models / Designers | 642 | 280 | 158 |
| 7 | Academicians | 259 | 462 | 359 |
| 8 | Writers | 266 | 518 | 296 |
| 9 | Political Icons | 154 | 735 | 191 |
| 10 | C.E.O. of Corporate Org. | 336 | 470 | 274 |
| 11 | Religious Gurus | 308 | 506 | 266 |
| 12 | Yoga Gurus | 336 | 497 | 247 |
| 13 | Cheffs | 511 | 350 | 219 |
| 14 | Hair / Beauty / Physique Experts | 672 | 190 | 218 |

A frequency distribution analysis was undertaken of the total respondents surveyed. As the Table indicates, the highest acceptance of the respondents came for the film stars (f=889), followed by sports stars (f =734). This was well expected keeping in mind the craze and madness for Indian film stars and sports stars. Surprisingly, the next highest acceptance was found for Hair / Beauty / Physique Experts (f=672), Fashion models / Designers (f=642) and Music Artists (f=618). The reason for this could be the increased awareness and concern for personal care related to health and beauty. Specially, the consumer segment selected for this study is genuinely concerned about their physical fitness, beauty aspects and dressing. In fact, all three elements are significantly contributing to the outer personality looks of an individual. The celebrities to follow later with a reasonable amount of score were Entertainers / Comedians and Chefs. This score too indirectly reveals the preference of today's youth for living a joyful and cheerful life with healthy, delicious and, wide variety of food to eat.

The highest rejection was but obvious for the politicians. In fact, today's youth has developed a negative image of the politicians because of the scams they are involved into, lack of genuine interest and concern for the country and the citizens of the country, and various malpractices. The next to follow politicians in the high rejection list are writers and religious gurus. The least rejection was for the film celebrities. Out of total respondents surveyed (N=1080), around 359 respondents (the highest in the category) were in a state of confusion regarding the acceptance or rejection of academicians as celebrity endorsers. Somehow, there is a feeling that academicians have never been accepted as role models in real life. In spite of many academicians being awarded for their noble contribution through variety of ways in the field of academics, they are never even thought of approaching for endorsements, not even for endorsing the premium and quality educational services. The reasons behind this attitude for the academicians need to be explored.

**OBJECTIVE 3 :**

**CELEBRITY ENDORSEMENTS FOUND COMMONLY IN WHICH PRODUCT / SERVICE CATEGORIES ? WHY ?**

(Based on the manual analysis of advertisements flashed on television during the period of January' 2006 to August' 2008)

**Table 40 Celebrity Endorsements Found Commonly Across Product / Service categories**

| No | Product / Service Categories | Total (f) |
|---|---|---|
| 1 | Telecom Service Providers & Handsets | 15 |
| 2 | Automotive and Fuel | 26 |
| 3 | Food & Beverages | 32 |
| 4 | Breweries and Confectionaries | 7 |
| 5 | Media & Entertainment | 8 |
| 6 | Apparels | 13 |
| 7 | Banking, Insurance & Financial Services | 14 |
| 8 | Personal Care (Toiletries, Cosmetics & Body Appli.) | 62 |
| 9 | Fashion & Lifestyle | 18 |
| 10 | Other Fast Moving Consumer Goods | 24 |
| 11 | Real Estate | 8 |
| 12 | Corporate Advertising | 1 |
| 13 | Educational Services | 1 |
| 14 | Consumer Durables & Electronics | 10 |
| 15 | Household Products | 16 |
| 16 | State Endorsements | 2 |
| 17 | Retail Outlets | 2 |
| Total | | 259 |

Total celebrity endorsement advertisements recorded = 259

The researcher has undertaken a manual analysis of advertisements flashed on television during the period of January' 2006 to August' 2008. A manual attempt was put to prepare a list of film and sports celebrity endorsed advertisements flashed during the prime time on prime channels. Celebrity endorsed advertisements flashed during this were manually recorded. Advertisements flashed during the prime time (between 8 p.m to 11 p.m) were listed. Since a manual attempt was put, a possibility of missing a couple of advertisements cannot be denied. Also, the above mentioned classifications of product / service categories

include a wide range of products/services within. Under the absence of some standardized classification of product/service classification, the researcher has come out with his own classification by gaining insights from existing data resources.

Again, a frequency distribution analysis was undertaken after categorizing the television advertisements into the above mentioned classification. As the Table reveals, form among the total celebrity endorsement advertisements flashed (i.e., 259), the maximum number of celebrity endorsements was found Personal Care (Toiletries, Cosmetics & Body applicants) category (f=62).

Almost around 62 brands were endorsed by various celebrities in the segment of Personal Care products. Maximum endorsements were found for Hair Oil/Cream/Color, moisturizer/body lotion & cream/powder and, soaps. Even the personal care segment falls under the broad category of fast moving consumer goods. If an aggregate of personal care and the other F.M.C.G goods are taken then the total endorsements go to a whopping figure of 86 endorsements by celebrities. The other product categories to follow in sequence were Food and Beverages (f=32) and, Automotive and Fuel (f=26). Following tables indicate the classification of products within the top three endorsed product categories.

**Table 40.1 Personal Care Products (Toiletries, Cosmetics & Body Applicants etc.) (N=62 Brands)**

| No. | Product Categories | Brands end. / f |
|---|---|---|
| 1 | Hair Shampoo | 06 |
| 2 | Hair Oil / Cream / Color | 20 |
| 3 | Moisturizers, Body lotions & Creams, Powders | 15 |
| 4 | Hair and Body soaps | 14 |
| 5 | Oral Care | 07 |

**Table 40.2 Food and Beverages (N=32 Brands)**

| No. | Product Categories | Brands end. / f |
|---|---|---|
| 1 | Soft drinks | 10 |
| 2 | Energy drinks | 01 |
| 3 | Hot drinks | 02 |
| 4 | Sharbat and Juice | 02 |
| 5 | Wafers, Biscuits and Pizza and other items | 17 |

**Table 40.3 Automotive and Fuel (N=26 Brands)**

| No. | Product Categories | Brands endorsed / Frequency |
|---|---|---|
| 1 | Engine oil / lubricants / | 04 |
| 2 | Tyres | 01 |
| 3 | Two wheelers | 08 |
| 4 | Four wheelers | 11 |
| 5 | Fuel | 03 |

The other fast moving consumer goods occupied the fourth slot down the list with 24 endorsements. Fashion and Lifestyle products were at the fifth slot with 18 endorsements. With an increased care and concern for beauty and health, along with an increased competition within these product categories, corporate players and advertisers have adopted the strategy of celebrity endorsement advertising.

**OBJECTIVE 4 :**

**EFFECTIVENESS OF CELEBRITY ENDORSEMENT ADVERTISING ACROSS CONSUMER SEGMENTS**

**NOTE : PLEASE REFER Hypothesis H7 and H8 – Page no. 163 – 169**

**OBJECTIVE 5 :**

**EFFECTIVENESS OF CELEBRITY ENDORSEMENT ADVERTISING ACROSS PRODUCT CATEGORIES**

**(A) Perceived effectiveness of various celebrities across product categories**

**Multiple Responses (N)**

**Table 41 Perceived Effectiveness of various Celebrities across Product Categories**

| SR. NO. | PRODUCTS / SERVEICES | FILM CEL. | SPORTS CEL. | OTHER CEL. | NO CEL. |
|---|---|---|---|---|---|
| 1 | Telecom Service providers & Handsets (N) | 942 | 216 | 134 | 8 |
| | Approximate % * Total Responses N = 1300 | 72.4% | 16.6% | 10.3% | 0.7% |
| 2 | Automotive & Fuel (N) | 176 | 1144 | 176 | 00 |
| | Approximate % * Total Responses N = 1496 | 11.8% | 76.4% | 11.8% | 0.0 |
| 3 | Food & Beverages (N) | 1106 | 484 | 402 | 00 |
| | Approximate % * Total Responses N = 1992 | 55.5% | 24.3% | 20.2% | 0.0 |
| 4 | Breweries & Confectionaries (N) | 438 | 352 | 310 | 16 |
| | Approximate % * Total Responses N = 1116 | 39.2% | 31.5% | 27.7% | 1.6% |
| 5 | Media (N) | 386 | 102 | 214 | 58 |
| | Approximate % * Total Responses N = 760 | 50.8% | 13.5% | 28.3% | 7.4% |
| 6 | Apparels (N) | 894 | 422 | 264 | 12 |
| | Approximate % * Total Responses N = 1592 | 56.2% | 26.5% | 16.6% | 0.7% |

| | | | | | |
|---|---|---|---|---|---|
| 7 | Banking, Insurance & Financial Services (N) | 336 | 470 | 572 | 122 |
| | Approximate % * Total Responses N = 1500 | 22.4% | 31.3% | 38.2% | 8.1% |
| 8 | Personal Care (Toiletries & Cosmetics) (N) | 1320 | 506 | 478 | 16 |
| | Approximate % * Total Responses N = 2320 | 56.9% | 21.8% | 20.6% | 0.7% |
| 9 | Fashion & Lifestyle (N) | 1851 | 543 | 74 | 00 |
| | Approximate % * Total Responses N = 2468 | 75.0% | 22.0% | 3.0% | 0.0% |
| 10 | Fast Moving Consumer Goods (N) | 1193 | 965 | 464 | 00 |
| | Approximate % * Total Responses N = 2622 | 45.5% | 36.8% | 17.7% | 0.0% |
| 11 | Real Estate (N) | 202 | 180 | 356 | 120 |
| | Approximate % * Total Responses N = 858 | 23.5% | 21.0% | 41.5% | 14.0% |
| 12 | Corporate Advertising (N) | 93 | 97 | 221 | 51 |
| | Approximate % * Total Responses N = 462 | 20.2% | 20.9% | 47.9% | 11.0% |
| 13 | Educational Services | 86 | 75 | 158 | 27 |
| | Approximate % * Total Responses N = 346 | 25.3% | 21.7% | 45.6% | 7.4% |
| 14 | Consumer Durables & Electronics | 338 | 537 | 231 | 18 |
| | Approximate % * Total Responses N = 1124 | 30.1% | 47.8% | 20.6% | 1.5% |
| 15 | Household Products | 398 | 274 | 277 | 7 |
| | Approximate % * Total Responses N = 956 | 41.6% | 28.7% | 29.0% | 0.7% |

* Percentage calculated on total respondents

**(B) Effectiveness of celebrity endorsement advertising across product categories (Based on brand recall)**

Total brand recall = 2856

**Table 42 Effectiveness of Celebrity Endorsement Advertising across Product Categories**

| Sr. No. | Product / Service Categories | Brand Recall (Frequencies) | App.% * |
|---|---|---|---|
| 1 | Telecom Service Providers & Handsets | 294 | 10.2 |
| 2 | Automotive and Fuel | 223 | 7.8 |
| 3 | Food & Beverages | 905 | 31.7 |
| 4 | Breweries and Confectionaries | 263 | 9.2 |
| 5 | Media & Entertainment | 200 | 7.0 |
| 6 | Apparels | 230 | 8.0 |
| 7 | Banking, Insurance & Financial Services | 24 | 0.9 |
| 8 | Personal Care (Toiletries & Cosmetics) | 409 | 14.3 |
| 9 | Fashion & Lifestyle | 123 | 4.3 |
| 10 | Other Fast Moving Consumer Goods | 100 | 3.5 |
| 11 | Real Estate | 00 | 00 |
| 12 | Corporate Advertising | 00 | 00 |
| 13 | Educational Services | 00 | 00 |
| 14 | Consumer Durables & Electronics | 80 | 2.9 |
| 15 | Household Products | 00 | 00 |
| 16 | State Endorsements | 05 | 0.2 |
| 17 | Retail Outlets | 00 | 00 |

** Percentage calculated on total brand recall*

From among a total brand recall of 2856 responses, the highest recall was for food and beverages (905 responses), followed by personal care (toiletries & cosmetics, 409 responses) and, telecom service providers & handsets (294 responses). This shows the growing interest of consumers for food and beverages, personal care products and communication technologies.

**OBJECTIVE 6 :**

**SEGMENTED CELEBRITY SELECTION FOR DIFFERENT / SAME PRODUCTS (I.E. WHETHER THE USE OF SAME CELEBRITY FOR THE ENTIRE MARKET OR NOT?)**

The above mentioned objective/research question was analysed from the perspective of multiple celebrity endorsement as an advertising strategy. To begin with, an understanding of multiple celebrity endorsements is provided to prepare the theoretical base and later an analysis of few questions and brand recall is detailed. Further, a review of an existing literature related to multiple celebrity endorsements provides an overview of using this strategy and its' effectiveness.

**Theoretical understanding**

Celebrity endorsement can be classified based on :

- The number of products endorsed (single product vs. multiple products) or,
- The number of celebrities doing the endorsement (single celebrity vs. multiple celebrities).

Multiple celebrity endorsement refers to the use of two or more celebrities in an advertising campaign (Hsu and McDonald 2002). Based on how a celebrity or multiple celebrities are featured in advertisements, Nam-Hyun Um* have further classified multiple celebrity endorsements in two categories:

- **Type I** multiple celebrity endorsement: refers to an endorsement in which two or more celebrities come together and endorse a product or brand in the same advertisement. For e.g., Royal Stag CD's, Parachute after shower, Speed fuel etc.
- **Type II** multiple celebrity endorsement: refers to an endorsement in which different celebrities endorse the same product or brand in a series of advertising campaigns over a period of time. For e.g., Lux soap, Pepsi, Boost etc.

The effectiveness of multiple celebrity endorsement advertising is quite difficult to assess in terms of the actual sales of the product/brand.

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The effectiveness of multiple celebrity endorsements can at the most be studied with reference to product/brand recall, attitude toward the advertisement, attitude toward the brand and, purchase intention.

Further evaluation of effectiveness in terms of actual sales may not be possible. It becomes altogether more complex to differentiate or segment the proportion of actual sales. One can't assess as to which celebrity from among the multiple celebrities used (whether in the same advertisement or a series of advertisements over a period of time) has contributed to a specific proportion of the total sales.

**Analysis of advertisements recorded**

An analysis of the television advertisements flashed during the period of January' 2006 to August' 2008 (manually recorded) was undertaken. A total of 259 celebrity endorsement advertisements flashed during this period were manually recorded. From among 259 celebrity endorsed advertisements, around 51 advertisements (i.e., only around 20 %) were such wherein the product/brand was endorsed by multiple celebrities. In other words, around 80 % of the celebrity endorsed advertisements used single celebrities. At the very outset, this analysis based on the actual television advertisements flashed, reveals that when it comes to marketing communications over a period of time, corporate organizations / advertising practitioners seem to prefer single celebrity endorsements as against multiple celebrity endorsements (Advertisements analyzed were listed over a period of 2 years and 7 months).

A further analysis of these 51 advertisements led to the further categorization as follows:

**Table 43 Categorisation of Multiple Celebrity Endorsement Advertisements**

| | Type I * (App.) | Both (Type I & Type II) | Type II ** (App.) |
|---|---|---|---|
| Brands | 15 | 22 | 14 |

Multiple celebrity endorsement advertisements = 51

**Type I** - Two or more celebrities coming together and endorsing product/brand in the same advertisement

**Type II** - Different celebrities endorsing the same product/brand in a series of advertising campaigns over a period of time

There are 15 products/brands that have gone exclusively only for the Type I. i.e., these 15 brands were the ones which exclusively used multiple celebrities in the same advertisement. In other words, these 15 brands never advertised by hiring different celebrities to endorse the same brand, over a period of time.

There are 14 products/brands that have gone exclusively only for the Type II. i.e., these 14 brands were advertised by hiring different celebrities over a period of time. They never used multiple celebrities to endorse the same brand in the same advertisement.

On the other hand, there are 22 brands which have gone for both Type I as well as Type II advertising. i.e., 22 brands advertised were such wherein, two or more celebrities came together and endorsed the product/brand in the same advertisement. Moreover, the same 22 brands also used different celebrities to endorse the same product/brand in a series of advertising campaigns over a period of time.

**Analysis of brand recall**

A second perspective to the effectiveness of multiple celebrity endorsement advertising strategy was provided, based on the brand recall of the respondents surveyed.

**Effectiveness of celebrity endorsement advertising (single celebrity v/s multiple celebrities) (Based on brand recall along with celebrities therein)**

**Table 44 Effectiveness of Celebrity Endorsement Advertising (Single Celebrity v/s Multiple Celebrities)** Total brand recall = 2684

| Product / Service Categories | Brand Recall (Frequencies) | Approximate % * |
|---|---|---|
| Single celebrity | 2227 | 83% |
| Multiple celebrities | 457 | 17% |

* Percentage calculated on total brand recall

The above table reveals that from among a total recall of 2684 brands and the celebrities therein, around 2227 brands recalled (App. 83%) were the ones wherein a single celebrity endorsed the brand. Whereas, 457 brands recalled (App. 17%) were such wherein multiple celebrities (two or more celebrities) endorsed the product/brand. Thus, as far as recall of the advertisements is concerned, the above analysis endorses that endorsement advertisements with single celebrities are more effective than multiple celebrities. Thus, the study result contradicted with the researcher's objective in support of multiple celebrity endorsements.

**Table 45 Acceptance / Rejection of Regional Celebrities**

N=1080

| CELEBRITIES | ACCEPT | | REJECT | | CAN'T SAY | |
|---|---|---|---|---|---|---|
| | N | App.% | N | App.% | N | App.% |
| REGIONAL FILM STARS | 140 | 14 | 821 | 76 | 119 | 10 |
| REGIONAL SPORTS STARS | 465 | 43 | 518 | 48 | 97 | 9 |

In this direction, a further analysis (of Question 45) was undertaken. Respondents were asked to mention their acceptance or rejection for the regional film and sports celebrities as brand ambassadors. From among 1080 respondents, 140 respondents (App. 14%) accepted and 821 respondents rejected (App.76%) the regional film celebrities as brand ambassadors. Around 11% (i.e., 119 respondents) were not in a position to answer the question raised. Regarding the regional sports celebrities, from among the total respondents, 465 respondents (App. 43%) accepted, 518 respondents (App. 48%) rejected and, 97 respondents (App. 9%) were unable to give any opinion. This analysis reveals that there is a high rejection for regional film celebrities. At the same time, almost a similar acceptance and rejection is observed for regional sports celebrities as brand ambassadors. Hindi cinema has always dominated the Indian film industry, though large numbers of films are made in other regional languages. Hindi being the national language and used in communication almost in all corners of India, is the preferred medium for entertainment. Hence, the segmentation of celebrities to impact the audience in the selected geographical areas/states may not serve the purpose. Hindi film celebrities have always been preferred as brand ambassadors over other regional film celebrities. But, it is equally true that had the survey being conducted in south of India, the results would have been totally contradictory. The south of India is highly influenced by the regional film celebrities than the Hindi film celebrities. Local brands are likely to benefit from the endorsements done by regional celebrities, in South India. Thus, it is concluded that segmentation of celebrities may not serve the purpose with reference to the geographic segments. Since there was almost a similar acceptance and rejection for the regional sports celebrities (only cricketers), segmentation of sports celebrities can be experimented on geographic segments.

**Review of literature on multiple celebrity endorsements**

Based on the literature review, following are some reasons for using multiple celebrities for endorsing a product/brand.

1. Different celebrities are likely to appeal to different people within the target audience.
2. To break the single celebrity clutter.
3. To provide a change to the audience (to avoid the audience boredom) provided the campaign has a large advertising and media budget.
4. People change over a period of time. The way they identify themselves with different brands they consume is also likely to change. Hence, celebrities with different personalities can be effectively used to provide the celebrity-brand connect thereby incorporating the change.
5. If celebrity endorsement advertising is adopted as a long term strategy, then an over-dependence on a single celebrity may turn out to be a risky proposition since the negative outcomes are likely to overweigh the positive outcomes. Hence, multiple celebrities are preferred against single celebrities to endorse the brands.
6. To develop social consensus among the target audience. Social consensus is defined as "the tendency of the action to generalize across different kinds of entities" (Tripp 1990; p. 16). Social consensus deals with the consumer's perception of whether other individuals view the product similarly. In context to advertising, when multiple celebrities are used to endorse a brand, the consumer is likely to perceive the message from the endorser as due to the nature/quality of the product and not the money or other benefits received as an outcome of the endorsement. Mowen and Brown (1981) recommend that by using multiple endorsers, advertiser could effectively use the concept of consensus. Multiple celebrity endorsements, based on potential impact of consensus information, can work as a good marketing strategy.
7. The availability and allocation of huge budgets for bearing the media costs and heavy endorsement fees.
8. To use as a counter strategy to retaliate to your competitors

**OBJECTIVE 7 :**

**POSSIBILITY OF WIDENING THE SET OF CELEBRITIES FOR ENDORSEMENT ADVERTISING**

**Table 46 Possibility of Widening the Set of Celebrities for Endorsement Advertising**

| Sr. No. | Responses | Frequency | Approximate % |
|---|---|---|---|
| 1 | Yes | 834 | 77.2 |
| 2 | No | 182 | 16.9 |
| 3 | Can't Say | 64 | 5.9 |
| **Total** | | 1080 | 100 |

The respondents were asked to give their opinion on whether they would accept or reject other celebrities (apart from film stars and sport stars) as product / brand ambassadors. From among the total respondents surveyed (N=1080), around 834 respondents (77.2%) revealed their acceptance for celebrities other than film and sport stars. However, 182 respondents (16.9%) denied using of celebrities other than film and sport stars. Only 64 respondents (5.9%) were unable to give their opinion as a result of confusion. Though the craze for Hindi film celebrities and cricketers is increasing day by day, still there is a scope to introduce other celebrities in endorsement advertising. With the manifold increase in the number of satellite channels there is an increase in the number of variety of celebrities. Television serials and reality shows have created new personalities. Also, government is putting sincere efforts to promote other sports and it has gained some success. Moreover, the film and sports celebrity clutter is paving way for other celebrities. Also, there is a feeling that the Indian audience is getting bored looking to the same faces for a long period of time. They need a change and hence now desire to see celebrities other than Hindi film stars and cricketers. In recent times, with the rise of icons like Sania Mirza, Mahesh Bhupathi and Leander Paes, Rajyawardhan Rathore etc., there is a desire to see these celebrities endorsing various brands.

**OBJECTIVE 8 :**

**PERCEIVED IMPORTANCE OF VARIOUS DIMENSIONS OF A CELEBRITY ENDORSER**

**Table 47 Perceived Importance of Various Dimensions of a Celebrity Endorser**

N=1080

| SR. NO. | CELEBRITY DIMENSIONS | MOST IMPORTANT | | IMPORTANT | | INDIFFERENT | | UN-IMPORTANT | | LEAST IMPORTANT | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | N | App.% | N | App.% | N | App.% | N | App.% | N | App.% |
| 1 | Attractiveness | 452 | 41.8 | 412 | 38.1 | 106 | 9.8 | 53 | 4.9 | 58 | 5.4 |
| 2 | Trustworthiness | 387 | 35.8 | 386 | 35.7 | 140 | 12.9 | 92 | 8.6 | 76 | 7.0 |
| 3 | Expertise | 452 | 41.8 | 372 | 34.4 | 133 | 12.4 | 82 | 7.5 | 43 | 3.9 |
| 4 | Familiarity | 356 | 32.9 | 431 | 39.9 | 152 | 14.0 | 73 | 6.7 | 70 | 6.5 |
| 5 | Likeabiity | 321 | 29.7 | 521 | 48.2 | 113 | 10.5 | 53 | 4.9 | 73 | 6.7 |
| 6 | Power | 241 | 22.3 | 291 | 26.9 | 232 | 21.4 | 193 | 17.8 | 125 | 11.6 |
| 7 | Profession | 271 | 25.0 | 296 | 27.4 | 247 | 22.8 | 159 | 14.8 | 108 | 10.0 |
| 8 | Gender | 181 | 16.7 | 256 | 23.7 | 237 | 21.9 | 173 | 16.0 | 234 | 21.7 |

**Individual dimension-wise analysis**

From among 1080 respondents, around 41.8% (i.e., 452) agree that attractiveness is the most important dimension, whereas around 38.1% (i.e., 412) consider it as important. Only 5.4%, i.e., around 58 respondents consider it as the least important dimension. For trustworthiness, around 35.8% (i.e., 387) and 35.7% (i.e., 386) consider it as most important and important. Expertise as dimension is considered as most important by 452 respondents (App. 41.8%), whereas around 34.4% (i.e., 372) consider it as important. As far as familiarity is concerned, 39.9% (i.e., 431) consider it as an important dimension, whereas around 32.9% consider it as most important. Further, around 48.2% (i.e., 521) consider likeability as an important dimension, while only 29.7% (i.e., 321) consider it as the most important dimension. Power is considered as an important dimension by 291 respondents (App. 26.9%), whereas around 22.3% (i.e., 241) consider it as the most important dimension. Profession is considered as an important dimension by 296 respondents (App. 27.4%) and is considered as the most important dimension by 25% respondents. Gender is considered as an important dimension by around 23.7% respondents (i.e., 256). Around 21.9%, i.e., 237 respondents are indifferent towards this dimension.

An aggregate score of 'Most important' and 'Important' columns reveal that attractiveness, likeability and attractiveness are scoring maximum respectively.

**Overall analysis**

The overall analysis of the above mentioned table reveals some interesting findings. Among the eight dimensions listed, under the category of 'Most important', the maximum score (i.e., 452) was for

attractiveness and expertise, both. Trustworthiness (387) and familiarity (356) were having the second and the third highest scores. Likeability scored maximum with 521 responses in the category of an important dimension. Familiarity as an important dimension could secure 431 responses. Maximum respondents revealed their 'Indifferent' approach for Profession, as a dimension of the celebrity. In fact, large number of respondents revealed their indifferent approach towards power, profession and, gender. Also, many respondents considered the same three dimensions as unimportant and gave them the least importance. Thus, it is concluded that attractiveness, expertise and, trustworthiness are the three most important dimensions as perceived by the respondents. And, power, profession and, gender are the three least important dimensions. An aggregate score of 'Most important' and 'Important' columns reveal that attractiveness, likeability and expertise are scoring maximum respectively.

**OBJECTIVE 9 :**

**PERCEIVED GAINS OF CELEBRITIES AS A RESULT OF ENDORSEMENT ADVERTISING**

**Table 48 Perceived Gains of Celebrities as a Result of Endorsement Advertising**

| SR. NO. | PERCEIVED GAINS | NO. OF RESPONSES | App.% * N = 1080 |
|---|---|---|---|
| 1 | More Visibility / Exposure | 650 | 60.2 |
| 2 | Fame | 756 | 70.0 |
| 3 | Publicity | 849 | 78.7 |
| 4 | Money / Financial Gains | 1007 | 93.3 |
| 5 | Increase in Market Value | 496 | 46.0 |
| 6 | Increase in Celebrity Status | 702 | 65.0 |
| 7 | More Assignments | 453 | 42.0 |
| Total | | 4913 | 455.2 |

* Multiple responses, percentage calculated on total respondents

A total of 4913 responses were obtained from the respondents. As the above mentioned reflects, around 93% respondents (1007 responses) perceived that celebrities gain huge 'Money' in the form of heavy endorsement fees. Around 78% respondents (849 responses) perceived that celebrities are likely to gain more 'Publicity' through the process of celebrity endorsements. 70% respondents (756 responses) were of the opinion that celebrities gain 'Fame' as a result of endorsements done by them. The least perceived gain as per the respondents was getting 'More assignments'. Thus, a majority of respondents perceive that celebrities are likely to gain money, publicity and, fame.

**OBJECTIVE 10 :**

**INDIAN CELEBRITY RATINGS (FOR SELECTED FILM AND SPORTS STARS)**

**CREDIBILITY**

Total Responses for each celebrity = 1080

**Table 49 Scores of Celebrities based on Credibility**

| No. | Celebrities | Extremely Credible | Strongly Credible | Moderately Credible | Somewhat Credible | Not Very Much So |
|---|---|---|---|---|---|---|
| 1 | Amitabh Bachhan | 404 | 376 | 201 | 53 | 46 |
| 2 | Shahrukh Khan | 411 | 341 | 187 | 102 | 39 |
| 3 | Aishwarya Rai | 334 | 278 | 271 | 137 | 60 |
| 4 | Priety Zinta | 194 | 194 | 432 | 193 | 67 |
| 5 | Sachin Tendulkar | 579 | 208 | 187 | 60 | 46 |
| 6 | Yuvraj Singh | 173 | 271 | 306 | 207 | 123 |
| 7 | Sania Mirza | 124 | 383 | 355 | 137 | 81 |
| 8 | M.S.Dhoni | 215 | 285 | 418 | 109 | 53 |

The above mentioned table reveals that as far as credibility is concerned, from among the selected celebrities, within the category of extremely credible, Sachin Tendulkar ranks first with a score of 579, Shahrukh Khan the second with a score of 411 and, Amitabh Bachhan the third with a score of 404. The lowest score in the same category is for Sania Mirza (124). Surprisingly, in the category of celebrities with strong credibility, Sania Mirza ranks first with a score of 383. The analysis also reveals that in the category of 'Not very much so', Yuvraj Singh is having the highest score (123). In other words, Yuvraj Singh is the least credible celebrity.

**FAMILIARITY**

Total Responses for each celebrity = 1080

**Table 50 Scores of Celebrities based on Familiarity**

| No. | Celebrities | Extremely Familiar | Strongly Familiar | Moderately Familiar | Somewhat Familiar | Not Very Much So |
|---|---|---|---|---|---|---|
| 1 | Amitabh Bachhan | 453 | 404 | 138 | 46 | 39 |
| 2 | Shahrukh Khan | 502 | 348 | 131 | 53 | 46 |
| 3 | Aishwarya Rai | 439 | 264 | 215 | 109 | 53 |
| 4 | Priety Zinta | 187 | 390 | 313 | 144 | 46 |
| 5 | Sachin Tendulkar | 628 | 229 | 117 | 60 | 46 |
| 6 | Yuvraj Singh | 257 | 313 | 194 | 186 | 130 |
| 7 | Sania Mirza | 208 | 348 | 299 | 137 | 88 |
| 8 | M.S.Dhoni | 348 | 425 | 180 | 81 | 46 |

An analysis of the above mentioned table ranking the celebrities under the study, the extremely familiar celebrity is Sachin Tendulkar with a score of 628. Sachin is then followed by Shahrukh Khan (502) and, Amitabh Bachhan. Thus, as far as credibility and familiarity is concerned, Sachin, Shahrukh and, Amitabh continue maintaining the first, second and, third position respectively. Within the category of strongly credible celebrities, Mahendra Singh Dhoni (425) tops the list, followed by Amitabh Bachhan (404) and, Priety Zinta (390). Yuvraj Singh again scores the lowest (130) in the category of 'Not very much so'.

**LIKEABILITY**

Total Responses for each celebrity = 1080

**Table 51 Scores of Celebrities based on Likeability**

| No. | Celebrities | Extremely likeable | Strongly likeable | Moderately likeable | Somewhat likeable | Not very much so |
|---|---|---|---|---|---|---|
| 1 | Amitabh Bachhan | 376 | 446 | 145 | 67 | 46 |
| 2 | Shahrukh Khan | 411 | 327 | 215 | 60 | 67 |
| 3 | Aishwarya Rai | 366 | 246 | 229 | 158 | 81 |
| 4 | Priety Zinta | 250 | 250 | 348 | 151 | 81 |
| 5 | Sachin Tendulkar | 558 | 236 | 145 | 88 | 53 |
| 6 | Yuvraj Singh | 166 | 271 | 208 | 256 | 179 |
| 7 | Sania Mirza | 145 | 390 | 292 | 137 | 116 |
| 8 | M.S.Dhoni | 236 | 292 | 334 | 151 | 67 |

Sachin Tendulkar is the extremely likeable celebrity with a score of 558, followed by Shahrukh Khan (411) and, Amitabh Bachhan (376). Again, these three celebrities have maintained their earlier positions. The least likeable celebrity is again Yuvraj Singh with a score of 179.

Thus, when it comes to the ranking of the selected celebrities, whether individually dimension-wise or overall (all three dimensions), Sachin Tendulkar ranks first, Shahrukh Khan ranks second and, Amitabh Bachhan ranks third.

## OBJECTIVE 11

## EXPLORE THE CAUSES FOR THE FAILURE OF CELEBRITY ENDORSEMENTS IN INDIAN MARKETS

Most of the debates/discussions/analysis on the failure of celebrity endorsements focuses upon the scams and scandals or any misconduct that a celebrity is found involved into. And, an immediate impact of the discovery of such scams/scandals/misconduct is the withdrawal of advertisements of the concerned celebrity. The moment there is a withdrawal of an advertisement from the media following the discovery of a scam or a scandal of the celebrity, the endorsement advertising is labeled as a 'Failure'. What would one say for those celebrity endorsed advertisements which continue to be flashed in the media but still are found generating poor sales? Further, the success or failure of a celebrity endorsed advertising can be judged on various parameters like grabbing the attention of the audience, brand recall, attitude toward the brand endorsed, purchase intention, actual purchase etc. For E.g., a celebrity advertisement succeeds in grabbing the attention of the audience, generating a high brand recall but, for some reason fails to result into actual sales. Will such endorsement advertisement be labeled as a 'Success' or a 'Failure'? And what causes will be attributed to the success or failure of the endorsement advertising. Thus, there are various perspectives to look at, when there is a debate or discussion on the success or failure of celebrity endorsement advertising.

Keeping in mind the above mentioned complexities, the researcher has put an effort to discuss the failure of celebrity endorsed advertisements with a very different perspective. An analysis of few questions incorporated in the questionnaire provides further insights into this debatable issue.

### Celebrity – Advertisement association

An analysis of Question 53 was undertaken to identify the celebrity-advertisement association. i.e., Are the respondents able to associate a particular celebrity with the right brand or not? Hence, the question drafted was focusing upon whether respondents are able to distinguish a brand endorsed by a celebrity from the competitor's brand or do they end up associating with the competitor's brand? Hence the very purpose for incorporating a celebrity to distinguish the brand from competing brands stands defeated. Following table gives an idea about the various product categories were selected to determine the celebrity-advertisement association.

**Table 52 Products Selected for Celebrity-Advertisement Association**

| Products/Brands | Number |
|---|---|
| Soft drinks | 4 |
| Automobile fuel | 3 |
| Two-Wheelers | 2 |
| Eatables (Biscuits) | 3 |
| Life Insurance Policies | 2 |
| Jewellery | 3 |
| Household goods | 5 |

**Table 53 Celebrity - Advertisement Association**

| Brands | A.B | S.M | P.Z | S.T | SRK | MSD | A.R. | Y.S |
|---|---|---|---|---|---|---|---|---|
| Coke | | | | | | | 672 | |
| Pepsi | 634 | | 475 | 638 | 678 | | 36 | |
| Sprite | | 569 | | | | 23 | | |
| Lehar 7 Up | | | | | | 459 | | |
| | | | | | | | | |
| HP Fuel | | 483 | | | | | | |
| Indian Oil X'tra Premium | | | | | | | | 617 |
| Speed | | | | | | 864 | | |
| | | | | | | | | |
| TVS Suzuki | | | | 531 | 524 | 432 | | 47 |
| Hero Honda | | | | | 327 | 56 | | 569 |
| | | | | | | | | |
| Britania | | | | 883 | | 267 | | |
| Parle | | | | | | 386 | | |
| Sunfeast | | | | | 763 | | | |
| | | | | | | | | |
| AIG Life Insur. | | | | 231 | | | | |
| Aviva Life Insur | | | | 659 | | | | |
| | | | | | | | | |
| Nakshatra | 213 | | | | 95 | | 563 | |
| DTC | 216 | | | | 219 | | 196 | |
| Gliteratti | 64 | | | | 128 | | 43 | |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Asian Paints | 319 | | | | | | | |
| Nerolac Paints | 427 | | | | | | | |
| | | | | | | | | |
| Godrej | | | 582 | | 33 | | | |
| Whirlpool | | | | | | | | |
| Videocon | | | | | 529 | 458 | | |

An analysis of the above mentioned table of celebrity-brand association reveals following findings:

- Within the soft drinks category, the celebrity-brand association is accurate for Amitabh Bachhan, Sania Mirza, Priety Zinta, Sachin Tendulkar and, Shahrukh Khan. For, Mahendra Singh Dhoni and Aishwarya Rai there are some discrepancies observed. For Dhoni, from among the total responses of 482 within this product category, around 4.7% (i.e., 23) responses were associated with the competing brand. For Aishwarya Rai, from among the total responses of 708, around 5% (i.e., 36) responses were associated with the competing brand. Thus, around 5% discrepancies were noted for two celebrities among seven celebrities. These discrepancies were not very significant and hence further analysis of the same was dropped.
- A perfect celebrity-association was found for the automobile fuel category. One reason for a perfect association between the celebrity and the brand could be the existence of few brands actually competing within this product category. Another reason could be that the celebrities (i.e., Sania Mirza, Dhoni and, Yuvraj Singh) involved for endorsing automobile fuel are endorsing very few other product categories. Hence, there is almost no or very less confusion about the brands endorsed by these celebrities.
- Within the automobile category for two-wheelers, major discrepancies were noted for Shahrukh Khan and Yuvraj Singh. For Shahrukh Khan from among a total response of 851, around 38% (i.e., 327) were wrongly associated with the competing brand (i.e., Hero Honda). For Yuvraj Singh the discrepancy noted was around 32% (i.e., 267 responses from a total of 836 responses). In case of Shahrukh Khan, the probable reason for such a high discrepancy could be the large number of endorsements done by Shahrukh or Shahrukh overshadowing the brand (i.e., TVS). For Dhoni and Yuvraj Singh, some insignificant discrepancies were observed which were not analysed further.
- For Biscuits, there was a major discrepancy noted for Mahendra Singh Dhoni. From

among a total of 653 responses, around 41% (i.e., 267) ended up associating him with the competing brand i.e., Britannia.

- For Sachin Terndulkar too, a significant discrepancy (around 26%) was noted for the life insurance product. He was wrongly associated with the AIG Life insurance policy.
- Large discrepancies were noted for three celebrities in the jewellery product category. Amitabh endorsed DTC brand. But, he was wrongly associated with Nakshatra (around 43% discrepancies) and Gliteratti (around 12% discrepancies). Even Shahrukh Khan was wrongly associated with Nakshatra (around 21% discrepancies) and Gliteratti (around 29% discrepancies). From among a total response of 802 for Aishwarya Rai, 563 rightly associated Aishwarya with Nakshatra. But, discrepancies were noted for DTC (around 24%) and Gliteratti (around 5%).
- Within the household category (House Paint), around 43% (i.e., 319) responses obtained wrongly associated Amitabh Bachhan with Asian Paints, the competitor of Nerolac (endorsed by Amitabh Bachhan). For household appliances, almost a perfect association was observed between the celebrity and the brand endorsed. There was a minor discrepancy (around 6%) noted for Shahrukh Khan. Mahendra Singh Dhoni was rightly associated with Videocon appliances.

The above mentioned analysis reveals that the major discrepancies ranged from around 24% to 43%. Various causes can be identified for the discrepancies observed in the above mentioned celebrity-advertisement association. Following are some of the causes identified:

**1. Celebrity clutter**

A major reason for such discrepancies is that in recent times, there has been such a deluge of celebrity endorsements that it has led to the very clutter that it aimed to break. Thus, it is the celebrity clutter which has led to the wrong celebrity-advertisement association. Over a period of time competition has intensified in certain product categories and almost every brand has switched to celebrity endorsements. Using a celebrity to endorse one's brand is the best counter strategy to fight against your competitors. A retaliating strategy of "an eye for an eye, a tooth for a tooth" is adopted. As a result there is a tremendous increase in the number of celebrity endorsements. Thus, the very objective of breakinig an advertising clutter has paved the way for 'Celebrity clutter'. The never ending war between Pepsi and Coke, Airtel and Idea, Parle and Britannia, Perk and Munch, are few evidences to this war. Both are using multiple celebrities to endorse their respective brands and that too consistently over a longer

period of time. Sachin and Aishwarya reported comparatively less discrepancies. The reason could be the less number of brands endorsed by both these celebrities. Hence, the celebrity-brand association for Sachin and Aishwarya is likely to be more near to accurate than Amitabh, Shahrukh and, Dhoni.

**2. Vampire effect**

Vampire effect is observed when the celebrity overshadows the brand endorsed. This effect is noticed in case of Amitabh Bachhan endorsing Nerolac paints. Though the advertisement of Nerolac paints was quite stunning, full of color and music still the giant personality of Amitabh Bachhan overshadowed the brand. The positioning of the brand proved to be weak as against the personality of the brand.

**3. Brand-Celebrity disconnect**

If the celebrity used represents values that conflict with the brand values and positioning, the advertising will create a conflict in the minds of the target audience who may reject the proposition. For e.g., Yuvraj Singh endorsing Hero Honda Glamour. The bike is having a stylish look, seductive body, and appealing features. The glamour of the bike is reflected from its outer looks. The fact is, Yuvraj can never be perceived as having a glamorous look. He is a person with very simple and decent outer personality. Thus, the personality of the Yuvraj Singh never fitted that of the brand and hence less likely is the match between the celebrity personality and the brand personality. Dhoni or Sreesanth would have been better choice for endorsing Hero Honda Glamour.

Other examples (not a part of the above mentioned analysis) falling under the same cause of failure of celebrity endorsements are of Shahrukh Khan and Aamir khan. The most criticized celebrity endorsement advertisement of the recent time was for the Lux beauty soap. Shahrukh was shown in a bathtub surrounded by all female film celebrities who till date have endorsed the same brand successfully. A male shown bathing in presence of females (a couple of them old ladies!) and endorsing beauty soap (beauty being the exclusive domain of females) could only demand criticism. The sales of Lux dropped and the company suffered heavy losses due to the failure of such an expensive ad campaign which had all the previous brand ambassadors of the brand (they were all yesteryears actresses who had modeled for the soap). The company had to finally take the advertisement off-air to save its image. Further, the mindset of Indian audience in certain aspects remains unchanged and playing with their cultural roots can prove to be fatal like it did in case of this particular endorsement.

Another example of a failed celebrity endorsement was Aamir Khan endorsing Toyota's

Innova. Innova basically was positioned as a Family van. But, the positioning of Innova did not match with the personality of Aamir Khan. The audience could not establish connectivity between a celebrity having no family of his own, endorsing a vehicle meant for family. Aamir's divorce also added to the negative impact on the consumers resulting into apprehension on the part of the audience. Probably, a celebrity with a family would have been a better choice.

**4. Failure of a celebrity to perform in the related field**

For stars with a history of outstanding excellence in their profession, their proven track record ensures that a temporary downfall in their chosen field is not taken seriously and the airing of such endorsements continue. For e.g., Sachin Tendulkar. Recently he was consistently not performing for quite a longer period of time. Still, his endorsements continued to be broadcasted, since the non-performance did not affect his image in the mind of people. On the other hand, the non-performance of Virender Sehwag did result into the withdrawal of his telecommunication advertisement. The same applies to film stars also.

An overall analysis of Questions 49, 50, 51 and, 52 leads to the following understanding.

**Table 54 Perceived Impact of Non-Performance of a Film Celebrity on his/her image** (N=1080)

| | Frequency | Percent (App) | Cumulative % (App.) |
|---|---|---|---|
| Yes-Temp. | 632 | 58.5 | 58.5 |
| Yes-Perma. | 96 | 8.9 | 67.4 |
| No | 265 | 24.5 | 91.9 |
| Can't say | 87 | 8.1 | 100 |

**Table 55 Perceived Impact of Film Celebrities' changed image on Consumers' Buying Behavior** N=728 (632+96)

| | Frequency | Percent (App) | Cumulative % (App.) |
|---|---|---|---|
| Yes-Temp. | 277 | 38 | 38 |
| Yes-Perma. | 29 | 4 | 42 |
| No | 375 | 51.5 | 93.5 |
| Can't say | 47 | 6.5 | 100 |

The above given tables attempt to study the impact of the poor performance of favorite film celebrities on the image of the celebrity as well as the buying behavior towards various brands endorsed by the celebrity. Table reveals that from among 1080 respondents surveyed, around 67% (i.e., 728) agreed that the recent poor performance of their favorite film celebrity will adversely affect the celebrity's image in their mind. Around 25% (i.e., 265) denied having any change in the image of their favorite celebrity. Around 8% were in a confused state of mind to answer this question. Further, from among 1080 respondents, 632 respondents i.e., around 58% agreed that the change in image of their favorite celebrity would be temporary. Only around 9% (i.e., 96) agreed that the change in image would be permanent. Thus, it leads to the conclusion that a poor performance of the favorite film celebrity will significantly and adversely affect the celebrity's image in the mind of the consumers. However, this change in image would be more of temporary and very less of permanence.

A further analysis of these 728 respondents (with the change in the image of their favorite film celebrity) reveals that around 51%, i.e., 375 respondents were such whose buying behavior towards the products/brands endorsed by the concerned celebrity, would not be affected. 277 respondents were such whose buying behavior will be temporarily affected and 47 respondents were unable to opine on this issue. Thus, the poor performance of favorite film celebrity is definitely and significantly going to affect the image of the celebrity as well as the buying behavior of the respondents towards the products/brands endorsed by the specific celebrity. However, this impact would be more of temporary in nature.

**Table 56 Perceived Impact of Non-Performance of a Sports Celebrity on his/her image** (N=1080)

| | Frequency | Percent (App) | Cumulative % (App.) |
|---|---|---|---|
| Yes-Temp. | 535 | 49.6 | 49.6 |
| Yes-Perma. | 73 | 6.7 | 56.3 |
| No | 384 | 35.6 | 91.9 |
| Can't say | 88 | 8.1 | 100.0 |

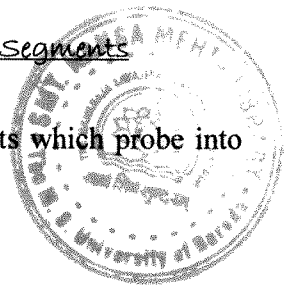
**Table 57 Perceived Impact of Sports Celebrities' changed image on Consumers' Buying Behavior**

N=608 (535+73)

| | Frequency | Percent (App) | Cumulative % (App.) |
|---|---|---|---|
| Yes-Temp. | 258 | 42.5 | 42.5 |
| Yes-Perma. | 56 | 9.3 | 51.8 |
| No | 252 | 41.3 | 93.1 |
| Can't say | 42 | 6.9 | 100.0 |

Regarding sports celebrities too, the respondents are showing almost a similar reaction to the poor performances of their favorite sports celebrity. From among 1080 respondents surveyed, around 56% i.e., 608 respondents agreed that the recent poor performance of their favorite sports celebrity will certainly affect their favorite celebrity's image in their mind. From among these 608 respondents, 535 respondents are the ones who would be temporarily affected. Whereas, only 56 respondents would have a permanent change about their celebrity's image. Thus, the conclusion derived is that the poor performance of the favorite sports celebrity will significantly and adversely affect the celebrity's image in the mind of the consumer. However, the change in this image will be more of temporary as against the meager permanent change.

Further, the analysis was carried to assess the impact of the change in the image of the favorite sports celebrity on the buying behavior of the respondents. From among the 608 respondents who agreed to have a change in the celebrity's image in their mind, around 258 respondents (i.e., around 42.5%) accepted that the change in image will temporarily affect their buying behavior towards the products/brands endorsed by their favorite sports celebrity. Around 9.3% i.e., 56 respondents were of the opinion that the change in the image of their celebrity will permanently affect their buying of the products/brands endorsed by the concerned celebrity. Among these 608 respondents, almost a similar number of respondents as those whose buying behavior will be temporarily affected too denied any change in their buying behavior (252 respondents). And, 42 respondents were unable to give any opinion. Thus, one can conclude that the poor performance of the favorite sports celebrity will significantly affect both the image of the celebrity as well as the buying behavior towards the products/brands endorsed by the specific celebrity. But, this change in image and buying behavior both will be temporary.



Following are some recent examples of celebrity endorsed advertisements which probe into the causes for the failure.

**5) Over-exposure of a celebrity**

An over-exposure of a celebrity too may lead to the failure of celebrity endorsements. Celebrities like Amitabh Bachhan, Shahrukh Khan, Mahendra Singh Dhoni are endorsing large number of brands. Such over-exposure of celebrities does not help the audience to associate the celebrity with one brand. Audience perceives that celebrities are ready to lend their names to any and every brand against a heavy endorsement fee. This in turn adversely affects the believability of the celebrity endorsing the brand. Thus, the credibility of the celebrity of such over-exposed celebrities decline in the mind of the audience resulting into the failure of celebrity endorsements.

**6) Skepticism (Believability of the advertisements)**

Celebrities are having lot of money and wealth. When one sees a celebrity endorsing a brand, there is a doubt whether the celebrity is actually using the brand in his/her routine life? Masses find it difficult to believe that celebrities who are rich and can afford the best in the world are actually using a mass product being advertised on television. For e.g., Amitabh Bachhan endorsing Himani Navratna tel. Is Amitabh Bachhan using this brand of hair oil in his routine life? Shahrukh Khan is seen endorsing Hyundai Car. Can one really believe that a celebrity like Shahrukh who owns luxurious, imported cars is actually using a car positioned for the upper middle class segment? Mahendra Singh Dhoni who drinks lot of milk in his routine is found endorsing 'Boost' (an energy drink), thereby revealing the secret of his energy. Thus, the believability of the celebrity endorsed advertisements is a big question. As against celebrity endorsements, testimonial advertising seems to be a better strategy.

**7) Improper positioning**

Not all the times do we have a brand ambassador that works wonders for the brands. The association of a brand with a celebrity, however big he or she may be, in itself does not guarantee sales. The maximum it can do is attract the attention of the audience and generate interest in the product or create a buzz around it. The example which best fits into this cause of improper positioning is of Maruti Versa, which was launched amidst a lot of fanfare about three years ago. In spite of Maruti signing up superstar Amitabh Bachchan and his son Abhishek Bachchan as brand ambassadors for Versa, the brand's sales remained sluggish. The Big B magic did work and the advertisements created significant interest, drawing people into the showroom. But, perhaps because of the improper positioning (since, people were

expecting a larger than life car, just like the brand's ambassador), the sales of Versa never picked up. Later on, Versa was re-positioned as a family car, with the core proposition being, 'The joy of traveling together'. Versa started doing well and has witnessed an upswing since the new positioning.

**8) Celebrities found involved in scams / controversies / negative publicity**

People have their own perception regarding the personality of celebrities. This perception is based on the media coverage and personal behavior of the celebrity. This understanding of the person gets built up over a long period of time and any scams or controversies involving the celebrity tend to result into the downfall in the image and credibility of the celebrity. Ajay Jadeja (endorsing Kingfisher), Azharuddin (endorsing Pepsi) and, Hansie Cronje (endorsing J Hampstead) were found involved in a match fixing scandal in international cricket. Even before the guilty verdict was announced, their contracts were terminated, due to the negative connotations of people.

### 4.2.7 TESTING THE CREDIBILITY MEASUREMENT MODEL

**AMITABH BACHHAN – ATTRACTIVENESS, TRUSTWORTHINESS AND EXPERTISE ON CREDIBILITY**

Independent Variables : Attractiveness, Trustworthiness and, Expertise.

Dependent Variable: CREDIBILITY

**Table 58.1 ANOVA Results and Standardized Coefficients of Credibility - Amitabh Bachhan**

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| AB | .957(a) | .916 | .915 | .32173 |

**ANOVA**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| AB | Regression | 281.056 | 3 | 93.685 | 905.087 | .000 |
| | Residual | 25.670 | 266 | .104 | | |
| | Total | 306.726 | 269 | | | |

**Coefficients**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| AB | (Constant) | -.140 | .123 | | -1.142 | .255 |
| | Attractive. | .150 | .017 | .171 | 8.735 | .000 |
| | Trust. | .545 | .019 | .652 | 28.237 | .000 |
| | Expertise | .330 | .024 | .329 | 13.994 | .000 |

A standard regression analysis was conducted. All three independent variables together explain 91 per cent of the variance (R Square) in the credibility of Amitabh Bachhan, which is highly significant, as indicated by the F – value of 905.087. An examination of t – values indicate that all three independent variables i.e., attractiveness (8.735), trustworthiness (28.237) and, expertise (13.994) are significantly related to the endorser's credibility.

Moreover, the assumption of linearity underlying the conduct of regression analysis was also satisfied.

## SANIA MIRZA – ATTRACTIVENESS, TRUSTWORTHINESS AND EXPERTISE ON CREDIBILITY

Independent Variables : Attractiveness, Trustworthiness and, Expertise.
Dependent Variable: CREDIBILITY

**Table 58.2 ANOVA Results and Standardized Coefficients of Credibility – Sania Mirza**

**ANOVA**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| SM | Regression | 210.201 | 3 | 70.067 | 167786.651 | .000 |
| | Residual | .104 | 266 | .000 | | |
| | Total | 210.304 | 269 | | | |

**Coefficients**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| SM | (Constant) | -.001 | .007 | | -.188 | .851 |
| | Attractive. | .334 | .001 | .443 | 273.977 | .000 |
| | Trust. | .332 | .002 | .391 | 208.144 | .000 |
| | Expertise | .334 | .001 | .412 | 235.793 | .000 |

A standard regression analysis was conducted. All three independent variables together explain almost 89 per cent of the variance (R Square) in the credibility of Sania Mirza, which is highly significant, as indicated by the F – value of 167786.651. An examination of t – values indicate that all three independent variables i.e., attractiveness (273.977), trustworthiness (208.144) and, expertise (235.793) are significantly related to the endorser's credibility.

Moreover, the assumption of linearity underlying the conduct of regression analysis was also satisfied.

**PRIETY ZINTA – ATTRACTIVENESS, TRUSTWORTHINESS AND EXPERTISE ON CREDIBILITY**

Independent Variables : Attractiveness, Trustworthiness and, Expertise.

Dependent Variable: CREDIBILITY

**Table 58.3 ANOVA Results and Standardized Coefficients of Credibility – Priety Zinta**

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| PZ | .890 | .792 | .789 | .45568 |

**ANOVA**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| PZ | Regression | 181.345 | 3 | 60.448 | 291.109 | .000 |
| | Residual | 47.759 | 266 | .208 | | |
| | Total | 229.104 | 269 | | | |

**Coefficients**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| PZ | (Constant) | -.032 | .170 | | -.188 | .851 |
| | Attractive. | .339 | .029 | .390 | 11.744 | .000 |
| | Trust. | .352 | .029 | .415 | 12.103 | .000 |
| | Expertise | .326 | .033 | .357 | 9.814 | .000 |

A standard regression analysis was conducted. All three independent variables together explain almost around 80 per cent of the variance (R Square) in the credibility of Priety Zinta, which is highly significant, as indicated by the F – value of 291.109. An examination of t – values indicate that all three independent variables i.e., attractiveness (11.744), trustworthiness (12.103) and, expertise (9.814) are significantly related to the endorser's credibility. The Normal plot of regression standardized residuals for the dependent variable also indicates a relatively normal distribution. Moreover, the assumption of linearity underlying the conduct of regression analysis was also satisfied.

**SACHIN TENDULKAR – ATTRACTIVENESS, TRUSTWORTHINESS AND EXPERTISE ON CREDIBILITY**

Independent Variables : Attractiveness, Trustworthiness and, Expertise.

Dependent Variable: CREDIBILITY

**Table 58.4 ANOVA Results and Standardized Coefficients of Credibility – Sachin Tendulkar**

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| ST | 1.000 | 1.000 | 1.000 | .00287 |

**ANOVA**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| ST | Regression | 333.751 | 3 | 111.250 | 1.4E+07 | .000 |
| | Residual | .002 | 266 | .000 | | |
| | Total | 333.752 | 269 | | | |

**Coefficients**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| ST | (Constant) | -.001 | .001 | | -.830 | .407 |
| | Attractive. | .334 | .000 | .353 | 1521.612 | .000 |
| | Trust. | .333 | .000 | .384 | 1450.101 | .000 |
| | Expertise | .332 | .000 | .378 | 1557.708 | .000 |

A standard regression analysis was conducted. All three independent variables together explain almost 100 per cent of the variance (R Square) in the credibility of Sachin Tendulkar, which is highly significant, as indicated by the F – value of 1.4E+07. An examination of t – values indicate that all three independent variables i.e., attractiveness (1521.612), trustworthiness (1450.101) and, expertise (1557.708) are significantly related to the endorser's credibility. The Normal plot of regression standardized residuals for the dependent variable also indicates a relatively normal distribution. Moreover, the assumption of linearity underlying the conduct of regression analysis was also satisfied

## SHAHRUKH KHAN – ATTRACTIVENESS, TRUSTWORTHINESS AND EXPERTISE ON CREDIBILITY

Independent Variables : Attractiveness, Trustworthiness and, Expertise.

Dependent Variable: CREDIBILITY

**Table 58.5 ANOVA Results and Standardized Coefficients of Credibility – Shahrukh Khan**

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| SRK | .969 | .945 | .947 | .42012 |

**ANOVA**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| SRK | Regression | 297.141 | 3 | 96.327 | 926.114 | .000 |
| | Residual | 23.017 | 266 | .109 | | |
| | Total | 320.158 | 269 | | | |

**Coefficients**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| SRK | (Constant) | -1.890 | .136 | | -1.431 | .210 |
| | Attractive. | .214 | .018 | .320 | 37.685 | .000 |
| | Trust. | .634 | .027 | .547 | 29.543 | .000 |
| | Expertise | .279 | .034 | .381 | 19.327 | .000 |

A standard regression analysis was conducted. All three independent variables together explain 94 per cent of the variance (R Square) in the credibility of Shahrukh Khan, which is highly significant, as indicated by the F – value of 926.114. An examination of t – values indicate that all three independent variables i.e., attractiveness (37.685), trustworthiness (29.543) and, expertise (19.327) are significantly related to the endorser's credibility.

Moreover, the assumption of linearity underlying the conduct of regression analysis was also satisfied.

**MAHENDRA SINGH DHONI – ATTRACTIVENESS, TRUSTWORTHINESS AND EXPERTISE ON CREDIBILITY**

Independent Variables : Attractiveness, Trustworthiness and, Expertise.

Dependent Variable: CREDIBILITY

**Table 58.6 ANOVA Results and Standardized Coefficients of Credibility – Mahendra S. Dhoni**

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| MSD | .915(a) | .739 | .736 | .29173 |

**ANOVA**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| MSD | Regression | 221.131 | 3 | 87.245 | 747.542 | .000 |
| | Residual | 17.245 | 266 | .101 | | |
| | Total | 238.376 | 269 | | | |

**Coefficients**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| MSD | (Constant) | -.119 | .164 | | -1.001 | .219 |
| | Attractive. | .131 | .035 | .117 | 17.314 | .000 |
| | Trust. | .632 | .028 | .453 | 21.123 | .000 |
| | Expertise | .242 | .018 | .241 | 19.187 | .000 |

A standard regression analysis was conducted. All three independent variables together explain 73 per cent of the variance (R Square) in the credibility of Mahendra Singh Dhoni, which is highly significant, as indicated by the F – value of 747.542. An examination of t – values indicate that all three independent variables i.e., attractiveness (17.314), trustworthiness (21.123) and, expertise (19.187) are significantly related to the endorser's credibility.

Moreover, the assumption of linearity underlying the conduct of regression analysis was also satisfied.

## AISHWARYA RAI – ATTRACTIVENESS, TRUSTWORTHINESS AND EXPERTISE ON CREDIBILITY

Independent Variables : Attractiveness, Trustworthiness and, Expertise.

Dependent Variable: CREDIBILITY

**Table 58.7 ANOVA Results and Standardized Coefficients of Credibility – Aishwarya Rai**

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| AR | .979(a) | .963 | .971 | .27842 |

**ANOVA**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| AR | Regression | 297.004 | 3 | 96.442 | 896.147 | .000 |
| | Residual | 19.115 | 266 | .124 | | |
| | Total | 316.119 | 269 | | | |

**Coefficients**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| AR | (Constant) | -.187 | .219 | | -1.142 | .255 |
| | Attractive. | .119 | .045 | .301 | 77.689 | .000 |
| | Trust. | .474 | .039 | .564 | 48.258 | .000 |
| | Expertise | .382 | .026 | .451 | 57.341 | .000 |

A standard regression analysis was conducted. All three independent variables together explain 96 per cent of the variance (R Square) in the credibility of Aishwarya Rai, which is highly significant, as indicated by the F – value of 896.147. An examination of t – values indicate that all three independent variables i.e., attractiveness (77.689), trustworthiness (48.258) and, expertise (57.341) are significantly related to the endorser's credibility.

The assumption of linearity underlying the conduct of regression analysis was also satisfied.

**YUVRAJ SINGH – ATTRACTIVENESS, TRUSTWORTHINESS AND EXPERTISE ON CREDIBILITY**

Independent Variables : Attractiveness, Trustworthiness and, Expertise.

Dependent Variable: CREDIBILITY

**Table 58.8 ANOVA Results and Standardized Coefficients of Credibility – Yuvraj Singh**

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| Y.S | .792(a) | .758 | .757 | .23157 |

**ANOVA**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| Y.S | Regression | 194.234 | 3 | 89.213 | 684.301 | .000 |
| | Residual | 17.352 | 266 | .96 | | |
| | Total | 211.586 | 269 | | | |

**Coefficients**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| Y.S | (Constant) | -.123 | .101 | | -1.496 | .138 |
| | Attractive. | .243 | .032 | .218 | 21.614 | .000 |
| | Trust. | .321 | .024 | .673 | 19.335 | .000 |
| | Expertise | .287 | .031 | .501 | 14.874 | .000 |

A standard regression analysis was conducted. All three independent variables together explain 75 per cent of the variance (R Square) in the credibility of Yuvraj Singh, which is highly significant, as indicated by the F – value of 684.301. An examination of t – values indicate that all three independent variables i.e., attractiveness (21.614), trustworthiness (19.335) and, expertise (14.874) are significantly related to the endorser's credibility. The assumption of linearity underlying the conduct of regression analysis was also satisfied.

Thus, for all eight celebrities, all the indicators loaded significantly high on the relevant construct. More importantly, attractiveness, trustworthiness and, expertise appeared to be

highly related to the credibility. Thus, the credibility measurement model was tested successfully for the selected film and sports celebrities. The testing of model of causal sequence led to the conclusion that the sequential path of influence from attitude toward the advertisement to attitude toward the brand, which subsequently can impact purchase intent, revealed significant statistics. Thus, the model of causal sequence was successfully tested.

## 4.3 SUMMARY OF FINDINGS

The researcher found a clear mismatch between the way celebrities are perceived by the advertisers and the way they are perceived by the consumers. The teenagers and young adults who have undergone the study revealed some new dimensions like, smartness, highly energetic, aggressive, high confidence level, politeness, etc., about a celebrity.

Regarding the acceptance/rejection of various types of celebrities, the analysis revealed that the highest acceptance was for the film and sports stars (cricketers). Undoubtedly, cricketers are the most favorable and acceptable celebrities after film celebrities. The next highest acceptance was found for the Hair / Beauty / Physique Experts, Fashion models / Designers and, Music Artists. High rejection was observed for politicians

A frequency distribution analysis of the television advertisements was undertaken after categorizing them into different product categories. From among the total celebrity endorsement advertisements flashed, the maximum number of celebrity endorsements were found for Personal Care (Toiletries, Cosmetics & Body applicants) products, food and beverages and, automobile and fuel category in the order of ranking. Thus, celebrity endorsements are commonly and largely found in fast moving consumer goods categories as against the durables and service category.

The impact of celebrity endorsements on Indian consumers was determined by proposing and testing of hypothesis. It was found that there is a significant difference in the overall impact of endorsers' perceived credibility on male and female respondents' Attitude toward the Ad, Attitude toward the Brand, and Purchase Intent. Further, the overall impact of endorsers' perceived credibility on respondents' Attitude toward the Ad, Attitude toward the Brand and, Purchase Intent was found significantly different across age groups.

The actual effectiveness of celebrity endorsement advertising across product categories was assessed through the analysis of brand recall. The maximum recall was for Food & Beverages, Personal care products and, Telecom service providers & Handsets.

An analysis of the television advertisements flashed during the period of study reveals that the proportion of multiple celebrity endorsements was one-fourth that of single celebrity endorsements. A further analysis of brand recall was undertaken. The analysis concluded that the recall for single celebrity advertisements was almost five times more than the recall for multiple celebrity endorsements.

As regarding the acceptance or rejection of the regional film and sports celebrities as brand ambassadors, the analysis reveals that there is a high rejection for regional film celebrities. At the same time, almost a similar acceptance and rejection is observed for regional sports celebrities as brand ambassadors.

Based on literature review, some common reasons for using multiple celebrities could be to create a mass appeal for the varied audience in the target market, to break the single celebrity clutter, avoid the audience boredom, to establish a celebrity-brand connectivity over a period of time, avoid over-dependence on a single celebrity, to increase the believability (through social consensus) of advertisements, huge availability and allocation of media budgets and endorsement fees, or simply to retaliate to the competitor's brand.

The study further focused on determining the possibility of widening the set of celebrities (i.e., inclusion of other celebrities as brand ambassadors, other than film and sports celebrities).Around 77% of the respondents gave their positive opinion regarding the inclusion of celebrities other than film and sports personalities, whereas only 17% denied the usage of celebrities other than film and sports. There is a feeling that the Indian audience is getting bored looking to the same faces for a long period of time. They need a change and hence now desire to see celebrities other than Hindi film stars and cricketers.

The three most important dimensions as perceived by the respondents were attractiveness, expertise and, trustworthiness along with familiarity and likeability. The analysis reveals that familiarity and likeability are also to be given its due importance.

Celebrity endorsement advertising is a two way street. In the whole process of endorsement advertising, it is not only the product/brand that is going to benefit from the name of the celebrity. Even the celebrity is going to receive many things in return apart from the heavy endorsement fees. Majority of respondents perceive that celebrities are likely to gain publicity and fame. The least perceived gain as per the respondents was an increase in the number of more professional assignments.

The researcher decided to rank the selected celebrities on three dimensions viz., credibility, familiarity and, likeability. Again the researcher intended to measure the magnitude of the perceived credibility, familiarity and, likeability. Sachin Tendulkar, Shahrukh Khan and,

Amitabh Bachhan ranked on the top three positions for all three dimensions viz., credibility, familiarity and, likeability.

Based on the analysis of the celebrity-advertisement association and other questions, causes like celebrity clutter, vampire effect, brand-celebrity disconnect and, failure of a celebrity to perform in the related field are responsible for the failure of celebrity endorsements in India. Based on some recent examples and literature review, over-exposure of a celebrity, skepticism (believability of the advertisement), improper positioning and, celebrities found involved in scams / controversies / negative publicity are few causes identified for the failure of celebrity endorsements in India.

The credibility measurement model was tested and, it was found that for the selected celebrities, all indicators loaded significantly high on the relevant construct. More importantly, attractiveness, trustworthiness and, expertise appeared to be highly related to the credibility. Thus, the credibility measurement model was tested successfully for the selected film and sports celebrities. Further, the testing of model of causal sequence led to the conclusion that the sequential path of influence from attitude toward the advertisement to attitude toward the brand, which subsequently can impact purchase intent, revealed significant statistics. Thus, the model of causal sequence too, was successfully tested.