INFLUENCE OF CELEBRITY ENDORSEMENT OF ADVERTISEMENT AND ITS IMPACT ON SALES

Dr. Anuradha Jeyapalan
Assistant Professor, Bharathiar University PG Extension Centre, Erode, India
Email : anusakthi2010@gmail.com

ABSTRACT
Celebrity endorsement is one of the advertising techniques companies use to create awareness and gain favourable responses about their products and services. This expectation is often not realised as negative image about a celebrity endorser, incongruity of a celebrity endorser with the product being endorsed are all capable of inducing bad responses towards the product rather than the other way round.

The practice of celebrities being used for rendering services other than performing their actual job as either an actor or an athlete, such as endorsements has proliferated over time. Despite the cost and the risks involved with this technique of advertising, it has been used quite extensively in the present era. The instrument of celebrity endorsement has nowadays become a pervasive element in advertising and communication management. India as a country is known for loving its stars. The Indians idolize their bollywood actors and cricketers. The advertisers see this as an opportunity to grab and work on so as to expand their operations and promote their product. This dissertation focuses on examining the perception of these Indian Consumers about the celebrity endorsement process and the subsequent impact on their purchase decisions.

JEL Classification: M30

Keywords: Celebrity; Endorsement; Advertisement

INTRODUCTION
Advertising is a very strong component of business in any society. It possesses pervasive and persuasive power. Though primarily designed by firms in order to create awareness about goods and services, it also “…encourages the development of new and better products, thereby giving consumers wider varieties of choices”. According to Vivian advertising generates most of the operating revenue for newspapers, magazines, television and radio.” Initially advertising was used primarily to create awareness about goods or services, but as the line between product differentiation in terms of quality and reliability grows thinner and becomes almost completely blurred as a result of availability of cut edge technology, it also becomes obvious that advertisers employ strategies that will confer credibility and increase the popularity of such a product over the others. The endorsement of products and services in advertising has become an important and integral aspect of modern day advertising, as it has been found to have the potential of improving the financial returns of companies that use it in their advertisements.

According to Erdogan et al. “the effect and relevance of celebrity endorsement as a strategy in marketing communication has gained the attention of serious research in academic circles.” Companies spend huge resources on celebrities to endorse their products or sponsored messages on television, radio, newspapers, magazines, billboards, the internet and mobile phones, in the hope that
such an endorsement will induce favourable attitudes towards the brand and ultimately affect sales and profits by increasing consumers’ preference for the brand. In addition, government and non-governmental organizations use celebrities in public messages targeted towards influencing attitudes.

Who is a Celebrity?

Celebrities are people who enjoy public recognition by a large share of a certain group of people whereas attributes like attractiveness, extraordinary lifestyle are just examples and specific common characteristics cannot be observed though it can be said that within a corresponding social group celebrities generally differ from the social norm and enjoy a high degree of public awareness (Schlecht, 2003). (Anonymous, Business Standard, Dec, 2003) This is true for classic forms of celebrities like actors (e.g. Shahrukh Khan, Amitabh Bachhan), models (John Abraham, Malaika Arora, Diya Mirza) Sports athletes (e.g. Sachin Tendulkar, Sania Mirza) entertainers (Barkha Dutt, Shekhar Suman) And Pop Stars (Mika, Daler Mehdi) but also for less obvious groups like businessmen (e.g. Dirubhai Ambani) or politicians (Laloo Prasad Yadav) Besides these there are fictional celebrities like Ronald McDonald, Fido dido, gattu, Amul Girl, Pillsbury doughboy and the like. Celebrities appear in public in different ways. First, they appear in public when fulfilling their profession ex Sachin Tendulkar is loved by millions for his wonderful performance in the cricket fields. Further more, celebrities appear in public by attending special celebrity events ex. filmfare star awards, Videocon screen awards etc. In addition they are present in News, Fashion magazines and tabloids, which provide second source of information on events and private life of celebrities through mass media channels. Last but not the least celebrities act as spokes people in advertising to promote products and services. (Kambitsis et al, 2002, Tom et.al., 1992)

Top 10 Celebrities in India

<table>
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<tr>
<th>The big Endorsers</th>
<th>The Brand</th>
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<tr>
<td>Sachin Tendulkar</td>
<td>Pepsi, Adidas, TVS, MRF, ESPN, Britannia</td>
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<tr>
<td>Shahrukh Khan</td>
<td>Pepsi, Santro, Videocon, LML</td>
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<td>Amitabh Bachan</td>
<td>Pepsi, Cadbury, Dabur, Nerolac, Reid &amp; Taylor</td>
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<td>Amir Khan</td>
<td>Coke, Titan</td>
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<td>Saurav Ganguly</td>
<td>Emami, Hero Honda, Britannia, LG</td>
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<td>Saif Ali Khan</td>
<td>Asian Paints, Yamaha, Frito Lays, Royal Stag</td>
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<td>Virendra Sehwag</td>
<td>Boost, Badur, Coke, Samsung, Britannia, Adidas, Mayur</td>
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<td>Rahul Dravid</td>
<td>Castrol, Samsung, Pepsi, Hutch, Britannia, Reebok</td>
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<td>Aishwarya Rai</td>
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<td>Preety Zinta</td>
<td>Cadbury, Godrej, TVS Scooty, Maggi, Head &amp; Shoulders</td>
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Source: Top 10 Celebrities in India, riding the wave, PrachiRaturi(2005), Brunch Hindustan Times Magazine.

Selecting the Best Endorser

Brand endorsement is a way to get the brand noticed amidst the clutter that is there in the market place. Synergy is therefore required between brand and celebrity. The celebrity actually helps in accelerating the brand image formulation process. At the same time advertisement argue that celebrities come with loads of liabilities that are hard to ignore. The decision of selecting the best endorser is thus a pertinent issue fixed by marketers & adventures for their brand promotion. Advertisers point out to the 3Cs that enjoy mass adulation in Indian sub continental, Cricket, Cinema and Curry. In fact Mr. Jaydeep Dasgupta, Associate branch Director-Mumbai, Mudra feels that branding plays a key role in creating a celebrity aura. Today Cricketer and Film stars are groomed to be brand themselves and hence are marketed well. In other words, the celebrity himself/herself should be a strong brand and the attributes of the celebrity brand should match the attribute of the product brand being highlighted. To help select a celebrity endorser, many companies and their advertising agencies rely on Q ratings that are commercially available from a New York based firm known as
marketing, evaluates Inc. (Belch & Belch). This firm annually determines a familiarity and likeability rating of top male & female personalities (and cartoon characters) based on a mail questioners survey of the television viewer. The basic rating called a Q rating, is obtained by dividing the number who rated as “one of my favorites” by those who indicated that they were “totally familiar” with the personality. The survey is widely used by marketers and agencies to select celebrity endorsers and is used by T.V. Network and Hollywood producers to cast their shows & movies. All efforts to select an ideal celebrity as brand endorser who is able to infuse and bring about a change in the fortunes of a brand. Besides this it is important to judge the compatibility of the endorser with the product and acceptance of the individual buy the target audience before selecting the stage endorsers.

Impact of Celebrity Endorsement

1) Celebrity-Target Audience Match: Smriti Irani endorsing the WHO recommended ORS Campaign in India. Indian mothers can associate with Smriti Irani through the facets she projects on screen or in regular life which helps develop a connect with the target audience since mothers medicate their children with ORS.

2) Celebrity Values: Tabu endorsing Tetra Packed Milk, Shabana Azmi campaigning for AIDS Awareness, Amitabh Bachchan & Shahrukh Khan campaigning for Pulse Polio or Aishwarya Rai appearing in the Donate Eyes campaign is few examples, which reflect the transfer of Celebrity values to the brand, creating an impact that generates recall.

3) Costs of Acquiring the Celebrity: Recently, a newspaper report showed how cola firms had gone beyond their advertising budgets to get the best celebrities. Small Firms use celebrities services run greater risks if they invest large amounts. Although nobody is willing to say exactly how much celebrities get paid, industry sources say Sachin Tendulkar’s price is believed to be between Rs. 2.0-2.5crores per endorsement, and musician A. R. Rehman, who had signed up with Air Tel, is believed to have picked up Rs. 1.75crores.

4) Celebrity Regional Appeal Factors: R. Madhavan endorsing Pepsi in southern Indiaor Sachin Tendulkar endorsing in India are few examples of how celebrities are chosen to reach out to target audiences for brands in regional markets.

5) Celebrity-Product Match: Cyrus Broacha is the brand ambassador for MTV since both the celebrity and the brand are considered as friendly, young, mood boosting, humorous and outspoken. MTV’s brand personality overlaps Cyrus Broacha’s image as a brand. Some more examples of compatible celebrity product match in which celebrity brand attributes get transferred to the brand and increases the brand equity is of Govinda & Navratan Tel, Aishwarya Rai &Nakshatra, etc.

6) Celebrity Controversy Risk: The perfect example here is of Salman Khan and the controversy in which he crushed a man to death with his Pajero when he was driving under the influence of alcohol. Also, any act on the part of the endorser that gives him a negative image among the audience and goes on to affect the brands endorsed. The brand, in most instances, takes a bashing.

7) Celebrity Popularity: Celebrity Brand association like Garnier endorsed Tara Sharma & Simone Singh, Agni Diamonds & Riama Sen don’t get much brand recall, and even if they do, it is difficult to attribute it to the celebrities’ endorsing the brand. On the other hand, HPCL has had increased popularity and share of voice due to the endorsement of the brand through Sania Mirza.

8) Celebrity Availability: In case of various brands, there are situations in which they prefer to go without a brand face, since there is no brand-fit between the celebrities available and the brand. Also, due to multiple endorsements by certain celebrities, brands refuse to adopt celebrity endorsement since they fear dilution of the brand image.

9) Celebrity Physical Attractiveness: John Abraham endorsing Wrangler and Timex Sunglasses are some examples which portray the celebrities’ physical attractiveness that helps create an impact.
10) Celebrity Credibility: The most important aspect and reason for celebrity endorsement is credibility. In a research carried out among 43 ad agencies and companies, most experts believed that the most important dimensions of credibility are trustworthiness and prowess or expertise with regard to the recommended product or service.

STATEMENT OF RESEARCH PROBLEM

The aim behind any message is to achieve the purpose for which it was conceived. Companies, civil society organizations and government agencies spend billions of naira annually placing one form of advertisement or the other in the media. Also, companies, in their bid to outsmart one another for consumers’ attention, normally deploy various advertisement strategies. Some pay huge amounts of money to celebrities so as to identify themselves with their products. They do this in the hope that such an appearance will instantly produce a trickle-down effect of making the product become popular and ultimately influence audience to wish to purchase the product/service. The reality however is that several products in spite of celebrity endorsement and expensive advert have failed to attract customers’ attention towards many products. For example, when a celebrity is not accepted, his/her unacceptability may affect the product that he/she identifies with negatively. Miciak and Shanklin suggest that celebrity endorsement may alienate consumers much more than attract them. Also, Till and Shimp assert that companies have no control over celebrities’ future behaviour. A good example that will suffice here is the Nigerian Television Authority’s news report of 30 December, 2009 of the loss of over $12 billion by the shareholders of companies whose advertisements Tiger Woods had endorsed, due to scandals involving him. Lee et al. in their research findings discovered that celebrity endorsement can have a negative effect on purchase intentions, the product and even the celebrity, especially through shadow effects or multiple products endorsement. Also, there lies uncertainty with respect to returns that companies might be able to garner for a brand as Till and Shimp suggest that negative information about a celebrity is capable of lowering consumers’ brand evaluation. Likewise, Liu asserts that advertisers do experience dilemmas over the use of local celebrities for a global brand, as the congruence between the brand and the local endorser sometimes is difficult to establish.

LITERATURE REVIEW

The increasing competition between firms in order to attract more consumers towards their products has encouraged marketers to use celebrities to endorse their products. Moreover, recent technological advances in the media such as DTH, video control systems, cable and satellite television has increased consumer power over programmed advertisement and made advertising more challenging (Croft et al. 1999). It is also perceived that the featuring a renowned celebrity helps in solving the problem of over communication that is becoming more and more prevalent these days (Kulkarni & Gaulakar, 2005).

Celebrities are people who enjoy public recognition by a large share of a certain group of people whereas attributes like attractiveness, extra ordinary lifestyle are just examples and specific common characteristics cannot be observed though it can be said that within a corresponding social group celebrities generally differ from the social norm and enjoy a high degree of public awareness (Schlecht,2003).(Anonymous, Business Standard, Dec,2003.

Marketers to ease this threat and attract more consumer attention towards their products and advertisements use celebrity endorsement strategy. Due their well knowness, celebrities help advertisements to stand out from the surrounding clutter by appearing in them, increasing the communicative ability by cutting through excess noise in a communication process (Sherman 1985). Hiring a famous celebrity as their brand endorser may also help improving the image for a tarnished company. Celebrity Endorsement may also help in restoring or polishing a company's image (Erdogan, 1999).

In a report, World Bank has projected that in 2010 the Indian economy will grow at 8%, making it the world’s fastest-growing economy by surpassing China (BBC 2009). In today's dynamic and competitive environment, increasing consumer's expectations and demands force marketers to adopt
more creative advertising practices such as celebrity endorsements to influence consumer buying behaviour (Alsmadi 2006). Hence, there was the potential for Advertising industry using celebrity brand endorsement to become a multi-million dollar industry in India (Malhotra 2005).

For most of the multi-national companies while expanding to different countries may face some issues like cultural 'roadblocks' such as time, space, language, relationships, power, risk masculinity, femininity and many others (Mooij 1994; Hofstede 1984).

It is been experienced that the products endorsed by celebrities help them to standout and take more notice while shopping due to their improved level of product recall (Bowman 2002).

Advertisements featuring a celebrity make a strong impact on the learning style and memory of a consumer which is an important aspect of marketing communication success. Celebrities often make the ad more memorable in the mind of the consumer even if there is no immediate need of the advertised product. Marketers use this advantage of information storage in the minds of the consumers which can be readily retrieved at the time of shopping or when the need arises (Schultz & Barnes, 1995).

All these arguments lead to the conclusion that celebrity endorsements likely to have a positive effect on consumer buying behaviour (Goldsmith, Lafferty and Newell 2000; Mathur, Mathur &Rangan 1997)

**OBJECTIVES**

Explore and examine the consumer’s perception about celebrity endorsements and impact of celebrity endorsement on sales and to identify the key factors which may influence consumer’s buying behaviour through celebrity endorsements.

**SAMPLING DESIGN**

The sample size is one hundred and fifty respondents. The sample selection was done by using Convenient Sampling method. An attempt was made to make the sample as representative as possible.

**STUDY PERIOD**

The study was conducted for a period of three months. (April 2013 to June 2013)

**DATA COLLECTION METHODS**

In this research two methods are adopted for collecting the data. They are primary and secondary data.

**Primary Data**

Primary data was collected with an aid of a Questionnaire. The Questionnaire contains a series of questions arranged in a proper order. The data collection was done using a questionnaire of 18 questions, which consisted of closed and open ended questions. The questionnaire was designed to collect data about the influence of celebrity endorsement and its impact on sales.

**Secondary Data**

Secondary data was collected from the internet, articles from scholarly journals and books.

**Research Questions**

1. How far celebrity advertising is more attractive than non-celebrity advertising?
2. Is Celebrity’s attractiveness going to have a direct impact on the Sales?
3. How far celebrity endorsements have an impact on the purchase decision?
Use of Simulation Software Analysis Tool

Data analysis was done through the statistical package for social science software. The package used was SPSS 17 for the analysis of data.

HYPOTHESES

H1: Celebrity endorsed advertisement does not significantly impact on buyers purchase intent.

H2: Celebrity endorsement does not significantly increase the popularity and credibility of a product.

H3: Celebrity endorsers do not produce greater purchase intentions to buy a product than a non-celebrity endorser.

Hypothesis 1

Celebrity endorsed advertisement do not significantly impact on buyers purchase intent.

Findings: The result of the study did not support the hypothesis and suggested that celebrity endorsed advertisement does significantly impact on buyers’ purchase intent. It is not however the only reason for influencing consumers’ purchase intention as the study demonstrated that other factors like music and graphics in consumers’ intention. This finding also showed that consumers are also influenced by simple cues such as attractive slogans, music or imagery in a commercial instead of close scrutiny of the message.

Hypothesis 2

Celebrity endorsement does not significantly increase the popularity and credibility of a product.

Findings: The results of the study did not support this hypothesis and suggested that an endorsed advert by a celebrity does significantly increase the popularity and credibility of the product than when the product advert is not endorsed. The research findings indicated that a well-known and well-liked personality within the society evokes likeness and good image towards a product or services. “The finding also buttressed the source credibility model which explains that the acceptance and favourable response to an advertisement message depends on the perception the audience have about the expertise, trustworthiness and knowledge of the source. From the study, it was revealed that the credibility the brand has in the minds of the consumers has to do with the fact that the celebrity is a popular person. Also, the findings revealed that the celebrity is not a controversial person and therefore, they will buy the brand. The findings also show that expertise and the popularity of an endorser are capable of increasing information processing among consumers.

Hypothesis 3

Celebrity endorser does not produce greater purchase intentions to buy a product than a non-celebrity endorser.

Findings: The results of the study did not support this hypothesis and suggested that Celebrity endorser does produce greater purchase intentions to buy a product than a non-celebrity endorser. The overall results for purchase intention shows that celebrities can influence the purchase decision of the people by appearing with a product in an advertisement. The results show that most of the consumers are happy or satisfied with the purchases they have done under the influence of celebrity that is a positive sign. The level of after purchase satisfaction builds the trust on the part of the celebrity and the product and influences future purchase decisions. The results also show that there are low numbers of people who are actually not influenced or satisfied with their purchase decisions under celebrity influence.

Current State of Consumer Perception about Celebrity Endorsements

Based on the research findings the author accepts that —Celebrity endorsements are a ubiquitous feature of modern marketing! (McCraken 1989). The findings from the research extensively support
the statement. People come across celebrity endorsed advertisement in everyday life. Majority of the respondents (68.5%) stated that they come across celebrity endorsed advertisements very often (Appendix 4). Additionally, the respondents feel that TV advertisements (81.1%) is the more likely to carry celebrity endorsed advertisements followed by magazines (31.1%), Internet (22.3%) and newspapers (19%) (Appendix 5). This proves that, recent technological advances in the media and satellite television has increased the power of advertisement and made advertising more challenging (Croft, Dean and Kitchen 1999).

The fierce competition between brands has encouraged marketers to use celebrities as endorsers in order to attract more consumer attention (Croft, Dean and Kitchen 1999). Undoubtedly the findings prove that celebrities are very successful at attracting more consumer attention towards the product they are endorsing. When asked 83.6% of respondents agreed that celebrity endorsed advertisement are more effective at attracting their attention as compared to non-celebrity advertisements (Figure). Additionally, the respondents state that they find bollywood actors and actresses (74%) more influential as celebrity endorsers followed by sport stars including cricketers (39.4%).

As Patzer (1985) stated that —attractiveness is an informational cue involves effects that are subtle, pervasive, and inescapable! The results state that celebrity endorsements are more attractive that means celebrities attracts the attention of consumers towards the product by appearing with them or endorsing them in an advertisement. Attracting the consumer attention is the first step to influence him to buy the product. Moreover, Celebrity endorsed advertisement deliver higher degree of appeal, attention and recall rate as compared to the non-celebrity advertisements (Cooper, 1984; Dean and Biswas, 2001) The research findings proves this by stating that 87.5% of the respondents either agree or slightly agree that celebrity endorsed advertisements enables them to recall and recognise the products more promptly.

Celebrity endorsed advertisement have the potential to influence the cognitive processes of consumers (Wilkes and Valencia 1989). Interestingly the findings state that 72.1% of respondents said that they find celebrity endorsed advertisements more influential as compared to non-celebrity advertisements. Thus it can be said that employing a celebrity in an advertisement can influence the customers to buy the product or service endorsed by him. The findings support the fact that —the power of the celebrities lies in their ability to influence the consumers, even if they are physically and socially far from a common consumer (Choi & Rifon, 2007).

FINDINGS

- Majority of the respondent 40% agree that celebrity endorsed products are of good quality.16% of the respondent strongly agree that celebrity endorsed products are of good quality.20% of the respondent disagree and strongly disagree that celebrity endorsed products are of good quality. 4% of the respondent are neutral that celebrity endorsed products are of good quality.

- Majority of the respondent 42% says that celebrity influence their buying decision. 20% says that brand name influence their buying decision. 18% says that luxury influence their buying decision. 10% says that self esteem and instant need influence their buying decision.

- Majority of the respondent 48% strongly agree that Total revenue increases when brands are endorsed by celebrities. 24% of the respondents agree that Total revenue increases when brands are endorsed by celebrities.24% of the respondents agree that Total revenue increases when brands are endorsed by celebrities.15% of the respondents disagree that Total revenue increases when brands are endorsed by celebrities. 11% of the respondents strongly disagree that Total revenue increases when brands are endorsed by celebrities. 2% of the respondents are netural that Total revenue increases when brands are endorsed by celebrities.

- Majority of the respondent 48% strongly agree that they are motivated by celebrity endorsement. 24% of the respondents agree that they are motivated by celebrity endorsement.15% of the respondents disagree that they are motivated by celebrity endorsement.
endorsement. 11% of the respondents strongly disagree that they are motivated by celebrity endorsement. 2% of the respondents are neutral that they are motivated by celebrity endorsement.

- Majority of the respondent 48% strongly agree that Celebrity endorsement helps in brand promotion. 24% of the respondents agree that Celebrity endorsement helps in brand promotion. 15% of the respondents disagree that Celebrity endorsement helps in brand promotion. 11% of the respondents strongly disagree that Celebrity endorsement helps in brand promotion. 2% of the respondents are neutral that Celebrity endorsement helps in brand promotion.

- Majority of the respondent 48% strongly agree that Celebrities bring brand equity to the product. 24% of the respondents agree that Celebrities bring brand equity to the product. 15% of the respondents disagree that Celebrities bring brand equity to the product. 11% of the respondents strongly disagree that Celebrities bring brand equity to the product. 2% of the respondents are neutral that Celebrities bring brand equity to the product.

**CONCLUSION**

The study suggests that the mean of the findings is somewhere between 3 to 4 i.e. 3.022. Our study results in the conclusion that Celebrity Endorsement is high. This implies that Celebrity Endorsement has an impact on sales on to a high extent and that Celebrities should always be used to endorse Brands of various products. Although, our study has a positive inclination towards the belief that people are motivated to buy products as a result of celebrity endorsement. Moreover, the respondents also strongly agree that celebrities bring brand equity.

The research also indicates that celebrity endorsement helps in brand promotion. Finally, we conclude that there’s no harm in using celebrities for the endorsements, none the less everything has its own pros and cons.

**RECOMMENDATION**

The study has shown that celebrity endorsement is an area in advertising that is worth thorough investigation as huge resources are expended by companies on advertisement annually. It appears from the research findings that celebrity endorsement of advertisement does have significant influence on students’ consumers over an advertisement that is not endorsed. It can be inferred from the findings of the research that the acceptability of a product as a result of its commercial is due to celebrity’s endorsement of the product with various intermingling factors such as music and graphics playing complementary roles. Since the findings of the research suggested that celebrity endorsed advert has significant influence on students’ consumers purchase intention and also that other variables like music and graphics do play complementary roles in such influence; the researcher therefore recommends that:

1. Care must be taken to scrutinize a celebrity’s lifestyle and his present social acceptance before endorsement so as to avoid any negative image or scandals that could have negative effect on the product.

2. It is also recommended that advertisers while producing an advert should consider apart from the messages, simple cues like interesting slogans, good graphics and music that consumers can easily identify and empathized with in order for them to comprehend the advert better and have favourable response towards it.

3. Cultural, social and psychological factors such as age, lifestyle, personality, credibility, prowess, etc. should be carefully looked at about an endorser and in turn weave it round a commercial in such a way that consumers can identify with it.
4. Advertisers should also ensure before using a celebrity to endorse their product that there is a level of congruence between an endorser and the product to be endorsed. This is to avoid a situation where the public image and acceptance of an endorser overshadows the product endorsed or what is termed vampire effect.

LIMITATIONS OF THE STUDY

Every research has certain limitations therefore it is necessary to acknowledge them before moving on to generalisations of findings. The following are the few constraints faced by the author while conducting this study.

Firstly, the sample size is relatively small. Hence the results of this study are not sufficient enough to make concrete recommendations.

Another limitation to the research is that majority of the respondents were young consumers under the age of 18-30. The author didn’t get any samples from the people above the age of 60 (senior citizens) who may have a different opinion regarding celebrity endorsements.

Secondly, the author feels that limited time and resources may affect the methodology of the research. The author considered and examined the factors/attributes from the earlier literature on celebrity endorsements.

SCOPE OF FURTHER RESEARCH

The author has come across many interesting topics while conducting this research. In fact, some of the results from the current research generated important questions to be explored. Consumers tend to think and act differently because when asked to rate the attributes independently the consumers came up with different answers. That is why the author has not claimed the results to be accurate. Research on the psychological and practical aspects of consumer buying behaviour can provide marketers with deeper understanding of the topic. Another important aspect to be explored can be how negative publicity can affect the purchase intention of consumer with reference to low and high involvement product and services. Negative publicity of the celebrity associated with the product can destroy the brand and it may take lot of time to recover the same image.

From the marketer point of view it is important to understand that consumers are governed by their culture and values. Moreover, the limitations highlighted in the earlier section provide a broad platform for future research.

REFERENCES


