

# RECONSTRUCTING CELEBRITY ENDORSEMENT

*Unveiling New Operations in Marketing  
and Consumer Behavior*

**Dr. Anjay Kumar Mishra**

# **RECONSTRUCTING CELEBRITY ENDORSEMENT**

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## **Dedication**

*Dedicated to the memory of Director at L N. Mishra College of Business Management Prof. Dr. Kameshwar Mishra, D.Litt. who died in action on 26 Nov 2019.*

## Preface

Welcome to this comprehensive reference book, the result of extensive research into the fascinating world of celebrity endorsements and their impact on consumer behavior. In an era where marketing dynamics are constantly evolving, and consumer choices are increasingly influenced by various factors, understanding the profound effects of celebrity endorsements has never been more crucial.

This reference book is the product of a rigorous research endeavor, which sought to advance both theoretical knowledge and practical utility. It aims to bridge the gap between academic research and real-world marketing decisions. The aspiration behind this work is to offer a comprehensive resource that not only deepens our theoretical understanding but also provides a valuable tool for marketing professionals to make more informed decisions.

Within these pages, you will find a wealth of insights, analyses, and practical guidance. We delve into the intricate dimensions of celebrity endorsements, specifically focusing on their effects on consumer ad perception, brand attitude, and purchase intention. Our journey begins with the creation and validation of a novel celebrity endorsement scale, integrating previous research findings with the fresh insights garnered from an exploratory study conducted within the scope of this research project.

The development and validation of this scale is a significant milestone, as it offers a practical framework for marketing managers to make informed choices when selecting celebrity endorsers. This tool is comprised of five dimensions - attractiveness, trustworthiness, expertise, popularity, and relevance - and provides marketing professionals with an invaluable resource to guide their decision-making process.

In addition to this, our work offers a roadmap for marketing managers, emphasizing which specific dimensions they should prioritize when choosing celebrity endorsers. Our findings underscore the preeminence of a celebrity's popularity, followed closely by attractiveness, trustworthiness, relevance, and expertise. This knowledge is pivotal for decision-makers as they navigate the complex landscape of celebrity endorsements.

Moreover, the newly validated five-dimensional celebrity endorsement scale empowers marketing professionals to evaluate the effectiveness of various celebrity endorsements across these dimensions. It aids in examining the impact of attractiveness, trustworthiness, expertise, popularity, and relevance, providing clarity on which factors contribute most significantly to a particular endorsement's success.

Our research also demonstrates the influential role of celebrity endorsements as a marketing tool. When executed skillfully, these endorsements are shown to have a positive impact on consumer ad perception, brand attitude, and purchase intention. This knowledge underscores the strategic value of celebrity endorsements when integrated into a marketing strategy.

Popularity and attractiveness emerge as critical factors in this regard, offering marketers clear guidance in their selection of celebrity endorsers. At the same time, the study highlights that

expertise, although valuable in building brand attitudes and ad perceptions, may not necessarily translate into increased purchase intentions.

This reference book serves as a valuable resource for scholars, students, and marketing professionals who aspire to deepen their comprehension of the impact of celebrity endorsements on consumer behavior. Whether you are a dedicated academic researcher, an aspiring marketing professional, or a seasoned manager, the content within these pages is intended to enrich your knowledge and inform your strategic decisions.

As we explore the compelling world of celebrity endorsements, we invite you to immerse yourself in the insights, tools, and practical guidance presented in this reference book. Our goal is not only to inform but also to inspire further exploration of the dynamic marketing landscape and the pivotal role of celebrity endorsements.

We express our sincere appreciation to all those who contributed to this research and this reference book, and we eagerly anticipate the continued growth of knowledge and practice in the field of marketing.

Welcome to the world of celebrity endorsements and their profound influence on consumer behavior with hope you keep enjoying the outcome of the book as WOW Talk.

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Once again, thank you to everyone who has contributed to the completion of this book. Your support and collaboration have been essential in bringing these new insights into the world of celebrity endorsement and its impact on marketing and consumer behavior.

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# 1

## UNIT

# INTRODUCTION

*This introductory chapter provides an insight into the scope of book with view to develop a platform where wise people can directly communicate wisdom to society.*

### 1.1 Introduction

As of 2023, the Indian advertising industry continues to grow at a rapid pace, and this trend is projected to continue in the near future. Here are some key updates and data points:

The Indian advertising market reached a value of INR 743.0 Billion in 2022 and is expected to reach INR 1412.5 Billion by 2028, exhibiting a CAGR of 11.2% during the forecast period of 2023-2028 (SpringerLink, 2017).

The industry is one of the fastest-growing markets in the world, with India being the third-largest contributor in the world of advertising, after China and the US (University of Northern Colorado: Bentley University).

India's ad revenue is expected to grow by 15.7% in 2024 to reach \$13.8 billion. The Indian advertising market is expected to be Asia's fastest-growing advertisement market after China over the forecast period. The rising investments by businesses in numerous aggressive marketing strategies, promotional activities, innovative packaging solutions, celebrity endorsements, etc., are primarily driving the Indian advertising market. The growing utilization of social media platforms by companies to promote their services and products is further catalyzing the market growth. The escalating demand for online shopping and the development of subscription-based channel models are anticipated to fuel the India advertising market over the forecasted period. The major factors driving the Indian advertising market growth are rapid urbanization, the growing acceptance of technology, the increasing population, and favorable government regulations in the region (The Business of Fashion, 2022).

*In terms of media channels, the growth rates are as follows:*

Television advertising is expected to grow at 15% annually. Print advertising will grow at 10% annually (McKinsey & Company, 2022). Digital advertising is expected to grow upwards of 20% annually (McKinsey & Company, 2022). All other media are expected to grow at 5% to 10% annually in 2016 (McKinsey & Company, 2022). With the advertising industry growing at such a rapid pace and with

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celebrity endorsements being widely used in advertising, especially in India, it seems justifiable to carry out studies to find out whether celebrity endorsements have a significant impact on consumers' perception, attitude, and purchase intention.

Advertising in Nepal is still in its primary stage, and there are no strict rules and regulations regarding the payment of advertisements. There is no institution that studies the advertisement field, and there is no system of recording excellent and creative works (TUCL eLibrary., 2023). However, some private institutions have started to give awards to the best advertisement and best advertisement agency, which is a milestone in promoting the advertisement sector in Nepal (TUCL eLibrary, 2023).

Television advertising plays a vital role in marketing in Nepal, as it can give messages to millions of people through sound and visual pictures, which makes it more personal than printed words (TUCL eLibrary., 2023). Advertisements in Nepal are no longer information-oriented, which may be due to the low purchasing power of the people and the slow rate of industrial development in Nepal (TUCL eLibrary., 2023). In terms of the impact of advertising on Nepalese children, advertisers are focusing on designing children-friendly commercials that are considerably attractive and persuasive enough for children's emotional attachment to the advertised product.

*(<https://elibrary.tucl.edu.np/bitstream/123456789/4300/2/chapter%281%29.pdf>).*

A study exploring the opinion of matured family members found that the impact of advertising on Nepalese children is not only an important but also a sensitive issue for the family, society, and advertisers. *[https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=3569041](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3569041)*

Another study found that only 56% of drug advertisements were supported by citable references in a medical college in Lalitpur, Nepal (PMC. (2020). A study on the projection of the female body in advertisements in the Nepalese context found that most modern TV ads feature both girls and boys, but boys tend to dominate (*<http://www.asianlii.org/np/journals/KathSLRS/2008/14.pdf>*).

Overall, Nepal is one of the least developed nations in the world, and its years of geographic and self-imposed isolation have contributed to its underdeveloped advertising industry (Britannica. (2023). However, with the increasing foreign aid and strategic position of the country between India and China, the advertising sector in Nepal may see growth in the future.

### **1.2 Celebrity Endorsements in India**

Celebrities are individuals who enjoy public recognition by a large share of a certain group of people. While attributes like attractiveness and an extraordinary lifestyle are just examples, specific common characteristics cannot be observed. However, 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.

Friedman and Friedman (1979) define a celebrity endorser as an individual who is known to the public for their achievements in areas other than that of the product class endorsed. McCracken (1989) defines a celebrity endorser as any individual who enjoys public recognition and uses this recognition on behalf of a consumer good by appearing with it in an advertisement. In simpler terms, a celebrity endorser is a well-known person who uses their fame to help a company sell or enhance the image of the company, products, or brands.

However, it is important to note that celebrity endorsers are not only used for commercial purposes but also for moral purposes or for spreading general awareness about issues of concern to society. For example, icons like Amitabh Bachchan and Shahrukh Khan have endorsed the Pulse Polio Campaign, and

Aishwarya Rai has encouraged people to donate their eyes. In these cases, celebrities use their fame to promote social causes and create a positive impact on society.

In recent years, there has been a shift in focus from celebrity brand ambassadors to key opinion leaders and influencers. Brands now consider factors such as an influencer's presence and following on social media when deciding on whom to engage with. This shift is due to the changing media landscape and the influence of peer-to-peer marketing on social media platforms.

### **Celebrity Endorsements in India-Mostly by Film Stars and Cricketers**

Advertisers point out to the 2 C's that enjoy mass adulation in India-Cinema and Cricket; and accordingly a majority of the endorsement deals are bagged in by film stars and cricketers. Advertisers believe that advertising messages delivered by these celebrities provide a higher degree of appeal, attention and recall.

Pepsi Co. has used a variety of current film stars for its endorsements, including Aishwarya Rai, Hrithik Roshan, Amitabh Bachchan, Kareena Kapoor, and Farhan Akhtar (Kroll., 2017); Economic Times., 2021) . Coca-Cola has featured film stars like Deepika Padukone, Ranbir Kapoor, and Alia Bhatt in its ads. Hindustan Lever's 'Lux' has been using popular film actresses like Katrina Kaif, Shradha Kapoor, and Kiara Advani to endorse the soap.

In the world of cricket, current players like Virat Kohli, Rohit Sharma, Hardik Pandya, and Jasprit Bumrah are popular choices for endorsements (Kroll., 2017); Economic Times., 2021). Sachin Tendulkar, despite retiring from cricket, continues to be a popular choice for brands and has endorsed products like BMW, Luminous, and Apollo Tyres.

It is important to note that the use of celebrity endorsers is not without controversy. For example, the use of cricketers in advertisements for pan masala and tobacco products has been criticized by health experts and former cricketers. However, celebrities like Virat Kohli have taken a stand against such endorsements and have refused to promote products that are harmful to health.

In the advertising industry of Nepal, various actors and influencers have been involved in brand endorsements. Here are some of the main actors and players who have endorsed brands in Nepal:

Swastima Khadka: She has been roped in by Coca-Cola Nepal for most of their TVCs and social media advertisements, making their campaigns visually appealing and creative (Nair, S: <https://www.coursehero.com/file/27448563/nair-MKTG406-assign2docx/>) .

Rajesh Hamal: Known as the "Maha Nayak" (Star amongst the Super Star) of the Nepali film industry, Rajesh Hamal is one of the most influential and popular actors in the history of Nepali cinema Shrestha, S., 2021: Baniya, S., & Shrestha, S., 2017). Although there is no specific information about his current brand endorsements, his popularity and influence make him a significant figure in the advertising industry.

In 2023, the celebrity endorsement landscape in Nepal continues to be dominated by film stars, accounting for over 80% of the celebrity-endorsed advertisements. However, there is a growing presence of sports personalities and other players in the advertising industry. Here are some updates on the main advertising players in Nepal:

Cricketers: In recent years, Nepali cricketers have gained popularity and have been involved in brand endorsements. However, specific information about their current brand endorsements is not available in the search results. Some soul endorsing statements as wisdom of worthy talk has been presented in Appendix-1.



#### **4 | Reconstructing Celebrity Endorsement: Unveiling New Operations in Marketing and Consumer Behavior**

Footballers: Similarly, Nepali footballers have also been involved in brand endorsements, although there is no specific information about their current endorsements.

Online Travel Agencies: Online travel agencies (OTAs) have been leveraging the power of celebrity endorsements in Nepal. For example, Skift India Report highlights that OTAs in Nepal have been using celebrity endorsements to increase their brand value.

Top Instagram Influencers: According to StarNgage, some of the top Instagram influencers in Nepal in 2023 include Kabza De Small, Nirmal Purja MBE - NIMSDAI, Manisha Koirala, and Priyanka Karki (Guruge, M. C. B., 2018). These influencers may have been involved in brand endorsements, contributing to the advertising landscape of Nepal.

#### **The Exception**

The fact that film stars and cricketers rule the hearts of millions leaves less scope for other celebrities to try their hand in this field. Nonetheless, some advertising campaigns have used some celebrities who are neither film stars nor cricketers. NIIT signed Vishwanathan Anand, JK Tyre wanted to speed into the market with Narain Karthikeyan, Rotomac Pens wanted Javed Akhtar to pen down his script by using the brand, and of course, who can forget the 'Wah Taj' campaign of Taj Mahal tea by Zakir Hussain.

### **1.3 Trends in Celebrity Endorsements**

This section highlights the trends in the area of celebrity endorsements in India. The following highlights are based on a research conducted by AdEx India, a division of TAM Media Research. The given analysis is based on the Ad volume during commercial time i.e. duration in seconds and does not include any promotional appearances/activities. The base for the analysis is celebrities (Actor/Actress) from Bollywood movies and TV industry and spots personalities. This was done during 2014 with view to analyses the relevancy of WOW Talk.

#### **Highlights**

- Celebrity Endorsement witnessed 26% growth in January-January 2013 in comparison with Jan-Jun 2012.
- Katrina Kaif ranked number 1 celebrity in terms of Celebrity Endorsement during Jan-Jun 2013.
- Aerated soft drink is the top product category with 8% share of Celebrity Endorsement Ad Volume.

Table 1.1 shows the percentage share of celebrities endorsed on television advertising by profession of celebrities.

**Table 1.1: Percentage Share Celebrities Endorsed (by Profession) on Television advertising**

Celebrities	% Share in 2011	% Share in 2012
Film Actress	39	46
Film Actor	38	38
Spots Person	19	11
TV Actor	2	4
TV Actress	2	2

Source: AdEx India, a division of TAM Media Research

Note: Period in 2012-January to September, Figures based on ad volumes (Second)

Figure 1.1 shows the percentage share of celebrity endorsement as per profession for the period January to June 2013.

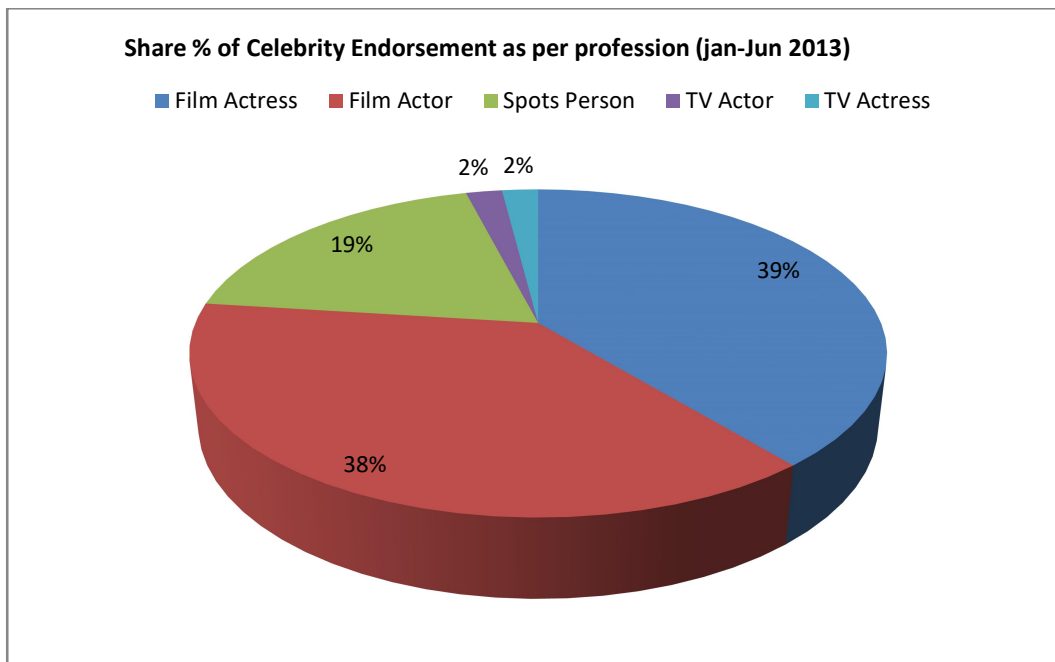


Figure 1.1: Percentage Share of Celebrity Endorsement as per Profession (Jan-June 2013)

Source: AdEx India, a division of TAM Media Research

Note: The analysis is based on ad volumes and presented in index number

- Film actresses and actors both captured 80% of celebrity advertising in terms of ad volume in Jan-June 2013.
- Sports celebrities, TV actors and actresses capture remaining 20% of share in celebrity endorsement ad volume during Jan-June 2013.

Table 2.2 shows the share of celebrity endorsement by profession on 2013 and 2014.

- Endorsements by film actors increased from 40 to 42 from Jan-June, 2013 to Jan-June, 2014.
- Endorsements by TV actors decreased from 4 to 1 from Jan-June, 2013 to Jan-June, 2014.

Table 2.2: Share of Celebrity Endorsement by Profession (2013-2014)

Celebrities	H1-2013	H1-2014
Film Actor	40	42
Film Actress	40	39
Spots Person	11	16
TV Actor	4	1
TV Actress	5	3

Source: TAM AdEx and Celebrity Buzz Data that from Eilona (<http://www.mxmindia.com/2014/08/vital-starts-kareena-hul-idea-top-celebrity-endorsement-buzz-in-jan-june-2014#sthash.G6DTLbiX.dpuf>)

- Celebrity Endorsement ad volume witnessed growth by 26% in Jan-Jun 2014 in comparison with Jan-Jun 2013 (As shown in figure 1.2)

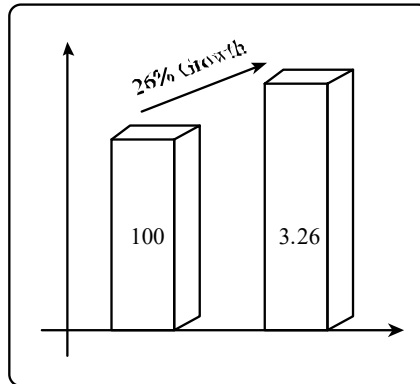


Figure 1.2: Growth of Celebrity Endorsement from Jan 2012-June 2013

Source: AdEx India, a division of TAM Media Research

Note: The analysis is based on Ad Volumes and Presented in Index Number

Table 1.3 shows the top 10 celebrities endorsing brands during the period Jan-June 2013.

- Katrina Kaif ranked number 1 celebrity with 6.71% share followed by Shahrukh Khan with 6.67% share.
- The top 10 celebrity list is dominated by Male celebrities which is mix of 5 Film Actors and 2 Sports Personalities.
- 3 Film Actresses, Katrina Kaif, Kareena Kapoor and Kajol contributed to more 13% share of Celebrity Endorsement during Jan-Jun 2013.

Table 1.3: Top 10 Celebrities Endorsing Brands (Jan-Jun 2013)

Rank	Celebrities	Share %
1.	Katrina Kaif	6.71
2.	Shahrukh Khan	6.67
3.	Salman Khan	5.2
4.	Aamir Khan	5.0
5.	Kareena Kapoor	3.8
6.	Saif Ali Khan	3.5
7.	Virat Kohli	3.2
8.	M.S. Dhoni	3.1
9.	Amitabh Bachchan	3.0
10.	Kajol	2.9

Source: AdEx India, a division of TAM Media Research

Note: The analysis is based on Ad Volumes and presented in Index Numbers

Table 1.4 shows the product categories using celebrity endorsement during period Jan-June 2013.

- Aerated Soft Drink is the top ranking category that used Celebrity Endorsement extensively with 8.4% share during Jan-Jun 2013.
- Top 9 Product categories contributed to 38% share of Celebrity Endorsement during Jan-Jun 2013.

**Table 1.4: Product Categories using Celebrity Endorsement (Jan-June 2013)**

Rank	Product Categories	Share %
1.	Aerated Soft Drink	8
2.	Toilet Soaps	6
3.	social Advertisements	6
4.	Non Aerated Soft Drink	4
5.	Perfumes/Deodorant	4
6.	Shampoos	3
7.	Hair Oils	3
8.	Toothpastes	2
9.	Milk Beverages	2

Source: AdEx India, a division of TAM Media Research

Note: The analysis is based on Ad Volumes and presented in Index Numbers.

From the foregoing analysis, is clear that the use of celebrity advertising for companies has become a trend and a perceived winning formula of corporate image building and product marketing. Associating a brand with a top-notch celebrity can do more than perk up brand recall. It can create linkages with the celebrity's appeal, thereby adding refreshing and new dimensions to the brand image. As existing media get increasingly cluttered, the need to stand out has become paramount and celebrities have proved to be the ideal way to ensure brand prominence. Sign on a celebrity and there is an instant buzz. The brand leaps out of the clutter. And if the chemistry between the celebrity and the brand is right, the buzz could well turn into a roar. But circumstances are not always as ideal. Unless accompanied by a powerful idea, there is a good chance that the communication could sink into another clutter of celebrity-endorsed advertising.

Keeping this in mind, the purpose of the present study is to construct and validate a scale that the marketing managers can use to find out an effective celebrity endorser for their products/brands. Also, as marketers use celebrity endorsers to influence the consumers in order to increase their sales and extend their market shares, thus there is a need to find out the impact of such endorsements on consumers. Therefore, the study also attempts to find out the impact of celebrity endorsements on consumers' ad perception, brand attitude and purchase intention.

Let's adopt the recent trends from Vohra, J., Ghuman, M.K., Parmar, Y., (2021) shown in Appendix 2, 3, 4, 5 These findings have implications for marketers in choosing the right celebrity for their products and services, understanding the preferences of consumers, and the impact of celebrity endorsements on their brand. Celebrities, especially film industry actors, should be careful about the quality and features of the products and services they endorse and ensure that the messages they convey about the advertised products are truthful.

**1.4 Reasons for Using Celebrity Endorsements**

Companies use celebrity endorsers in their ad campaigns due to the following reasons:

- 1. Ensuring High Recall Rates:** In the midst of the advertisement clutter, the ads that celebrities endorse achieve high recall rates. The theory of 'Selective Attention' states that people tend to pay more attention to what is important and interesting to their beliefs. Therefore, when people see their favorite celebrities in the ads, they pay more attention to the ads. At the same time, the advertiser can be sure that the positive feeling towards the ad has got transferred to the product. When

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Aishwarya Rai appears in an advertisement appealing with her beautiful fluttering eyes to the viewers to donate their eyes she instantly attracts attention, enabling retention of the message and possibly changing people's attitude towards eye donations as well.

When Katrina Kaif appears in Lux Ad, she instantly attracts attention, enabling retention of the message given by beauty soap. Similarly, M.S. Dhoni and Virat Kohli in Boost Ad immediately attract audience attraction and get high recalls of this energy drink ad and at the same time is a big hit with the kids.

Similarly, Munch commercial Portraying Rani Mukherjee as a cheeky village girl who dons different characters just to steal a Munch, got incredibly good results in recall and was big hit with the kids. Rani's likeability and mischief were well leveraged by the brand.

- 2. Brand Building:** Celebrities can also help the corporates in brand building. Think Boost and you think energy and that's what probably made Boost look at Sachin Tendulkar. Research has shown that this association has consistently been successful in strengthening the brand's core values and building brand stature. Sachin's Boost is the secret of my energy' campaign was a hit among the kids. Consumer feedback has shown that kids look upto Sachin as a true hero, want to emulate everything that he does and can't seem to get enough of him. Later when Sehwag was emerging as a new cricketing hero, Boost strengthened its position by coming up with 'Boost is the secret of our energy' campaign.
- 3. Improving Soiled Image:** When Cadbury India wanted to restore the consumer's confidence in its chocolate brands following the high-pitch worms' controversy, the company appointed Amitabh Bachchan for the job. The worm controversy of 2003 had eaten into Cadbury's credibility and market share alike. Cadbury responded promptly with strict quality control which included using a purity sealpack'. But Cadbury needed a voice of authority to take these facts to the consumer and there was just one person who fitted here-Amitabh Bachchan. The commercial showed a testimonial by Bachchan on a factory visit. Twelve weeks after the campaign was launched, sales reached 90 percent of the volumes prior to the worm crisis. Moreover, Bachchan's presence helped Cadbury in getting media coverage that added to the campaign's impact.

Similarly, when the even more controversial pesticide issue shook up Coca-Cola and PepsiCo, both soft drink majors put out high-profile damage control ad films featuring their best and most expensive celebrities. While Aamir Khan led the Coke fight back, Pepsi brought Shahrukh Khan and Sachin Tendulkar together once again in a television commercial which drew references to the safety of the product.

- 4. Likeability of the Endorser:** People like ads more if they like the endorsers in the ads. When a person likes the endorser in the ad, he or she is more likely to believe what the endorser says about the advertised product and therefore will develop more positive feelings towards the ad and the brand itself. Celebrities are able to attract attention and retain attention by the more presence in the advertisements. However, according to advertising experts, a celebrity does help in increasing brand sales, but only if he/she is selected carefully and used effectively. The personality of the brand and the celebrity have to complement each other and the selection of the celebrity is therefore, very important. Also, a lot depends on how a celebrity is used.
- 5. Repositioning/New Product Launches with Celebrities:** Celebrities may also help reposition products having sagging sales. Cinthol, when it was introduced as New Cinthol, had Vinod Khanna to endorse it. Boost made use of the combined gigour of Kapil and Sachin to capture the minds of kids. Post Bachchan, Parker's sales increased tremendously. Dabur India roped in Amitabh Bachchan for an estimated Rs. 8 Crore. Introduction of a new product can also be done successfully

with the help of celebrities. IN 1998, when Hyundai entered India with the Santro, they faced a huge challenge. No. one had heard of Hyundai, fewer knew how to pronounce it. Hyundai needed to strike an immediate connect with consumers and Shahrukh Khan seemed the best choice. The ad got attention, recall and what is more, in the crowded car market it got greater visibility.

6. **Adding Glamour:** Companies also use celebrities to add that extra bit of glamour in their ads, which they believe gets transferred to the brand as well. The Godrej-Preity Zinta association is an example here. Godrej was a solid brand but it lacked glamour. Godrej felt that Preity with her youthful, trendsetter image would be the right fit. And did Zinta magic work? Yes, the brand image was definitely lifted. Similarly, in products such as cosmetics, the glamour of the celebrities used gets transferred to the product as well.
7. **PR Coverage:** Corporates also use celebrities for the sheer PR coverage they generate. Most celebrity-company associations are covered by most media. When the Big B first starred in the ICICI commercials, tremendous media hype was created.
8. **Psychographic Connect:** Celebrities are loved and adored by their fans and advertisers use stars to capitalize on these feelings to sway the fans towards their brand.

### **1.5 The 'Match-Up' Hypothesis**

Advertisers feel that the right celebrity is the one who is in sync with the product/service and is the perfect match for it. The 'Match-UP' hypothesis specifically suggests that the effectiveness of celebrity endorsements depends on the existence of a 'fit' between the celebrity spokesperson and the endorsed brand. McCracken in his 'Meaning Transfer Model' (1989) has explained the effectiveness of celebrity spokesperson by assessing the meanings consumers associate with the endorser and eventually transfer to the brand. Hindustan Lever's 'Lux' soap in India has been using popular film actresses to endorse the soap since its launch, implying that they owe their stunning looks to the brand. This consistent message hence reinforces the brand values and has been successfully able to position the soap rightly as the 'beauty soap'. The 'Jhatka' of Mirinda needs a personality with a sense of humor. That's Govinda and Amitabh for you. Let us now take up some more examples to understand how advertisers strive to find a celebrity who will rightly 'fit' with the brand's/product's core values.

DE Beers, India's first branded Jewellery, when introduced Nakshatra Jewellery, wanted an Indian beauty to be the face of Nakshatra and it felt that there was just one flawless face-Aishwarya Rai. Aishwary and the diamonds are flawless, example of a perfect fit. Similarly, when Titan signed Aamir Khan, everyone knew the brand. Titan's concern was to take the brand to the next level; it wanted to promote the idea of multiple watches. Titan felt that a celebrity would accelerate the process. It also felt that both Aamir and Titan are Indian icons, both have made a mark internationally, the obsession with detail is common to both, as also a sense of style. When Pepsi launched its 'Youngistaan Campaign', Ranbir Kapoor and Deepika Padukone were chosen to be the brand ambassadors for their youthful appeal.

Following are some more examples of the right Match-Ups:

<b>Brand-Celebrity Association</b>	<b>Common Characteristics</b>
Adidas-Sachin Tendulkar	Sports
Rotomac-Javed Akhtar	Excellent Writing Skills
Boost-Sachin Tendulkar	Energy
Lux-Katrina Kaif	Beauty
JK Tyre-Narain Karthikeyan	Speed
Kenstar Microwaves-Sanjeev Kapoor	Excellent Cook

## 1.6 Challenges of Celebrity Endorsements

Using celebrity endorsements has its own challenges. Celebrity endorsements in ad campaigns may fail due to the following reasons:

1. **Improper Positioning:** Associating with a star, however big he or she may be, in itself does not guarantee sales. The most it can do is generate interest in the product or create a buzz around it. Take the case of Maruti Versa, which was launched amidst a lot of fanfare. 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. To be fair, the Big B magic did work and the ads created significant interest, drawing people into the showroom. But perhaps the positioning itself was faulty as people were expecting a larger than life car, just like the brand's ambassador.
2. **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. Take for instance, a brand of battery like Eveready using an old celebrity like the Big B might not make much sense. Also, the commercial showing Shahrukh Khan in a bath tub, endorsing Lux soap, is difficult to digest.
3. **Clutter:** In recent times, there has been such a flood of celebrity endorsements that it has led to the very clutter that it aimed to break. For instance, Amitabh Bachchan endorses or has endorsed Pepsi, ICICI, BPL, Parker pens, Nerolac, Dabur, Reid and Taylor, Maruti Versa, Cadbury and a few social messages too. Bollywood king Shahrukh Khan endorses Omega, Pepsi, Hyundai, Clinic All Clear and Aitel among other brands. This over-exposure can be bad for the brand. Unfortunately in India, we have too many brands chasing too few celebrities.

The marketer must analyse the law of diminishing marginal celebrity utility is at pay no matter how larger-than life a celebrity may be. A celebrity may become the spokesperson of many products and runs the risk of getting overexposed. When a celebrity is a spokesperson for one product, he may have high credibility but when he endorses a variety of products, his or her perceived credibility gets reduced to overexposure. The economic motivation underlying the celebrity's endorsements may also become too apparent to consumers and they may take them for granted. Also, because of the diminishing marginal celebrity utility is a play another Bachchan endorsement cases to be a novelty.

4. **Desertification with product performance:** One cannot sell an ordinary product just by making a celebrity endorse it. A celebrity can only rouse interest of the consumers in the product/brand advertised. He cannot come to the rescue of the marketer if the product fails to deliver performance. Sachin Tendulkar's endorsement of Fiat Palio was quite a success initially but as word about the poor fuel efficiency of Palio spread; its sales took a beating. Thus, a celebrity endorsement does not, in itself, guarantee sales. At best, it can create a buzz and make consumer feel better about the product. But ultimately, the product is the real star and has to deliver on the promise.
5. **Vampire Effect:** The concept of celebrity becoming bigger than the brand is known as the vampire effect. The customer ends up remembering the celebrity but not the brand. When Rahul Dravid was signed to endorse Sil jam, people could recall seeing the ad but they missed out on the brand name of the jam. Thus, it is a big challenge for the advertiser to not to allow the celebrity overshadow the product. An advertising campaign designed effectively can help the marketer in getting rid of this problem. For instance, when Titan had used Aamir Khan in its campaign 'watches meant for different occasions', despite the presence of Aamir Nowhere did the consumer miss out that it was a Titan Commercial.

In case of Nerolac Paints, which was endorsed by Amitabh Bachchan, around 80% of the respondents when asked to associate Bachchan with any paint, did so with Asian Paints, which is the biggest competitor of Nerolac.

- 6. Skepticism towards Celebrity Endorsement:** Advertisers must realize that celebrity endorsement is not a definitive tool to achieve brand superstardom. The assumed acceptance of celebrity endorsement amongst an audience is the most common advertiser fallacy. Depiction of Hema Malini using a brand of detergent is unlikely to convince a housewife that the powder understands her plight. Similarly, Sonali Bandre's endorsement of Nirma beauty soap generated a lot of cynical reactions as people did not believe that the Bollywood heroine would be using the endorsed soap herself but was rather modeling for Nirma for money and money alone. In such cases, a celebrity can give rise to skepticism because it might be a bit too much for the masses to believe that the celebrities who are rich and can afford the best in the world are actually using a mass product being advertised on television.

**1.7 Disadvantages of Celebrity Endorsements**

Using celebrities has its own disadvantages

**Cost**

Celebrities do not come cheap and may cost the company a fortune. Often celebrities-in-the-making are signed by companies before they hit peak stardom because their endorsement deals are cheaper and corporations want to catch them young. Here it becomes important to study the life cycle of a star's career and ensure that he/she is signed up during his/her growth stage. Mostly, ad agencies and marketers work together as a team to arrive at the right choices as far as celebrity endorsement deals are concerned, given that the stakes sometimes run into crores. Table 1.5 gives the endorsement charges of top Indian celebrities in the year 2013.

**Table 1.5 : Endorsement Charges of Top Indian Celebrities in 2013**

Celebrity	Endorsement Charges
MS Dhoni	12-12 Crores
Shahrukh Khan	8-10 Crores
Ranbir Kapoor	7.5-8 Crores
Salman Khan	7 Crores
Hritik Roshan	6-7 Crores
Amitabh Bachchan	6-7 Crores
Sachin Tendulkar	5-6 Crores
Imran Khan	4 Crores
Katrina Kaif	3.5-4 Crores
Aishwarya Rai Bachchan	3.5-4 Crores
Virat Kohli	3 Crores, currently top with 24 million USD
Nargis Fakhri	80 Lakh-1 Crore
Diana Penty	75 Lakh
Parineeti Chopra	60-70 Lakh

Source: <http://businesstoday.intoday.in/story/veterans-vs-rising-stars-in-endorsement-race/1/193562.html>

Here is a list of the top 25 most valued India celebrity brands in 2022, along with their endorsement prices, based on the provided source:



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Celebrity	.....
Virat Kohli	\$24 million
Akshay Kumar	\$23.5 million
Deepika Padukone	\$23 million
Ranveer Singh	\$22 million
Shah Rukh Khan	\$21 million
Alia Bhatt	\$20 million
Ayushmann Khurrana	\$19.5 million
Salman Khan	\$19 million
Aamir Khan	\$18.5 million
Kareena Kapoor Khan	\$18 million
Amitabh Bachchan	\$17.5 million
Ranbir Kapoor	\$17 million
Anushka Sharma	\$16.5 million
Hrithik Roshan	\$16 million
Varun Dhawan	\$15.5 million
Ajay Devgn	\$15 million
Priyanka Chopra Jonas	\$14.5 million
Tiger Shroff	\$14 million
Saif Ali Khan	\$13.5 million
Shraddha Kapoor	\$13 million
Shahid Kapoor	\$12.5 million
Vicky Kaushal	\$12 million
Kartik Aaryan	\$11.5 million
Kriti Sanon	\$11 million
Kiara Advani	\$10.5 million

*These prices represent the estimated value of the celebrity's brand and their endorsement earnings in 2022. <https://www.cnbc18.com/webstories/entertainment/25-most-valued-india-celebrity-brands-in-2022-4651.htm>*

**Risk Factor**

Many risks are associated with celebrity endorsements. Companies like Parker, ICICI and Dabur have used Amitabh Bachchan Remarkably well, while some others have been unable to exploit his 'Big B' status. The endorsement of Hyundai Santro or Airtel by Shahrukh Khan has worked well for the actor as well as for the brands. However, when Khan canvassed the image of a metro sexual man when he was seen endorsing Lux soap, which was usually treated as a women's soap earlier, it was not much appreciated. Celebrity endorsement is therefore, capable of manifesting both favorable and adverse effects for the brands with which they associate.

One of the common risks associated with celebrity endorsers is their negative publicity. This explained below:

**Negative Publicity**

If the celebrity is strongly associated with the brand then negative publicity of the celebrity can spill over the brand. For example, Salman Khan lost his endorsement deal with Thumbs-up after his infamous incidents like rash driving and buck-killing. Similarly, Mohd. Azzardudin and Ajay Jadeja were discontinued from Pepsi Ads after their match fixing controversies.

Since celebrities may become targets publicity, the risk factor could be high. Companies, which used some cricket stars in their advertisements, have been Embarrassed and worried when the latter embroiled in match-fixing scandals and controversies and made headlines for the wrong reasons. Pepsi has suffered with three tarnished celebrities-Mike Tyson, Madonna, and Michael Jackson. Since the behavior of the celebrities reflects on the brand, celebrity endorsers may at times become liabilities to the brands they endorse.

**Multiple Product Endorsements by Celebrities**

When a celebrity is on the ascent it makes sense to hook the product to the star and derive maximum benefits before the star status fades away. The returns of celebrity endorsements, like any other advertising, are not easy to measure. The benefits accrue over a period of time, with the celebrity campaigns and other factors contributing to the overall increase in the brand value.

Heading the risk: The first thing to ensure before signing a celebrity is to try and choose some celebrity whose record is flawless. Also, it's best not to depend on one celebrity, because that can backfire. Instead, it is better to use many celebrities who represent the same values. Pepsi does this quite well. Capitalising on the popularity of cricket and films in Indian, Pepsi uses several cricketers and film stars in its ads. So when Azharuddin and Jadeja got embroiled in the match-mixing controversy. Pepsi's severed its association only with these stars, but its relationship with cricket continued. One should seriously consider the risks of associating with a well-known personality and hedge against a future scandal by not relying on just one celebrity and personality and hedge against a future scandal by not relying on just one celebrity and instead linking the brand's association with a broad theme represented by several celebrities.

Table 6 lists the potential advantages, hazards and preventive tactics which can be used while using the strategy of celebrity endorsements.

**Table 1.6: Pros and Cons of Celebrity Endorsement Strategy**

Potential Advantages	Potential Hazards	Preventive Tactics
Increased Attention	Overshadow	Pre-testing and careful planning
Image Polishing	Public Controversy	Buying insurance and putting clauses in contracts
Brand Repositioning	Image Change and Loss of Public Recognition	Examining what life cycle stage the celebrity is in and how this stage is likely to continue
Underpin Global Campaigns	Expensive	Selecting celebrities who are appropriate for global target audience, not because they are 'hot' in all market audiences.

*Source: Adapted from Erdogan, 1999*

From the ongoing discussion, it is clear that celebrity endorsement is a serious business, and if used effectively could have a lasting impression on the brand, its activities and its image. For advertisers using celebrity endorsements, there is on very important thing to keep in mind-never let the celebrity become your brand. In doing so, one runs the risk of killing the brand no sooner the hype around the celebrity fades. A brand needs to have a strong identity of its own and it should ideally no piggyback on the identity of a celebrity and hope to achieve success. Marketers need to turn their brands into celebrities rather than celebrities into brands.

**1.8 Rational for Focusing India and Aims of the Reference book**

Celebrity endorsement has become a common practice in order to differentiate the product from other competing brands in a highly competitive environment. The final aim of every advertising strategy is to instigate the actual behavior of the targeted audience, whether purchase intention or actual consumption

(India's consumer market to be fifth largest in the world by 2025). India's consumer market is a significant contributor to the country's economy. Here are some facts about India's consumer market:

1. **Size and Growth:** India has the world's second-largest consumer market, with a population of over 1.3 billion people. The country's middle class is expected to grow to 200 million by 2020, making it an attractive market for both domestic and international companies. Rising Disposable Income: India's per capita income has been steadily increasing, leading to higher disposable incomes and greater purchasing power for consumers. This has resulted in increased demand for a wide range of products and services.
2. **Urbanization:** India is experiencing rapid urbanization, with more people moving to cities in search of better opportunities. Urban consumers have higher incomes and are more likely to spend on discretionary items, creating new opportunities for businesses.
3. **E-commerce:** The rise of e-commerce has transformed India's consumer market, making it easier for companies to reach customers in both urban and rural areas. The e-commerce market in India is expected to reach \$200 billion by 2026, driven by increasing internet penetration and smartphone adoption. Youthful Population: India has a young population, with a median age of 28.4 years. Young consumers are more open to trying new products and are early adopters of technology, making them an important target market for companies.
4. **Celebrity Endorsements:** Companies in India often use celebrity endorsers in their advertising campaigns to ensure high recall rates, build brands, improve their image, and add glamour to their products. Celebrities can help companies connect with consumers on a psychographic level and generate PR coverage. Additionally, consumers in India are exposed to several new products every other day followed by marketers' differentiation and positioning techniques. Also, India is a country where celebrities are worshipped and possess demigod status. People have always idolized celluloid stars. Marketers take advantage of this opportunity to influence the customers emotionally and make them buy products. Therefore, it will be interesting to investigate the impact of celebrity endorsements on consumers in India. If the celebrity endorsers are able to create a positive significant impact on consumers, especially on purchase intention, then the crores of rupees spent on such endorsements can be justified. The present reference book aims to find out such impact of celebrity endorsements on consumers. More specially, it aims to find out the impact of celebrity endorsements on consumers' ad perception, brand attitude and purchase intention. It must be noted over here that for the purpose of the present study, the operational definition of 'perception' is ad perception and for 'attitude' the operational definition is brand attitude.

Having big population of India the book aims to bring correct analysis to consumer and industry with a view to propose a unique platform to society where wisdom of worthy will be communicated without any harness.

In India, celebrities are highly revered and idolized, often possessing a demigod-like status. Marketers leverage this cultural phenomenon to emotionally influence consumers and drive product sales. Celebrity endorsement has become a common practice in the country, aiming to differentiate brands in a highly competitive market. The success of an advertising strategy lies in its ability to incite the desired behavior in the target audience, whether it be purchase intention or actual consumption. Therefore, understanding the attitude and perceptions of Indian consumers towards celebrity endorsements and their effectiveness in forming purchase intentions is crucial from a business perspective. This research project also holds academic value, as it aims to contribute to the existing body of knowledge on celebrity endorsements by focusing on the Indian market. The book proposes the construction and validation of a five-dimensional celebrity endorsement scale, which can aid future research in this field. Additionally, a model will be developed and validated based on the newly constructed scale to determine the impact of celebrity endorsements on consumers' ad perception, brand attitude, and purchase intention.

# 2

## UNIT

# REVIEW OF LITERATURE

*This chapter seeks to provide an extensive synthesis of prior research conducted within the realm of celebrity endorsements, with the overarching objective of enhancing our comprehension of this subject matter. The chapter encompasses the elucidation of fundamental concepts and the significance attributed to celebrity endorsers, delving into the various facets of celebrity endorsements. It scrutinizes the advantageous and detrimental aspects associated with celebrity endorsements, explores prevalent models employed for these endorsements, and delves into the discernible impact that celebrity endorsements exert on consumers. Furthermore, this chapter identifies prospective avenues for further research and emerging industry practices in this domain.*

### 2.1 Introduction

*"Celebrity is an omnipresent feature of society, blazing lasting impressions in the memories of all who cross its path." – Kurzman, et al. (2007)*

The market presents a complex challenge for advertisers due to its diverse population of one billion individuals with varying beliefs, ethnicities, states, cultures, languages, norms, and values. Economic disparities in the country have led to a significant divide between lower and upper middle classes, with a small middle class segment. This disparity results in varying levels of buying power and decision-making influence that advertisers need to consider (Dixit, 2005).

In Indian advertising, there is a strong emphasis on recall and persuasion as key elements for brand differentiation. Advertisers often utilize various advertising styles to influence consumer brand choices, with celebrity endorsements being a popular choice (Alsmadi, 2006). The influence of celebrities on consumers has been noted to be more significant than ever before (Alperstein, 1991). When employed effectively, celebrity endorsers can play a crucial role in enhancing a brand's competitive position and building brand equity (Till, 1998).

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## **2.2 Basic Concepts of Celebrity Endorsements**

### **Celebrity-Concept and Meaning**

Celebrities are individuals widely recognized by the public, often known for their attractiveness and trustworthiness (McCracken, 1989; Silvera and Austad, 2004). The term "celebrity" encompasses individuals such as actors, sports figures, entertainers, and others who are famous for their achievements in various fields unrelated to the products they endorse (Friedman and Friedman, 1979). Boorstin (1961) highlighted a key aspect of celebrity status as being remembered and recognized for their fame.

According to McCracken (1989), celebrities can come from diverse fields like movies, television, sports, politics, business, arts, and the military. A celebrity endorser is defined as someone who leverages their public recognition to promote a consumer product in advertisements (McCracken, 1989). Kamins (1989) describes a celebrity endorser as an individual known for accomplishments outside the product they endorse. Stafford et al. (2003) further clarify this by defining a celebrity endorser as a famous person who uses their public recognition to recommend or co-present a product in ads.

Celebrities are often used by advertisers to add personality to a brand or product (Kaikati, 1987), as they can evoke strong emotional responses compared to non-celebrity endorsers (Kanungo and Pang, 1973). Effective celebrity endorsers should have credibility to capture attention (Miciak and Shanklin, 1994), raise awareness of the product (Wilson, 1997), and influence purchasing decisions of the target audience (Ohanian, 1991).

Celebrity endorsement involves celebrities acting as spokespersons in advertising campaigns to promote products and services. Celebrities can be categorized based on their field of work (entertainers, sports figures, businesspersons, politicians), level of fame (local, national, international/global), and demographics.

### **Celebrity Endorsement**

Celebrity endorsements are widely recognized as a common practice in modern marketing (McCracken, 1989). Approximately one quarter of all advertisements feature a celebrity endorsing a product or brand, highlighting the effectiveness of this strategy in persuasive communication. Celebrity endorsements have the potential to capture audience attention, enhance ad memorability, credibility, desirability, and add a touch of glamour to the promoted product (Spielman, 1981).

Research indicates that celebrities are more effective endorsers compared to other types such as professional experts, company managers, or typical spokespersons (Friedman and Friedman, 1979). Companies leverage celebrity endorsers to tap into consumers' aspirational reference groups, as celebrities are perceived as dynamic, attractive, and likable (Assael, 1984; Atkin and Block, 1983; Kamins, 1990).

The use of celebrities in advertising is not a recent trend (Kaikati, 1987). Celebrity endorsement has a long history in marketing. An early example involves Queen Victoria's association with Cadbury Cocoa (Sherman, 1985).

McCracken (1989) further categorizes the endorsement process into different roles and types of endorsers. A celebrity endorser can act as an expert, a spokesperson linked to a product, or an aspirational

figure without specific knowledge or connection to the product. Endorsements can take various forms: explicit (direct endorsement), implicit (usage demonstration), imperative (recommendation), or co-presentational mode (simply appearing with the product).

### **Reasons for Using Celebrity Endorsers**

The scientific literature extensively discusses the rationale behind using celebrities in advertising. Advertisers commonly employ celebrities in ads due to their well-known qualities like beauty, talent, athleticism, and influence, which often embody the desirable traits associated with the brands they promote. According to Ericsson & Hakansson (2005), consistently linking a brand with a celebrity can lead consumers to perceive the brand as possessing similar appealing qualities as the celebrity. Additionally, consumers may develop a fondness for a brand because of their admiration for the endorsing celebrity.

Belch & Belch (2001) explain that companies invest significant resources in featuring celebrities in their advertisements and endorsing their products because celebrities have a captivating effect. They attract attention to ad messages, improve message retention, aid in brand recognition, foster positive attitudes towards the brand, and help establish a distinct personality for the endorsed brand. Furthermore, it is believed that celebrities can positively impact consumers' emotions, attitudes, and purchasing behavior.

### **2.3 Celebrities as a form of Aspirational Reference Group**

Celebrities are valued as effective endorsers due to their association with desirable reference groups, making them influential figures in advertising (Soloman and Assael, 1987). Categorized as heroes within reference groups and opinion leaders, celebrities are recognized for their ability to represent aspirational reference groups symbolically (Assael, 1984; Solomon and Assael, 1987). Their influence extends to shaping cultural meanings, reforming values, and categories (Biswas et al., 2009), allowing companies to tap into consumers' aspirations through these symbolic associations.

Consumers rely on reference groups to evaluate their beliefs and self-identity, with celebrities serving as a significant form of reference group (Escalas and Bettman, 2005). Celebrities are perceived as referents by consumers, influencing their evaluations, aspirations, and behaviors despite physical and social distance (Choi & Rifon, 2007). Movie stars, TV personalities, entertainers, and sports icons are common sources of reference group appeal (Schiffman and Kanuk, 2004), fostering consumer attachment through self-identity reinforcement and group connectedness (O'Mahony and Meenaghan, 1998).

According to the meaning transfer model by McCracken (1989), brands endorsed by celebrities carry symbolic meanings that consumers associate with the celebrity, transferring these meanings to themselves through brand usage (Escalas and Bettman, 2005). Consumers are inclined to adopt meanings from brands endorsed by celebrities they admire or aspire to be like. For example, a consumer inspired by David Beckham's athletic and fashionable image may choose Adidas products or Police watches endorsed by him. This self-brand connection illustrates how consumers align themselves with brands endorsed by celebrities they admire (Schiffman and Kanuk).

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## **2.4 Celebrity versus Non-Celebrity Endorsements**

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Research indicates that celebrities are significantly more effective as endorsers compared to other types such as company managers, typical consumers, and professional experts (Seno & Lukas, 2007). Studies by Atkin and Block (1983) and Petty et al. (1983) have shown that celebrity endorsers generate more positive attitudes towards advertising and stronger purchase intentions than non-celebrity endorsers.

Celebrities are found to be more impactful endorsers than company managers, typical consumers, and professional experts due to their established public personas (Seno & Lukas, 2007). Companies have greater control over created spokespersons, allowing them to tailor characters consistent with their brands and target audiences, endorsing only specific products (Tom et al., 1992). In contrast, companies have limited control over celebrity endorsers who have crafted their public image over time. Previous research supports the effectiveness of celebrity endorsements in fostering positive attitudes towards advertising and increasing purchase intentions compared to non-celebrity endorsements (Atkin and Block, 1983; Petty et al., 1983; Ohanian, 1991).

While Mehta (1994) argued that there were no significant differences in attitudes towards advertising, brand perception, and purchase intentions between celebrity and non-celebrity endorsements, variations were observed in the cognitive responses elicited from respondents. Tom et al. (1992) demonstrated in their research that created endorsers outperformed celebrity endorsers in classical conditioning. This paradigm suggests that consumers establish a stronger association between a created spokesperson and a product through repeated exposure compared to a celebrity endorser who is linked not only to the promoted product but also to various other associations. The unique and exclusive endorsement of a product by a created celebrity forms a robust bond, while the multiple endorsements and associations of a celebrity endorser result in weaker connections with the product (Erdogan, 1999).

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## **2.5 Celebrity Endorsement as a Marketing Communication Tool**

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From a marketing communication perspective, it has become increasingly crucial for companies to develop strategies that offer a competitive edge to their products and services, aiming to create positive perceptions among consumers. Celebrity endorsement is a widely used marketing communication strategy in this pursuit (Erdogan, 1999). Companies invest significant resources in aligning the dynamic, attractive, and likable qualities of celebrity endorsers with their products through marketing strategies (Atkin and Block, 1983).

Research suggests that advertisements featuring celebrities tend to have higher appeal, attention, recall rates, and potentially lead to increased purchases compared to ads without celebrities (Cooper, 1984; Dean and Biswas, 2001), thereby positively impacting companies' financial returns (Farrell et al., 2000; Erdogan, 2001). While many studies support the effectiveness of celebrity endorsements (Cooper, 1984; Dean and Biswas, 2001; Atkin and Block, 1983; Friedman et al., 1977), there are instances where celebrity endorsements do not always yield the expected results (Misra and Beatty, 1990). Some commercials featuring celebrity endorsers fail to meet advertisers' expectations (Miciak and Shanklin, 1994).

Initially perceived as a low-risk, high-reward strategy, celebrity endorsements come with potential risks and drawbacks like any other marketing communication approach. Implementing this strategy can be likened to a double-edged sword with the capacity to either enhance or harm a brand. Therefore, it is essential to thoroughly evaluate both the positive and negative implications of celebrity endorsement strategies.

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## **2.6 Critical Evaluation of Celebrity Endorsements.**

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### **2.6.1 Positive Aspects of Celebrity Endorsement**

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The intensifying competition among companies to attract more consumers has led marketers to utilize celebrity endorsements for their products. Additionally, advancements in media technology like DTH, video control systems, cable, and satellite television have empowered consumers with greater control over advertisements, posing challenges for marketers (Croft et al., 1999). Featuring well-known celebrities is seen as a solution to combat the issue of excessive communication that is prevalent in today's advertising landscape (Kulkarni & Gaulakar, 2005).

To address these challenges and capture consumer attention, marketers employ celebrity endorsement strategies. Academic research has highlighted the benefits of product endorsements supported by empirical evidence and logical arguments (Till and Shimp, 1998). Celebrities play a crucial role in making advertisements stand out amidst the clutter, enhancing communication effectiveness by cutting through the noise in the communication process (Sherman, 1985). Furthermore, hiring a celebrity can help restore a tarnished company image by polishing its public perception (Erdogan, 1999).

For multinational companies expanding into new markets, cultural barriers such as language, relationships, power dynamics, and gender roles can pose challenges (Mooij, 1994; Hofstede, 1984). Celebrity endorsements can serve as a valuable tool to overcome these obstacles when entering foreign markets. Associating with a globally renowned or local celebrity can help companies navigate cultural complexities.

Products endorsed by celebrities tend to stand out and be more memorable during shopping experiences, leading to enhanced product recall (Bowman, 2002). Celebrity-endorsed advertisements have a significant impact on consumer learning and memory retention, crucial for successful marketing communication. Celebrities make ads more memorable even when there is no immediate need for the product advertised. Marketers leverage this advantage of storing information in consumers' minds for future retrieval during shopping or when the need arises (Schultz & Barnes, 1995).

Studies emphasize that attributes like trustworthiness, likability, similarity, and expertise contribute to a celebrity's persuasive influence, instilling a sense of certainty in consumers and influencing product choice behavior positively (Mustafa, 2005; Goldsmith, Lafferty and Newell, 2000).

### **2.6.2 Negative Aspects of Celebrity Endorsement**

While celebrity endorsements offer numerous advantages, there are significant risks associated with using celebrities in marketing communication strategies for companies. Negative publicity or information about



a celebrity can pose a major risk to the success of a celebrity endorsement. Factors such as sudden image changes, declining popularity, moral controversies, over-endorsement leading to loss of credibility, or the overshadowing effect known as the "vampire effect" can have serious consequences (Cooper, 1984; Kaikati, 1987).

Negative information about a celebrity endorser not only impacts consumer perceptions of the celebrity but also influences how the endorsed product is viewed (Klebba and Unger, 1982; Till and Shimp, 1995), potentially damaging the brand's reputation (Till, 1996). Companies have faced significant repercussions when their celebrity endorsers were involved in controversies, leading to tarnished brand images (Erdogan, 1999). In some cases, consumers may become more focused on the celebrity's glamour and popularity in an advertisement rather than on the endorsed product, resulting in a failure to effectively promote the brand (Rossiter and Percy, 1987).

Overexposure is another issue with highly sought-after celebrity endorsers, as their widespread use by multiple companies can confuse consumers and dilute brand recall (Tripp et al., 1994). This overexposure not only diminishes the value of the celebrity in the eyes of their fans but also highlights the transactional nature of endorsements driven by compensation rather than genuine brand alignment (Cooper, 1984; Tripp et al., 1994; Graham, 1989). This phenomenon has been described as the "hired gun" problem by Solomon et al. (2002), where the endorsement is perceived as solely motivated by financial gain.

In conclusion, it is crucial for companies to carefully consider and manage the potential risks associated with celebrity endorsements to ensure that these partnerships effectively enhance brand image and consumer perception.

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### **2.6.3 Risks of Using Celebrity Endorsers**

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The effectiveness of celebrity endorsements in advertising stems from the connection established between the brand and the celebrity, but this linkage also introduces risks (Till, 1998). The risks associated with celebrity endorsements can be categorized into three main groups: 1) celebrity-related risks, 2) product-related risks, and 3) financial and other risks. The likelihood of these risks occurring varies based on different factors.

The first group involves the risk of negative publicity surrounding the celebrity (White, Goddard, Wilbur, 2009). If the celebrity is closely tied to the brand, any negative publicity about the celebrity can impact the brand as well. Celebrity-related risks also include the risk of obsolescence (Johansson & Sparredal, 2002). For instance, an athlete who excels in a major event like the Olympics may be an ideal endorser for a brand. However, if the athlete faces setbacks or declines in performance, they may no longer be suitable for endorsing the brand. There is also a risk that certain actions by celebrities can damage or alter their public image (moral hazard). Changes in a celebrity's image can have adverse effects on the brand messaging intended by advertisers through the endorsement (Tellis, 1998).

The second group encompasses risks such as overshadowing the product (consumers focusing more on the celebrity than on the promoted brand), overexposure (when a celebrity endorses numerous products), and confusion (when multiple celebrities endorse a single product or brand). These risks can lead to

consumer confusion about the brand's identity (Erdogan, 1999; Belch & Belch, 2001; Ericsson & Hakansson, 2005).

According to Tandon & Mehrotra (2005), celebrity endorsements also carry financial risks. The demand for popular entertainment and sports celebrities for advertising is high, and their services can be costly. Companies must carefully evaluate whether a celebrity endorser justifies the investment. Another related risk arises when a celebrity endorses one product while using a competitor's product. Incongruity between the celebrity and the brand can lead to potential risks (Katyal, 2009). It is essential for companies to address these risks when selecting celebrities for advertising campaigns.

## **2.7 Multiple Celebrity Endorsements**

Hsu and McDonald (2002) defined multiple celebrity endorsement as utilizing two or more celebrities in an advertising campaign. They further categorized multiple celebrity endorsement into two types based on how celebrities are featured in ads: either appearing together in a single advertisement to endorse a product or separately in a series of ads endorsing the same product. This practice is not new in the advertising industry, with major brands like Nike, Adidas, and Pepsi frequently employing multiple celebrities. For example, Pepsi in India has been endorsed by a variety of celebrities such as Sachin Tendulkar, Aamir Khan, Amitabh Bachchan, and others.

According to Hsu and McDonald (2002), using multiple celebrities in advertising can help create a sense of consensus, prevent audience boredom, and appeal to diverse audiences. Erdogan and Baker (1999) suggested that employing multiple celebrities can effectively reach and resonate with a brand's entire target audience. However, there is a risk of creating confusion about the brand's identity if each celebrity does not align with the desired brand image.

Marketers are concerned that modern consumers are more discerning about celebrity endorsements, fearing that consumers may perceive celebrities as endorsing brands solely for financial gain rather than genuine interest in the product (Belch and Belch, 2001). Redenbach (2005) found that endorsing multiple brands can impact a celebrity's trustworthiness, expertise, and likability as they spread their endorsements across various products, potentially diluting their distinctiveness. Additionally, using numerous celebrities may overshadow the brand itself, leading to what is known as the 'Vampire effect,' where consumers remember the celebrities but not the brand or product being promoted (Hsu and McDonald, 2002)..

## **2.8 Celebrity Endorsements - An Indian Perspective**

India is currently experiencing rapid economic growth, positioning itself as one of the fastest-growing economies globally. This growth has led to heightened consumer expectations, prompting marketers to employ innovative advertising strategies like celebrity endorsements to influence consumer behavior (Alsmadi, 2006). As a result, the advertising industry in India has the potential to evolve into a lucrative multi-million dollar sector (Malhotra, 2005).

The trend of using celebrities in advertising campaigns in India emerged in the late 1980s, marking a shift from traditional models to Bollywood actors, TV personalities, and athletes (Katyal, 2007). Notably,

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Farokh Engineer was among the first Indian cricketers to endorse Brylcreem, marking a significant milestone in celebrity endorsements (Kulkarni and Gaulkar, 2005). Lux soap brand is credited with pioneering celebrity endorsements in India and has maintained this practice for over 75 years (Katyal, 2007). Early examples of celebrity endorsers include Tabassum for Prestige Pressure Cookers, Jalal Agha for Pan Parag, Kapil Dev for Palmolive Shaving Cream, and Sunil Gavaskar for Dinesh Suitings (Roy, 2006).

In Indian culture, societal status and position hold significant importance (Hofstede, 1984). Research by LaFerle and Choi (2005) supports the notion that celebrities play a crucial role in endorsements due to their elevated status and widespread recognition in society. The perceived high status of celebrities makes their endorsements more impactful and persuasive in influencing consumer purchasing decisions (Kulkarni and Gaulkar).

### **2.9 Consumer's Perspective**

McCracken (1989) suggests that consumers can be viewed as constructing their identity and understanding the world by incorporating symbolic properties from consumer products into their lives. This concept implies that consumers use products to shape aspects of themselves and their perception of the world.

O'Mahony and Meenaghan's (1998) study reveals that consumers generally hold a positive attitude towards celebrity endorsements. The research indicates that such endorsements can influence consumers' recall evaluations, attention, and purchase intentions. However, it is important to note that a favorable disposition towards celebrities does not always translate into actual purchase intentions (O'Mahony and Meenaghan, 1998).

Busler (2003) emphasizes that consumers' perception begins with their self-image and lifestyle. Daneshwar and Schwer (2000) have proposed an estimated equation for consumer purchase intention, considering factors such as frequency of exposure, income, gender, occupation, age, and education.

The complexity of understanding the connection between the endorsed product and the celebrity endorser is crucial in celebrity endorsements (Hsu & Donald, 2002). Friedman & Friedman (1979) argue that consumers are more likely to buy expensive or complex products endorsed by expert celebrities. Lafferty and Goldsmith (1999) support this idea, stating that consumers are more inclined to purchase a product when both corporate credibility and endorser (celebrity) credibility are perceived as high.

Daneshvary and Schwer (2000) suggest that individuals with higher education levels may be less influenced by advertising due to their analytical skills, allowing them to assess information from various sources before making purchasing decisions.

Young individuals often consider celebrities as role models (Choi & Rifon, 2007), and celebrity endorsements, in particular, encourage the youth to embrace their individuality by celebrating contemporary icons and heroes (Temperley & Tangen, 2006)..

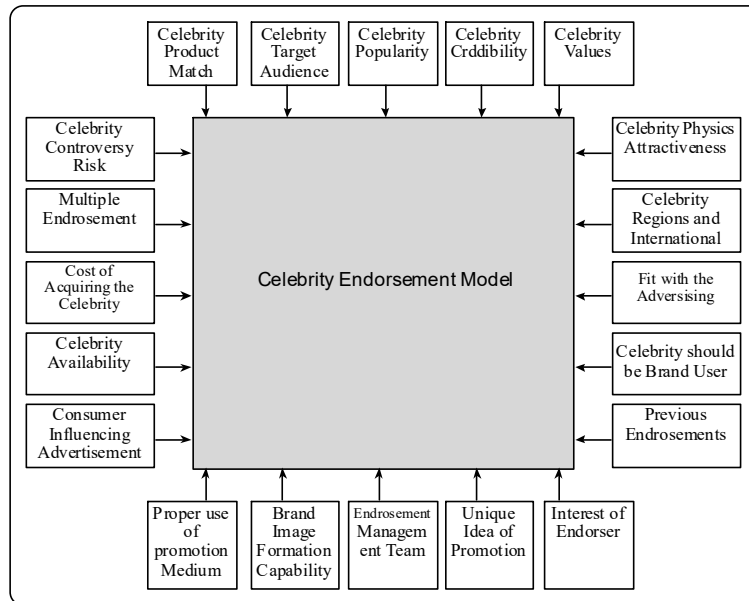
### **2.10 Impact of Celebrity Endorsements on Brand Image**

Debiprasad Mukherjee (2009) has proposed a comprehensive 20-point model that serves as a blueprint for brand managers in the selection of celebrities. This model is designed to optimize the use of celebrity resources through 360-degree brand communication. The study indicates that the effectiveness of celebrity endorsement is directly correlated with the 20 factors outlined in the model.

Managers emphasize that the criteria for selecting celebrities depend on the role celebrities play in advertisements – whether they are the central focus or are used to enhance interest. When choosing a celebrity for a product or brand, the following criteria may be considered:

- **Relevance to Brand Values:** Ensure alignment between the celebrity's image and the values of the brand.
- **Target Audience Match:** Select celebrities whose image resonates with the target audience.
- **Image Consistency:** Verify if the celebrity's public image aligns with the brand's desired image.
- **Credibility:** Consider the credibility and trustworthiness of the celebrity.
- **Expertise:** Assess the celebrity's expertise in the relevant field.
- **Appeal:** Evaluate the overall appeal and popularity of the celebrity.
- **Media Presence:** Consider the celebrity's current media presence and popularity.
- **Endorser's Trustworthiness:** Evaluate the trustworthiness and reliability of the endorser.
- **Ethical Standing:** Ensure that the celebrity maintains a high ethical standing.
- **Endorser's Fan Following:** Consider the size and engagement of the endorser's fan base.
- **Brand Fit:** Assess how well the celebrity fits with the brand's image and identity.
- **Competitor Associations:** Be aware of any associations the celebrity may have with competitors.
- **Long-Term Commitment:** Consider the celebrity's willingness for a long-term commitment.
- **Media Behavior:** Assess the celebrity's behavior in the media and public domain.
- **Professionalism:** Evaluate the celebrity's level of professionalism.
- **Image Change Risk:** Consider the risk of negative changes in the celebrity's public image.
- **Cost-Benefit Analysis:** Weigh the costs and benefits of hiring the celebrity.
- **Contractual Obligations:** Clearly define contractual obligations between the brand and celebrity.
- **Media Channels Suitability:** Ensure the celebrity's suitability for various media channels.
- **Legal Implications:** Be aware of any potential legal implications related to the celebrity.

By systematically considering these criteria, brand managers can make informed decisions in selecting celebrities for effective brand endorsement strategies..



20 Attributes of effective celebrity endorsement

Source: *Impact of Celebrity Endorsements on Brand Image* by Debiprasad Mukherjee, August 2009  
 (<http://ssrn.com/abstract=1444814>)

## 2.11 Models of Celebrity Endorsements

Upon reviewing scientific literature, it becomes evident that various models and criteria exist for the selection of celebrity endorsers. Some authors outline a few key selection criteria, while others propose models encompassing multiple criteria for this purpose. This section aims to present guidelines derived from different models of celebrity endorsement to facilitate the appropriate selection of a celebrity for a product.

One influential model in this realm is the Source Credibility Model, which operates on the premise that consumers are more inclined to accept a message if they perceive it as credible. This model revolves around two primary criteria: source expertise and trustworthiness. Another significant model is the Source Attractiveness Model, which considers criteria such as similarity, familiarity, and liking, all of which can be broadly categorized as attractiveness. Many companies utilize Q-Ratings, calculated by dividing the popularity percentage by the familiarity percentage, to aid in the selection of a celebrity endorser. Q-Ratings provide insights into the appeal of a person among those who are familiar with them.

The TEARS model (Shimp, 2000) incorporates attributes like trustworthiness, expertise, attractiveness, respect, and similarity to guide the selection of a celebrity endorser. Conversely, the No TEARS approach not only considers attributes for celebrity selection but also evaluates potential risks. It recommends considering factors such as celebrity credibility, the match between the celebrity and the audience,

alignment between the celebrity and the brand, celebrity attractiveness, cost considerations, working dynamics, saturation factor, and trouble factor.

The FRED principle-based model emphasizes familiarity, relevance, esteem, differentiation, and deportment (Ericsson & Hakansson, 2005) as key criteria for selecting celebrity endorsers. Additionally, the VisCAP model (Rossiter & Percy, 1987) offers a mechanism to assess the visibility of an endorser, considering credibility, attractiveness, and power among target audiences.

While these models may differ in specific criteria, they share fundamental attributes that exhibit stability, making them foundational for the selection of celebrity endorsers. A summarized description of these models for celebrity endorser selection is provided in Table 2.1.

**Table 2.1: Models for Selection of Celebrity Endorsers**

<b>Model</b>	<b>Relevance From Literature</b>	<b>Description Dimensions Used</b>
The Source Credibility Model	Ohanian (1991), Johansson & Sparredal (2002), Ericson & Hakansson (2005), Clow, James, Karanenburg & Berry (2006), etc.	Selection of the celebrity endorser depends on his/her credibility that can be explained by expertise and trustworthiness.
The Source Attractiveness Model	Tellis (1998), Johansson & Sparredal (2002), Ericsson & Hakansson (2005), etc.	Suggests evaluating attractiveness of the celebrity that depends on three attributes: Similarity familiarity and linking.
Q-Ratings	Ericsson & Hakansson (2005), Shimp (2000), Belch & Belch (2002), etc.	Q-Rating of a celebrity is calculated based on his/her popularity and familiarity.
The TEARS Model	Shimp (2000), Bergstrom & Skafstad Dricsson & Hakansson (2005), etc.	Says that when selecting an endorser, two general attributes are the most important: Credibility which depends on trustworthiness and expertise; and attractiveness, which consists of three related ideas: physical attractiveness, respect and similarity.
The No TEARS Model	Shimp (2000), Bergstrom & Skarfstad (2004), Ericsson & Hakansson (2005), etc.	Selection of celebrity endorser depends on his/her credibility, attractiveness, and match-up between celebrity and audience / brand, and the cost of the celebrity. It also suggests paying attention to how easy or difficult is to work with the celebrity, how many other brands the celebrity is endorsing and to consider the likelihood that the celebrity will get into trouble after an endorsement is established.

The FRED Principle	Miciak & Shanklin (1994), Ericsson & Hakansson (2005), etc.	Selection of celebrity endorser should refer to such attributes as familiarity, relevance, esteem, differentiation and deportment (behaviour of the celebrity).
Match-up Hypothesis	Till and Busler (1998), Kamins (1990), Erdogan (1999)	The effectiveness of an advertisement depends on the existence of a perceived 'fit' between the endorsing celebrity and the brand endorsed by him. The 'Celebrity' and 'Product' features should complement each other for effective advertising.

### **2.11.1 Source Credibility Model**

The Source Credibility Model, initially proposed by Hovland and colleagues, broadly refers to the positive characteristics of a communicator that influence the receiver's acceptance of a message (Ohanian, 1990), rooted in social psychology research (Hovland et al., 1953). This model asserts that the effectiveness of a message hinges on the perceived expertise and trustworthiness of the endorser (Hovland et al., 1953; Ohanian, 1991; Dholakia and Sternthal, 1977). According to Kelman (1961), information exchange through a credible source, such as a celebrity, has the potential to impact beliefs, opinions, attitudes, and behavior through a process called internalization, where the receiver accepts the influence in line with their personal values (Erdogan, 1999).

#### **Expertise**

Expertise is defined as the perceived ability of an endorser to provide valid assertions, encompassing knowledge, experience, and skills gained in the field. The importance lies in how the audience perceives the endorser's expertise (Hovland et al., 1953; Ohanian, 1991). Ohanian (1990) argued that perceived expertise outweighs attractiveness and trustworthiness in influencing purchase intentions. Expert celebrities are found to be more persuasive (Aaker and Myers, 1987) and can impact consumer buying decisions (Ohanian, 1991). Specialized expertise enhances brand recognition and recall of product information (Speck, Schumann, Thompson, 2006; Erdogan, 1999). The level of celebrity expertise determines effectiveness, with greater expertise yielding more impact (Amos, Holmes & Stratton, 2008).

#### **Trustworthiness**

Trustworthiness, as defined by Ohanian (1990), pertains to the listener's confidence and acceptance of the speaker and the message. It is perceptual and audience-dependent, reflecting the honesty, integrity, and believability of an endorser (Erdogan et al., 2001). Marketers leverage these values by choosing celebrities perceived as trustworthy and dependable (Shimp, 1997). Studies indicate that high perceived trustworthiness enhances attitude change (Miller and Baseheart, 1969). Trustworthiness, crucial for source credibility, influences credibility and is linked with likability as a significant attribute. Consumers tend to trust and believe endorsers they like, contributing to the overall effectiveness of endorsements. The trustworthiness factor is pivotal; it enhances believability, positively influences consumer attitudes,

and safeguards brand image and product sales. However, negative publicity can diminish trustworthiness and credibility, impacting the brand adversely.

The findings in source credibility research present a nuanced picture, indicating a uni-dimensional nature of the endorsement process. While it contributes significantly to attitudes and behavioral intentions, it is not the sole factor for selecting celebrity endorsers, requiring marketers to consider other relevant aspects (Erdogan, 1999).

**Measuring Source Credibility**

After extensive literature review and statistical tests, Ohanian (1990) constructed a tri- component celebrity endorser credibility scale presented in Table 2.2

**Table 2.2: Source Credibility Scale given by Ohanian (1990)**

<b>Attractiveness</b>	<b>Trustworthiness</b>	<b>Expertise</b>
Attractive-Unattractive	Trustworthy-Untrustworthy	Expert-Not Expert
Classy-Not Classy	Dependable-Undependable	Experienced-Inexperienced
Beautiful-Ugly	Honest-dishonest	Knowledgeable- Unknowledgeable
Elegant-Plain	Reliable-Unreliable	Qualified-Unqualified
Sexy-Not Sexy	Sincere-Insincere	Skilled-Unskilled

This scale assumes that credibility, and consequently, the effectiveness of celebrity endorsers is bound with given characteristic dimensions, but it is argued that the celebrity world consists of much more than just attractive and credible individuals (McCracken 1989).

**2.11.2 Source Attractiveness Model**

*"Beauty is a greater recommendation than any letter of introduction" - Aristotle*

As noted by Patzer (1985), "physical attractiveness is an informational cue that involves effects that are subtle, pervasive, and inescapable." Patzer advocates for the use of attractive endorsers over average-looking ones, suggesting that individuals strive to enhance their own attractiveness and respond positively to endorsers who share similar looks (Erdogan, 1999).

The Source Attractiveness Model, a component of the source valance model (McGuire, 1985) and rooted in social psychology research (McCracken, 1989), focuses on four key areas: familiarity (knowledge of the source), likeability (affection based on physical appearance or behavior), similarity (resemblance to the receiver), and attractiveness (McCracken, 1989). This model posits that message effectiveness depends on the source's familiarity, likability, similarity, and attractiveness to the message receiver (Ohanian, 1990).

Marketers often select celebrity endorsers based on their physical attractiveness, leveraging both their celebrity status and appeal (Singer, 1983). Print advertisements frequently highlight the importance of physical attractiveness, with numerous studies finding that attractive individuals are more persuasive and



effective in changing beliefs and triggering purchase intentions (Baker and Churchill, 1977; Chaiken, 1979; Debevec and Keman, 1984; Friedman et al., 1976; Petty and Cacioppo, 1980).

**Similarity:**

Similarity is described as a perceived resemblance between the source and the message receiver (McGuire, 1985). Consumers identify more easily with endorsers who share common interests or lifestyles, creating better cohesiveness. Companies aim to create empathy by selecting endorsers with characteristics that resonate with consumers, fostering a bond between the celebrity and the audience.

**Likeability**

Likeability refers to affection for the source due to physical appearance and behavior (McGuire, 1985). When people like a celebrity, they tend to develop positive feelings toward the associated brand. Advertisers use celebrity endorsements to influence consumer behavior and attitude, believing that a celebrity can shape the consumer's perception of the company's image.

**Familiarity**

Familiarity involves knowledge of the celebrity through exposure (Erdogan, 1999; Belch & Belch, 2001). The more familiar consumers are with a celebrity, the more positive the impact. Familiarity's effect on attitude increases with brief exposures, while longer delays between exposures diminish its impact.

**Gender Interaction**

Research on gender interaction between source and respondent reveals varying impacts on persuasion and purchase intention. Attractive female models, according to Debevec and Kernan (1984), elicit more positive attitudes and purchase intentions, especially among males. However, other studies, such as Caballero et al. (1989) and Petroschius and Crocker (1989), present conflicting findings, highlighting the complexity of gender dynamics in advertising.

While consumers tend to form positive stereotypes about attractive individuals, Erdogan (1999) emphasizes that attractiveness extends beyond physical appearance to include intellectual skills, personality traits, lifestyles, or athletic prowess. While attractive celebrity endorsers may enhance brand attitudes, the impact on actual behavior, cognitive attitudes, and purchase intentions remains uncertain. Experts like Till and Busler (1998) and Shimp (2000) argue that attractiveness alone is subordinate to factors like credibility and alignment with the audience and brand.

In summary, the use of attractive celebrity endorsers can positively influence attitudes toward a brand, but its direct impact on actual behavior, cognitive attitudes, and purchase intentions remains uncertain and requires consideration of additional factors.

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**2.11.3 Q Ratings**

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The Q (quotient) rating serves as an indicator of a celebrity's popularity among individuals who recognize that celebrity (Solomon, 1996). According to Shimp (1997), the calculation of a celebrity's Q rating involves respondents answering two straightforward questions in a survey:

### **Have you heard of this person?**

If you have, do you rate him/her as poor, fair, good, very good, or one of your favorites?

The Q rating is determined by dividing the percentage of the total sample rating the celebrity as 'one of their favorites' by the percentage of the sample who are familiar with the celebrity (Shimp, 1997). It is important to note that a celebrity may not be widely recognized but can still achieve a high Q rating if those who recognize them also hold a favorable opinion. Conversely, a widely recognized celebrity may have a low Q rating if respondents do not express a liking for them. Essentially, a celebrity's Q rating gauges their popularity among those acquainted with them.

For instance, if Salman Khan is known by 94 percent of people surveyed and 47 percent consider him one of their favorites, his Q rating, without decimal points, would be 50 ( $47/94 = 0.50$ ). Rossiter and Percy (1987) assert that knowledge of a celebrity's Q rating can be valuable not only when targeting specific audiences but also in optimizing costs by avoiding the hiring of a big-name celebrity who might not be popular among the target audience, as illustrated by the example of Michael Jackson for the 60+ male target audience. Therefore, Q ratings can serve as an initial filter in the process of selecting celebrity endorsers..

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#### **2.11.4 Product Match-up Hypothesis**

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The match-up hypothesis asserts that the success of an advertisement relies on the perceived alignment between the endorsing celebrity and the endorsed brand (Till and Busler, 1998). The Product Match-up model further emphasizes that the features of the 'Celebrity' and 'Product' should harmonize to achieve effective advertising (Kamins, 1990). This match-up is determined by the compatibility between the attributes of the product and the image associated with the celebrity (Misra and Beatty, 1990). Advertising featuring a celebrity with high compatibility with the product is more effective than those with less compatible celebrities (Kamins and Gupta, 1994; Erdogan, 1999). A match between the qualities of the celebrity and the endorsed brand can enhance believability and attractiveness among the targeted audience (Kamins and Gupta, 1994), supporting the idea that it is crucial to choose celebrities who directly align with the brand and are experts in their field, as advocated by Ohanian (1991).

Bertrand (1992) argues that successful linkage between a company's product and the celebrity's image or expertise can bring fame and success to both. Customers also expect compatibility between the endorsed product and the celebrity, forming a perceived image about the product by comparing their qualities (Ohanian, 1991; Callcoat and Phillips, 1996; O'Mahony and Meenaghan, 1997). Conversely, non-congruence between the endorsed product and the celebrity may lead people to perceive the celebrity as insincere, merely paid to endorse the brand (Erdogan, 1999).

Effective advertising, therefore, requires congruence between the celebrity and the brand. Lack of commonality might result in the 'Vampire effect,' where the celebrity overshadows the endorsed product, and the audience only remembers the celebrity, not the product (Evans, 1988). The product match-up

model also suggests that attractive celebrities, especially females, are more effective in endorsing beauty products designed to enhance attractiveness (Kamins, 1990), as exemplified by Aishwarya Rai Bachhan endorsing L'Oreal beauty products.

Research by Friedman and Friedman (1978) and Atkin and Block (1983) argues that celebrity endorsers are suitable for products involving high social and psychological risk. However, Callcoat and Phillips (1996) counter this by stating that consumers are generally influenced by celebrities for inexpensive and low-involvement products.

In conclusion, the 'Match-up' between the celebrity and the endorsed brand is crucial for attracting the targeted audience and ensuring the message's effectiveness. Advertisers emphasize that the right celebrity is one who aligns with the product or service, creating a perfect match. The consistent use of popular figures to endorse Hindustan Lever's 'Lux' soap in India exemplifies this, reinforcing the brand's values and positioning it as the "beauty soap."

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#### **2.11.5 Meaning Transfer Model**

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McCracken (1989) argued that existing models, such as source credibility, attractiveness, and match-up hypotheses, fall short in capturing the essential success factors of the endorsement process. This viewpoint is supported by DeSarbo and Harshman (1985), who highlighted three problems associated with these models, as outlined by Erdogan (1999):

- Lack of measures to address the multidimensionality of source effects.
- Ignoring overtone-meaning interactions between a celebrity and the endorsed product.
- Absence of a quantified empirical basis for proposed dimensions.

In response to these limitations, McCracken proposed the Meaning Transfer Model, which aims to demonstrate that celebrities possess unique sets of meanings that can be transferred to the products they endorse. The core concept of this model revolves around assessing the meanings consumers associate with the endorser and their subsequent transfer to the brand.

The Meaning Transfer Model posits that the effectiveness of a celebrity endorser hinges on their ability to bring meaningful associations to the endorsement process (McCracken, 1989). Celebrities embody a diverse array of distinctive meanings, encompassing distinctions of status, class, gender, age, personality, and lifestyle types. This diverse palette of meanings, represented by various celebrities, becomes available to the marketing system. For example, in India, Amitabh Bachhan is associated with high class, Aishwarya Rai with a glamorous lifestyle, and Shahrukh Khan as an achiever. Marketers leverage celebrities in advertisements with the assumption that people emulate celebrities and may choose to consume products associated with them (Fowles, 1996)..

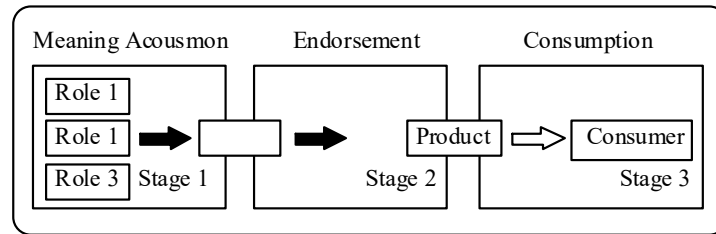


Figure 2.1: Meaning Movement and Endorsement Process (Source: McCracken 1989)

According to McCracken, celebrity endorsements represent a specific instance of a broader process known as meaning transfer. This process follows a conventional pathway for the flow of cultural meaning within consumer societies and comprises three key stages: the formation of a celebrity's image, the transfer of meaning from the celebrity to the product, and finally, from the product to consumers. McCracken posits that meaning originates within the culturally constituted world, shaped by categories and principles of the prevailing culture.

McCracken's model of meaning movement, depicted in Figure 2.1, outlines the progression from celebrities to consumers. In the first stage, advertisers identify cultural meanings intended for the product, seeking celebrities whose public image can convey these meanings. Celebrities bring forth specific configurations of meanings based on their roles in various fields. In the second stage, these meanings are transferred from the endorser to the product, shaping the product's personality through symbolic properties. The third stage, the consumption process, involves consumers recognizing the symbolic properties and incorporating them into self-image construction, completing the meaning transfer.

While McCracken's model may initially appear theoretical, two studies by Langmeyer and Walker (1991a, 1991b) provided real-life evidence of its applicability. These studies used response elicitation formats with celebrity endorsers such as Cher, products endorsed by celebrities, and non-endorsed products as stimuli. Results demonstrated that symbolic meanings associated with celebrities were indeed transferred to endorsed products. Further exploration involving celebrities like Madonna and Christie Brinkley confirmed that combining celebrities with products influenced perceived meanings in the products.

McCracken's suggestion that advertisers should explore the symbolism surrounding a celebrity to assess desirability for brands is supported by empirical evidence. The effectiveness of an endorser is linked, in part, to the meanings they contribute to the endorsement process. The selection of meanings for the product depends on various participants, including the client account executive, research group, and creative team of the advertising agency).

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### 2.11.6 The TEARS Model

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Prominent researchers such as Shimp (2000), Bergstrom & Skarfstad (2004), and Ericsson & Hakansson (2005) advocate the TEARS model, emphasizing two crucial attributes for endorser selection: credibility, incorporating trustworthiness and expertise; and attractiveness, encompassing physical attractiveness,

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respect, and similarity. The TEARS model assesses specific attributes denoted by the acronym 'TEARS' for celebrity selection, which include:

**Trustworthiness:** Illustrated by the example of the legendary actor Amitabh Bachchan, renowned as a symbol of trust, promoting ICICI Bank.

**Expertise:** Demonstrated by figures like Virat Kohli, chosen for endorsing sports brands due to his expertise in the field.

**Attractiveness:** Exemplified by actress Deepika Padukone participating in Kellogg's week challenge to promote achieving a desirable figure.

**Respect:** Highlighted through the involvement of former Miss World Aishwarya Rai in an eye donation campaign, symbolizing respect for a social cause.

**Similarity:** Illustrated by actress Kajol, a real-life mother, endorsing Knorr soupy noodles to connect with the target audience of kids.

A celebrity excelling in all these attributes according to the TEARS model is deemed a suitable endorser for the brand in question.

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### **2.11.7 The No TEARS Model**

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Endorsed by researchers such as Shimp (2000), Bergstrom & Skarfstad (2004), and Ericsson & Hakansson (2005), the No TEARS model asserts that the selection of a celebrity endorser hinges on factors like credibility, attractiveness, match-up with the audience/brand, and the associated costs. This model also emphasizes considerations such as the ease or difficulty of working with the celebrity, the number of other brands the celebrity endorses, and the potential for the celebrity to encounter issues post-endorsement. The 'No TEARS' approach serves as a strategic tool for managers and advertisers to guide the selection of celebrities, helping them sidestep potential pitfalls from imprudent decisions. The model assesses the following information:

- Celebrity & audience match-up
- Celebrity & brand match-up
- Celebrity credibility
- Celebrity attractiveness
- Cost considerations
- Working ease and difficulty factor
- Endorsement saturation factor
- Likelihood-of-getting-into-trouble factor

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### **2.11.8 The FRED Principle**

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The acronym FRED represents four key factors crucial for successful endorser selection: Familiarity, Relevance, Esteem, and Differentiation. This concept, derived from a comprehensive \$6 million study

involving interviews with 30,000 individuals worldwide, aims to uncover the reasons behind the success and failure of brands and their advertising endeavors (Miciak & Shanklin, 1994). FRED is considered a fundamental framework for making effective choices in endorser selection.

**Familiarity (F):**

The target audience must be acquainted with the endorser, perceiving them as empathetic, credible, sincere, and trustworthy.

**Relevance (R):**

A meaningful connection should exist between the endorsed brand and the celebrity endorser, particularly with the defined target market. The audience should be able to identify with the endorser, fostering a predisposition to accept, purchase, and prefer the brand over competitors.

**Esteem (E):**

Consumers should hold a high level of respect and confidence for the celebrity endorser. Notable figures like Amitabh Bachchan, Tendulkar, Shahrukh Khan, and Aishwarya Rai exemplify this quality due to their distinguished careers and undeniable salesmanship.

**Differentiation (D):**

The target consumers must perceive the endorser as standing out from the crowd. If there is no perceived uniqueness among celebrities, the strategy is less likely to succeed. Michael Jordan, as an international celebrity, exemplifies this by rising above the clutter, contributing significantly to his effectiveness as an endorser.

While the FRED concept doesn't guarantee success, it serves as a valuable guideline in the process of selecting a spokesperson. Organizations and their objectives vary, necessitating individual evaluation for optimal decision-making.

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**2.11.9 The VisCAP Model**

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The careful selection of presenters in advertisements is crucial, and the VisCAP Model (Rossiter & Percy, 1987) offers a framework for assessing the visibility of an endorser, along with considerations for credibility, attractiveness, and power among the target audience. It is essential to align presenter characteristics with specific communication objectives, ensuring a positive impact on the desired outcomes while avoiding negative associations.

This model emphasizes the alignment of presenter traits with communication goals, focusing on four key characteristics. Optimal results are achieved when these presenters are utilized for advertising low-involvement products, where minimal thought is required for purchase, and low-risk items, typically inexpensive products (Rossiter and Percy, 1987). Refer to Table 2.3 for a detailed explanation.

**Table 2.3: The VisCAP Model**

SN	Presenter Characteristics	Communication Objectives
1.	Visibility-How recognized the presenter is	Brand awareness

2.	Credibility a. Expertise-Knowledgeability regarding product category b. Objectivity-Reputation for honesty and desire	Informational brand attitude strategy a. Low and High involvement Informational brand attitude strategy b. High involvement
3.	Attraction a. Likeability-attractive appearance and personality b. Similarity to target user	Informational brand attitude strategy a. Low movement Informational brand attitude strategy b. High movement
4.	Power -authoritative occupation or personality	Brand purchase intention

*(Source: Rossiter and Percy, 1987)*

Managers employ the VisCAP model in two main ways:

- As a checklist for evaluating potential presenters.
- As a mathematically based rating format relying on the perception of the target audience.
- It is crucial to carefully choose presenters whose characteristics align with the intended communication effects (Rossiter and Percy, 1987). The VisCAP model encompasses three key aspects:

**Visibility:** This pertains to how well-known or easily recognizable a celebrity is due to prior public exposure (Rossiter and Percy, 1987). The rationale behind this is that the attention given to a celebrity will transfer to the brand. Typically, these ads maintain a visual connection with the product to ensure that the celebrity does not overshadow it.

**Credibility:** Credibility involves the inclination to believe or trust someone, and expertise refers to the knowledge, experience, or skill possessed by an endorser in relation to the communication topic (Shimp, 2000). Research suggests that a celebrity perceived as more expert tends to be more effective and can generate greater intentions to buy the brand (Erdogan et al, 2001). The actual expertise of the endorser is less critical than how they are perceived by the target audience (Shimp, 2000). Credibility is contingent on expertise and objectivity.

- a. **Expertise:** The more similarities the receiver has with the source, the more persuasive the message becomes (O'Mahony and Meenaghan, 1998). A source presented as similar to the audience in terms of attitudes, opinions, activities, background, social status, or lifestyle can enhance liking and identification (Aaker et al, 1992).
- b. **Objectivity:** Objectivity, defined as presenting facts without bias, influences the perceived trustworthiness of a source (Rossiter & Percy, 1987). Some research suggests that celebrity characters are seen as more trustworthy than non-celebrities (Akin and Block, 1983), although it may not be a significant factor in affecting product purchase (Ohaman, 1991).

**Attraction-Likeability:** Likeability, influenced by physical attractiveness and behavior, concerns the feelings the message receiver has toward the information source. While likeability impacts consumers in celebrity endorsement, its effectiveness in persuading source characteristics for influencing purchase intentions is debated (O'Mahony and Meenaghan, 1998).

**Power:** Power, defined as the ability to command the audience to act, can increase brand purchase intentions, though not attitude (Erdogan and Baker, 1999). It also reflects the respect the target audience holds for the endorser. Selecting a celebrity with strong power appeal requires in-depth research to rank celebrities based on power appeal.

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## **2.12 Impact of Celebrity Endorsements on Consumers' Ad Perception, Brand Attitude and Purchase Intention**

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In the contemporary advertising landscape, celebrity endorsements have become a ubiquitous and integral component, holding true for both global and Indian marketing perspectives (O'Mahony, 1998). Marketers increasingly leverage celebrities to enhance consumer attention, recall, and brand associations, expecting multifaceted benefits from such associations.

### **Consumer Ad Perception**

Perception, a pivotal aspect in forming opinions, involves how consumers interpret stimuli from their sensory organs. In marketing, consumer perception encompasses impressions, awareness, and consciousness about a company or its offerings. Studies on celebrity endorsements suggest that a successful endorsement positively influences consumer evaluation, rendering it credible, believable, and appealing (Ohanian, 1990; 1991). This positivity extends to increased advertisement liking, brand recall, enhanced product liking, and other favorable effects (Brown and Stayman, 1992). Notably, celebrities tend to evoke more positive feelings toward ads compared to non-celebrity endorsers (Atkin & Block, 1983; Kamins, 1990; O'Mahony & Meenaghan, 1998).

### **Brand Attitude**

Attitude, defined as a learned predisposition or feeling toward an object, person, or idea, plays a crucial role in consumer behavior (Wells et al., 2003). A favorable attitude toward a brand is considered significant in influencing subsequent consumer behavior. Celebrity endorsers have been found to generate more positive attitudes toward advertising and greater purchase intentions compared to non-celebrity endorsers (Atkin & Block, 1983; Petty et al., 1983). Advertisers, recognizing the influence of attitudes, often focus on creating likable commercials as emotions and feelings evoked by advertisements translate into perceptions about the brand (Batra & Ray, 1986; MacKenzie, Lutz & Belch, 1986; Bruner & Kumar, 2000).

### **Purchase Intention**

Purchase intentions, distinct from attitudes, represent an individual's conscious plan to make an effort to purchase a brand (Bagozzi et al., 1979; Ostrom, 1969). Celebrity endorsements have demonstrated a positive impact on consumer buying behavior, as evidenced by greater purchase intentions (Atkin & Block, 1983; Petty et al., 1983). Numerous studies support the notion that celebrities contribute



substantially to increased appeal, attention, recall rate, and purchase intentions compared to advertisements without celebrities (Cooper, 1984; Dean and Biswas, 2001). Celebrity-endorsed products often stand out, enhancing product recall and making a lasting impact on consumer learning and memory, which proves beneficial during shopping or when the need arises (Bowman, 2002; Schultz & Barnes, 1995).

Research findings indicate the effectiveness and positive influence of celebrity endorsements on various aspects of advertising, including endorser credibility, message recall, approval, and purchase intention (Menon, 2001; Pornpitakpan, 2003; Pringle and Binet, 2005; Roy, 2006). In conclusion, the consistent body of research underscores the positive impact of celebrity endorsements on consumer perceptions, brand attitudes, and purchase intentions. Tables 2.4 and 2.5 present a compilation of various studies and their findings in this domain.

**Table 2.4: Impact of Celebrity Endorsements on Consumer Ad Perceptions**

<b>Author</b>	<b>Variable Studied</b>	<b>Impact on Consumer's Ad Perceptions</b>
McGuire (1985)	Expertise, trustworthiness of celebrity	Positive perception of ad celebrity and brand when expertise and trustworthiness high
Hovland and Weiss (1951)	familiarity Likeability and Similarity of celebrity	Positive perception of ad, celebrity and brand when celebrity is familiar and likeable
Kamins and Gupta (1994)	Match-up between the celebrity and the product	Positive perception of ad, celebrity and brand
McCracken (1986)	Process of transfer of meaning from celebrity to product and to consumer	The higher the perceived match between symbolic properties of the product and celebrities meaning drew from his/her assumed roles, the higher the likelihood of consumer's consumption and appropriation of product's meanings.
Speak, Schumann and Thompson (1988)	Celebrity Expertise	Expert celebrities' product higher recall of product information than non-expert celebrities.
Cooper (1984, Dean and Biswas (2001)	Celebrity vs Non-Celebrity Endorsement	Advertisements featuring a celebrity deliver a higher degree of appeal, attention, recall rate and possibly purchase, compared to the ads without celebrities.
Bowaman (2002)	Celebrity vs Non-Celebrity Endorsement	Celebrity endorsements lead to an increased level of product recall.
Chan, Leung Ng, Luk (2013)	Various Attributes of celebrities	Using a celebrity in an ad would increase brand awareness.

**Table 2.5: Impact of celebrity Endorsements on Brand Attitude and Purchase Intention**

Author	Variable Studied	Findings	Impact on
Hovland and Weiss (1951), Hovland et al (1953), Dholakia and Sternthal (1977)	Credibility	Information from a credible source can include beliefs, opinions, attitude and/or behavior	Brand Attitude Purchase Intention
Kanungo and Pang (1973)	Fit between the celebrity and the brand	The consumer gets motivated to buy an endorsed product when he sees the fit of the celebrity with the endorsed product	Purchase Intention
Atkin and Block (1983), Petty et al (1984), Copper (1984), Dean and Biswas (2002)	Celebrity vs Non-celebrity endorsement	Celebrity endorses produce greater purchase intentions than a non-celebrity endorser.	Purchase Intention
Kahle and Homer (1985)	Attractiveness	Attractive celebrity created more purchase intentions than an unattractive celebrity	Purchase Intention
Ohanian (1991)	Source Credibility (Attractiveness, Expertise and Trustworthiness)	Attractiveness and Trustworthiness do not have a significant impact on purchase intention. Expertise was found to have a significant impact.	Purchase Intention
Mehta (1994)	Celebrity vs Non-celebrity endorsement	No statistical differences were found in brand attitudes and purchase intentions between celebrity and Non-celebrity endorsed situation	Brand Attitude Purchase Intention
Deshpande and Stayaman (1994)	Ethnic status and Trustworthiness	Endorser's Ethnic status would affect endorser's trustworthiness and as a result brand attitude.	Brand Attitude
Till and Busler (2000)	role of Attractiveness and Expertise in Match-up Hypothesis	Attractiveness led to a significant impact on both brand attitude and Purchase Intention. However, expertise	Brand Attitude Purchase Intention

		led to an increase in brand attitude but not purchase intention	
Lafferty and Goldsmith (1999), Goldsmith, Lafferty and Newell (2000)	Endorser Credibility, Corporate Credibility	Endorser credibility influences attitude towards the brand and has a positive impact on consumer buying behavior.	Brand Attitude Purchase Intention
Pornpitakpan (2003)	Source Credibility (Attractiveness Expertise and Trustworthiness)	All the three credibility dimensions were positively related to purchase intention	Purchase Intention
Hakimi, Abedniya and Zaeim (2011)	Trustworthiness	Trustworthiness is not a factor in increasing consumers' intention to try a brand.	Purchase Intention
Chan, Leung Ng, Luk (2013)	Various Attributes of Celebrities	Using a celebrity in an ad would enhance purchase confidence.	Purchase Intention
Muda, Musa, Mohamed, Borham (2014)	Celebrity Credibility	Positive Impact on attitude towards the brand	Brand Attitude

**2.13 Significance Contribution in the Reference book**

The significance of this book lies in its contribution to the evolving landscape of celebrity endorsements in marketing and consumer behavior. While previous research predominantly relied on the three-dimensional celebrity endorsement scale introduced by Ohanian in 1990 (Attractiveness, Trustworthiness, and Expertise), the current work recognizes the need for a more comprehensive and contemporary understanding of celebrity endorsers.

This book addresses the expanding dimensions of celebrity endorsers by synthesizing insights from the literature and conducting exploratory studies. By considering the perspectives of experts and academicians, it aims to construct and validate a new, multifaceted scale for celebrity endorsements. This pioneering effort is expected to fill a critical gap in the field, providing marketers and scholars with a tool that accounts for the diverse attributes and qualities associated with modern celebrity endorsers.

Furthermore, while previous studies primarily focused on assessing the impact of well-established celebrity attributes on consumer behavior, this book takes a fresh approach. It seeks to investigate how the newly constructed and validated scale influences consumers' perceptions of advertisements, their attitudes towards brands, and their intentions to make purchases. This research not only builds upon the

traditional foundations of attractiveness, trustworthiness, and expertise but also introduces two additional dimensions, 'popularity' and 'relevance,' to the discourse.

The book's findings are anticipated to shed light on the interplay between these five celebrity attributes and their impact on ad perception, brand attitude, and purchase intention. This insight will not only enhance our understanding of the role of attractiveness, trustworthiness, and expertise, as established by previous research, but also provide a novel perspective on how 'popularity' and 'relevance' shape consumers' responses to celebrity endorsements. In doing so, this work represents a valuable contribution to the field of celebrity endorsement research and offers practical implications for advertisers and marketers seeking to optimize their strategies in an ever-evolving landscape.

#### **2.14 Possible research topics in advertising and endorsement in the context of Nepal**

Similar research should be conducted in context of Nepal as part of applied academic research since market is small finding funding might be difficult. So, Universities are requested to take care of it. Possible research topics in advertising and endorsement in the context of Nepal are:

The effectiveness of celebrity endorsements in the Nepalese market: This study can investigate the impact of celebrity endorsements on consumer behavior, including ad perception, brand attitude, and purchase intention. It can also explore the attributes of a celebrity that Nepalese consumers consider while making a purchase decision.

The role of culture in celebrity endorsements in Nepal: This study can examine how cultural factors influence the effectiveness of celebrity endorsements in Nepal. It can explore how Nepalese consumers perceive celebrity endorsements and how cultural values and beliefs affect their attitudes towards celebrity endorsers.

The impact of social media on celebrity endorsements in Nepal: This study can investigate the role of social media in celebrity endorsements in Nepal. It can explore how social media platforms are used by Nepalese consumers to interact with celebrities and how this affects their purchase behavior.

The ethical implications of celebrity endorsements in Nepal: This study can examine the ethical issues related to celebrity endorsements in Nepal. It can explore how Nepalese consumers perceive the authenticity of celebrity endorsements and how this affects their trust in the brand.

The impact of celebrity endorsements on small and medium-sized enterprises (SMEs) in Nepal: This study can investigate the effectiveness of celebrity endorsements for SMEs in Nepal. It can explore how SMEs can leverage celebrity endorsements to increase brand awareness and sales, and how this can help them compete with larger companies.

#### **2.15 Some Emerging Concepts of Marketing**

##### **2.15.1 Development of Interactive Marketing Concept**

Interactive marketing, or engagement marketing, is a customer-centric strategy that actively fosters robust customer relationships and enhances brand loyalty through two-way communication with customers. This

approach gained prominence in the 1990s alongside the internet and digital technology boom, offering companies an avenue to differentiate their brands by providing personalized and engaging experiences (Bertsimas, 2007).

An early instance of interactive marketing was email marketing, where companies sent tailored content and promotions to customers based on their preferences and behaviors, nurturing more direct and measurable relationships. The rise of social media in the 2000s further accelerated this trend, allowing brands to engage with customers in real-time, build authenticity, and maintain transparency.

In recent years, interactive marketing has continued to evolve, leveraging technologies like artificial intelligence, virtual reality, and augmented reality to create highly personalized and immersive experiences that foster engagement and brand loyalty. Today, it's a pivotal component in many marketing strategies, promoting stronger customer relationships, brand recognition, and sales growth. Companies invest heavily in digital channels and technologies to enhance customer experiences.

One of the primary advantages of interactive marketing is its capacity to collect data and insights on customer behavior, which can inform and enhance marketing strategies and product offerings. Yet, this approach also presents challenges, such as managing customer expectations for seamless, personalized experiences across channels and addressing concerns about data security and privacy.

In summary, interactive marketing has matured significantly since its inception in the 1990s, now serving as a fundamental element in marketing strategies. It enables companies to establish enduring customer relationships, boost engagement, and cultivate brand loyalty. As new technologies continue to emerge, interactive marketing is expected to play an increasingly pivotal role in the ever-evolving marketing landscape (Bertsimas, 2007).

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### **2.15.2 Nature of Interactive Marketing**

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Interactive marketing is a customer-centric approach that prioritizes two-way communication, fostering robust customer relationships and brand loyalty. This strategy centers on crafting personalized and engaging experiences for individual customers, moving beyond mass messaging (Arfai, 2008). Various manifestations of interactive marketing include email marketing, social media engagement, tailored product recommendations, and interactive advertising campaigns. What unites these diverse forms is the focus on delivering personalized and pertinent interactions to each customer.

At its core, interactive marketing aims to cultivate brand loyalty by creating favorable customer experiences. Personalized engagement allows companies to forge deeper emotional connections with their customers, ultimately leading to increased loyalty and repeat business. Furthermore, interactive marketing yields valuable data and insights into customer behavior, enabling companies to refine their marketing strategies and product offerings. This data-driven approach empowers companies to better meet their customers' needs and preferences.

A significant advantage of interactive marketing is its ability to deliver a consistent and personalized experience across all customer touchpoints, thereby reinforcing brand identity and enhancing customer

satisfaction. Nonetheless, interactive marketing comes with challenges. Managing customer expectations for seamless and personalized experiences across all channels is a significant hurdle that necessitates investments in technology and resources. Additionally, safeguarding customer trust and privacy is crucial in the face of data breaches and privacy concerns. Companies must be transparent about data collection and use while implementing measures to protect customer data.

In conclusion, interactive marketing's essence lies in creating personalized and engaging customer experiences while furnishing companies with valuable insights to refine their strategies and products. As technology and consumer behavior continue to evolve, interactive marketing is poised to assume an increasingly pivotal role in the marketing landscape (Arfai, 2008).

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### **2.15.3 Development of Concept of Customer Retention**

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The evolution of customer retention in marketing signifies a shift from a historical emphasis on customer acquisition to a contemporary focus on nurturing lasting customer relationships (Chavan, 2010). Customer retention denotes a company's ability to maintain its existing customer base over time, rather than perpetually pursuing new clientele.

In the past, marketing revolved around acquiring new customers through extensive advertising and promotional efforts, with minimal attention given to retaining existing patrons. However, heightened competition and escalating costs associated with customer acquisition prompted companies to recognize the significance of retaining their established customer base.

The concept of customer retention gained prominence in the 1980s with Theodore Levitt's book "Keeping Customers," where he advocated building enduring customer relationships as opposed to solely pursuing new customers. This approach emphasized delivering exceptional customer service, providing high-quality products, and curating positive overall customer experiences. The 1990s witnessed the emergence of database marketing and customer relationship management (CRM) systems, affording companies access to a wealth of customer data. This data-driven era allowed companies to monitor customer behavior and preferences, enabling personalized marketing efforts that catered to individual customer needs (Chavan, 2010).

The advent of digital technologies in the 2000s elevated the importance of customer retention. Social media and online reviews provided customers with platforms to share their experiences, both positive and negative, with a wide audience. Companies began to grasp the vital role of delivering positive customer experiences across all touchpoints to retain customers and foster brand loyalty. Today, customer retention constitutes a pivotal element in most marketing strategies. Companies invest in loyalty programs, customer service training, and personalized marketing endeavors to preserve their existing customer base. Research has demonstrated that retaining customers is more cost-effective than acquiring new ones, as loyal customers are more inclined to make repeat purchases and advocate for the brand (Chavan, 2010).

In summary, the evolving concept of customer retention in marketing underscores the importance of cultivating enduring customer relationships. By prioritizing exceptional customer service, top-quality

products, and overall positive customer experiences, companies can successfully retain their customers and cultivate brand loyalty (Chavan, 2010).

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#### **2.15.4 Significance of Customer Retention for Sustainability**

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Customer retention holds a pivotal role in the sustainability of any business, especially within the marketing domain, and several compelling reasons underscore its significance (Dushyenthan, 2012).

**Reduced Costs:** Acquiring new customers often entails substantial expenses for a business. In contrast, maintaining existing customers proves far more cost-effective. Estimates indicate that acquiring a new customer can cost up to five times more than retaining an existing one. Customer retention significantly curtails marketing and advertising expenditures, contributing to overall business sustainability.

**Increased Revenue:** Existing customers exhibit a higher propensity for repeat purchases compared to new customers. By cultivating customer retention, a business can elevate its revenue and profitability, essential for long-term sustainability.

**Brand Loyalty:** Customer retention is instrumental in nurturing brand loyalty. Loyal customers tend to advocate for a brand, leading to augmented revenue and market share. Furthermore, loyal customers are often more forgiving of occasional hiccups or challenges, mitigating the negative impact of isolated negative experiences.

**Customer Feedback:** Existing customers represent a valuable source of feedback for a business. By prioritizing customer retention, a business can solicit feedback and apply it to enhance their products or services. This cycle fosters heightened customer satisfaction, which, in turn, aids in retaining current customers and attracting new ones.

**Competitive Advantage:** In today's fiercely competitive market landscape, customer retention stands as a vital element for gaining a competitive edge. By focusing on retaining customers, a business can distinguish itself from rivals and craft a unique selling proposition that not only attracts new customers but also keeps existing ones engaged (Dushyenthan, 2012).

In synthesis, customer retention is integral to sustaining a business within the marketing arena due to its capacity to reduce costs, augment revenue, foster brand loyalty, harvest customer feedback, and establish a distinctive competitive advantage. These aspects collectively contribute to the enduring success of the business.

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#### **2.15.5 Relationship between Interactive Marketing and Customer Retention**

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Interactive marketing and customer retention share a symbiotic relationship, as interactive marketing serves as a pivotal means to achieve and bolster customer retention (Khan, 2012). The interplay between these two concepts is evident in several ways:

**Understanding Customer Needs:** Interactive marketing is instrumental in helping businesses gain insights into their customers' needs, preferences, and behavior. This knowledge is the cornerstone of

building enduring customer relationships. It allows businesses to tailor their offerings to meet individual customer requirements, fostering brand loyalty (Khan, 2012).

**Seamless Customer Experience:** Interactive marketing is integral in creating a unified and seamless customer experience across various digital touchpoints. This cohesion is pivotal for customer retention, as it nurtures trust, loyalty, and advocacy, ultimately leading to sustained customer relationships.

**Gathering Customer Feedback:** Interactive marketing enables businesses to collect valuable customer feedback. This feedback loop is vital for enhancing the customer experience and, in turn, increasing customer retention.

**Cost Reduction and Revenue Increase:** Customer retention not only builds brand loyalty but also reduces marketing costs. As existing customers are more likely to make repeat purchases, businesses can experience increased revenue, underlining the economic importance of customer retention (Labrecque, 2014).

**Brand Commitment and Competitive Advantage:** Customer retention strategies such as loyalty programs and personalized engagement enhance brand commitment, differentiating businesses from their competitors. This uniqueness can serve as a strong competitive advantage (Bertsimas, 2007).

**Quality Services and Customer Satisfaction:** The delivery of quality goods and services, as well as the resolution of customer complaints, are key components of customer retention. These elements are essential for building customer trust and loyalty (Chavan, 2010).

**Use of Loyalty Programs:** Loyalty programs, such as Safaricom's bonga points, are among the strategies used for customer retention. These programs create a bond with customers, reducing the likelihood of them switching to other service providers (Djajanto, 2014).

**Relationship Building:** Customer relationship management and interactive marketing are intertwined in modern customer-centric strategies. Interactive marketing fosters customer engagement, and customer retention solidifies these relationships (Kinene, 2002).

**Trust and Electronic Marketing:** Trust is a crucial aspect of electronic marketing, as it allows organizations to interact directly with customers. This trust is built through direct communication and consideration of customer needs, enhancing customer satisfaction and retention (Labrecque, 2014).

In synthesis, interactive marketing and customer retention are interdependent strategies, working in tandem to achieve the common goal of establishing and maintaining long-term customer relationships. Interactive marketing is the engagement, while customer retention is the commitment. Businesses that effectively combine these strategies are more likely to experience long-term success and sustainability.

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#### **2.15.6 Review on Trust**

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Trust plays a pivotal role in establishing a reliable relationship with an exchange partner. It is rooted in the belief that the partner is dependable and fulfills their obligations. Trust is nurtured through repeated



experiences, with more interactions bolstering confidence. It is an indispensable component for sustaining relationships. Rempel (1985) outlined three trust factors: predictability, dependability, and faith.

Social bonds denote the degree of personal interaction between genuine buyers and sellers. This emotional connection is forged through interpersonal exchanges, encompassing elements like friendship, familiarity, and trust. It transforms into a personal bond (Rodriguez & Wilson, 2002). In contrast, structural bonds involve businesses providing structural and infrastructural support to customers.

Bhandari (2017) explored the influence of relationship marketing practices on customer loyalty in Nepalese commercial banks, finding a positive link between trust, commitment, conflict resolution, communication, and customer loyalty. Thureau (2004) underscored the significance of service personnel's customer orientation in service firms' success, as it impacts customer satisfaction and retention. Rootman (2011) demonstrated the effect of relationship marketing on customer retention in the banking sector. Britz (2008) recommended that customized banking products and services contribute to customer retention. Datta (2018) developed a customer retention strategy and conceptual framework for the Bangladeshi food retailing sector, highlighting the importance of service quality, trust, bonds, and customer satisfaction in fostering positive customer loyalty and retention.

Customer retention has been described from various perspectives, including as a psychological process (Bowden, 2009) and a behavioral manifestation. Patterson (2006) defined customer retention as a psychological state characterized by vigor, dedication, absorption, and interaction. In the context of home-sharing platforms, customer retention represents a psychological state reflecting customers' feelings toward hosts and the sharing platforms.

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### **2.15.7 Review on Relationship Commitment**

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A customer, the lifeblood of a business, is someone who engages with a store or business, providing their patronage. Many organizations cater to diverse customer types, with a fundamental division between internal and external customers. Internal customers are those individuals within an organization who receive products or services, contributing to the overall service experience. On the other hand, external customers are individuals outside the company who receive products and services on the company's behalf.

Interactive marketing theory posits that successful interactive marketing is rooted in cooperative relationships, a hallmark of prosperous relational exchanges (Taleghani, 2011).

Relationship marketing emerged in the 1980s, recognizing that many business interactions, particularly in the service industry, inherently possessed a relational nature. This shift offered an alternative perspective to the conventional transaction-based view of marketing. Relationship marketing focuses on the attraction, growth, and retention of customer relationships (Salaymeh, 2013).

Commitment plays a vital role in this context, defined as a process shaped by parties' intentions to act and their positive attitude. It underpins the continuity of the relationship between exchange parties, and it stands as a cornerstone of effective customer relations. Commitment serves as the bedrock for forging and

sustaining relationships, as the absence of commitment often leads to the dissolution of a relationship. It's a psychological inclination that fosters an attitude to maintain a partnership (Turnbull, 1995).

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#### **2.15.8 Review on Quality of employees**

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Employee-customer interaction (ECI) is a dynamic process integral to the consumption experience, particularly in high-contact service delivery settings like restaurants and hotels. ECI quality, from the customer's standpoint, is defined as the customer's perception of the excellence of their interactions with employees. High-quality ECI is characterized by customers' feelings of effectiveness, helpfulness, and comfort during their interactions with employees. Since customers primarily engage with employees when receiving services in hospitality settings, the role of employees in enhancing the customer experience should not be underestimated. Quality ECI fosters improved customer-employee connections and influences customer satisfaction and loyalty, and it also moderates the positive impact of customer-to-customer interactions on the brand experience. However, limited research has explored the impact of ECI quality on customers' extra-role behaviors, such as prohibitive voice behaviors. This study aims to address this gap (Rootman, 2011).

This study proposes a positive association between ECI quality and customers' prohibitive voice behaviors. High-quality ECI is characterized by customers receiving personal care, useful assistance, and a sense of genuineness from employees. Viewing customer-employee interaction as a type of social exchange relationship, it aligns with the reciprocity principle in social exchange theory. According to this principle, if customers perceive personal benefits from high-quality ECI with employees, they are more likely to engage in positive actions as a form of reciprocity toward the employees or the company. Customers' prohibitive voice behaviors are essentially a type of customer citizenship behavior, which can be seen as positive rewards for employees or companies. Therefore, guided by social exchange theory, this study posits that ECI quality positively influences customers' prohibitive voice behaviors (Datta, 2018).

Customer retention is sustained when companies can meet and maintain customer expectations within long-term relationships, ensuring enduring purchasing decisions. The topic of customer retention is commonly discussed in business economics from the perspective of relationship marketing, which places customer relationships at the forefront, with the long-term goal of nurturing and sustaining them. While many past studies have emphasized managing customer satisfaction to reach the retention stage, additional factors come into play in customer retention, such as trust and commitment. "The Commitment-Trust Theory of Relationship Marketing," one of the most influential relationship marketing theories, underscores the importance of commitment and trust in building a positive connection between a company and its customers. It encourages efficiency, productivity, and effectiveness (Taleghani, 2011).

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#### **2.15.9 Review on Complaint handling**

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Customer complaints are expressions of dissatisfaction with a product, service, or the purchasing experience. Tronvoll (2012) defines them as formal or informal reports from customers about issues with a product or service. Research demonstrates that a company's handling of customer complaints has a lasting impact on its business success. Poor complaint handling procedures, as Gelbrich (2016) points out,

can harm the company-customer relationship, lead to customer dissatisfaction, generate negative word-of-mouth advertising, reduce customer loyalty, and lower the chances of customer retention. Awara (2010) further emphasizes that inadequate customer complaint handling leads to customer loss, resulting in a decrease in market share. At the same time, acquiring new customers through marketing promotions is costly, which can reduce company profitability.

Lovelock (2011) views complaint handling efforts as investments that aid in retaining customers and safeguarding long-term profitability. These complaint management policies may involve actions such as apologizing, excusing, providing material compensation, or re-performing core services to correct previous issues. Miller (2000) categorizes complaint handling strategies into two types: psychological and tangible. The psychological approach focuses on communication, including explaining the problem to the customer and offering apologies. In contrast, the tangible approach involves refunding and providing material compensation.

Parasuraman (1988) suggests that the problem resolution process consists of two dimensions: technical and functional. The technical dimension refers to the outcome of complaint handling, specifically what the customer ultimately receives after the service provider's efforts to resolve the issue. The functional dimension relates to the process's execution. Berry and Parasuraman (1991) highlight the importance of the functional dimension in the complaint handling process and note that the outcome is especially critical when delivering the original service, depending on the type of service involved.

Gelbrich (2016) indicates that complaint behavior is influenced by customers' perceptions of their role and social norms. Customers may be discouraged from voicing complaints and criticizing service providers if they believe they have limited influence and cannot question the service provider's expertise due to social norms or a lack of professional knowledge in a specific service field (e.g., medicine, law). Customer complaint behavior is often driven by four main motivations: seeking a refund to compensate for economic losses, escaping anger and restoring self-esteem, contributing to service quality improvement (especially in cases of high customer involvement), or altruistically aiming to prevent others from experiencing the same issue. Effective complaint handling involves developing and implementing thoughtful procedures to encourage customers to file complaints and turn dissatisfied customers into satisfied ones.

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#### **2.15.10 Review on Personalizing Services**

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McMillan (2018) conducted research on the topic of perceived interactivity, focusing on the role of direction of communication, user control, and time in shaping perceptions of interactivity in the context of the World Wide Web. Interactivity is a concept frequently mentioned in the context of the web, but it is rarely operationalized. While it has been conceptualized as a process, a function, and a perception, most definitions have concentrated on the process or function aspects. McMillan's study aimed to develop scales that operationalize the perception-based approach to interactivity, which is important in advertising research. The study identified and refined measures of perceived interactivity (MPI) using a multi-stage method. The resulting 18 items in the MPI offer researchers a valuable tool for measuring consumer perceptions related to web advertising.

In a related study, Brown (2017) explored the concept of word-of-mouth communication within online communities in a journal titled "Conceptualizing the Online Social Network." The research involved two stages: qualitative interviews and a social network analysis of a single online community. The results of this study provided strong evidence that individuals often treat websites themselves as primary "actors" in online social networks, and online communities can serve as social proxies for individual identification. The authors presented a conceptualization of online social networks that considers websites as actors, initiated an exploration of the concept of the consumer-website relationship, and developed a conceptual model for the online interaction and information evaluation process.

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#### **2.15.11 Review on Familiarity**

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Bolton (2019) conducted research on interactive services and synthesized the current knowledge in this area. Interactive services are defined as services that involve customer-firm interactions in a technological environment. The level of customer participation significantly influences service quality and outcomes for both customers and firms. This research identifies key areas of study and their practical relevance. The focus is on the nature of customer participation in interactive services and its importance in service creation and delivery. The article also outlines research questions to guide future studies in this field.

Sloka (2018) analyzed marketing in the context of general insurance in Latvia, particularly focusing on possibilities and challenges in life insurance. The research aims to identify marketing opportunities within general insurance in Latvia, which serves as a platform for accessing customer accounts and other insurance products. The study involved an expert survey in the life insurance sector, revealing current limitations in conducting marketing activities. The results indicate a need for improved solutions to enhance marketing efficiency within general insurance.

Bagge (2015) explored the effectiveness of an interactive marketing platform in Taipei. The analysis demonstrates that potential users in Taipei are inclined to accept the technology and interact with it, leading to a higher degree of involvement and elaboration with the marketing platform. This interactive approach benefits advertisers by allowing them to design marketing messages that have a more significant impact on potential customers compared to traditional outdoor advertising. The research suggests that there is substantial potential for interactive marketing in Taipei.

Stewart (2012) discussed consumer interaction with marketers in various contexts and highlighted the limited motivation, time, and processing capacity consumers have for such interactions. Consumers tend to engage when a product or service is highly important to them, and the interaction is perceived as beneficial and facilitated by user-friendly communication media. The research emphasizes that interactive media shift control of information flow from marketers to consumers, but it is the marketer who decides the available content while interactivity guides their decisions.

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#### **2.15.12 Review on Customer Retention**

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Lin (2011) conducted a study that examined the relationship between interactive marketing, service value, customer retention, and behavior intention. They developed a service model to understand the influence and relationships among these factors. The results showed that interactive marketing had a direct positive effect on customer retention, while physical facility and service process had a positive direct effect on

service value. Interactive marketing, through service value and customer retention, had an indirect positive effect on behavior intention. Service value and customer retention had a direct positive impact on behavior intention, highlighting the interplay between these elements in the service industry.

Panni (2019) explored the factors affecting customer retention in general insurance services. The study found that customer demographics did not significantly impact customer retention. Instead, innovative characteristics such as relative advantages, compatibility, trial ability, observability, and complexity had a significant association with customer retention. This highlights the importance of innovation and service quality in retaining customers within the general insurance sector.

Sesser (2016) explained the relationship between customer satisfaction and customer retention. The study emphasized that customer satisfaction is influenced by customer expectations, and customer retention plays a crucial role in long-term profitability. Retaining customers is a potent marketing strategy, and even a small increase in retention rates can lead to a substantial increase in the net present value of customers in various industries. This underscores the significance of customer retention in strategic marketing planning.

Chang (2018) discussed the importance of being a valued partner to customers in retaining their loyalty. The study identified common reasons for customers transitioning to alternative service providers and offered recommended programs and strategies to strengthen customer loyalty. For quality service providers, understanding and addressing the less tangible reasons for customer attrition is essential for retaining customers and growing profitable revenue.

Taleghani (2016) conducted research on the role of relationship marketing in the insurance industry, focusing on customer loyalty. The study found that relationship marketing underpinnings, including trust, commitment, communication, conflict handling, bonding, shared values, empathy, and reciprocity, had a direct and significant effect on customer loyalty. Building trust, demonstrating commitment, and effective communication were among the key factors in creating and retaining customer loyalty in the insurance industry.

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### **2.15.13 Social Media as a Marketing Platform**

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According to various studies, social media is defined as internet-based platforms that enable the creation and exchange of content and information among users (Kaplan & Haenlein, 2010). Businesses, government institutions, and organizations utilize social media platforms for communication and engagement with clients, citizens, and a broader audience (Kim & Ko, 2010). This highlights the significant influence of social networks on consumer purchase decisions and behavior (Kohli, Suri, & Kapoor, 2014). Social media is a channel for sharing information, creating product awareness, and shaping consumer purchase intentions (Muntinga, Moorman, & Smit, 2011).

Research by Kwak, Lee, Park, and Moon (2010) examined factors influencing social media influencers' impact on Twitter and found that the rank of the web page had the most significant influence. In contrast, Cha, Haddadi, Benevenuto, and Gummadi (2010) measured influencer impact using factors like the number of followers, mentions, and retweets, revealing that the number of followers had the most significant impact on social media. These studies highlight the complexities of understanding influence in the social media landscape.

## **2.16 Concept of Influencers**

Social Media Influencers (SMIs) are independent third-party endorsers who wield significant influence on social media platforms such as Instagram to shape perceptions, attitudes, and behaviors related to brands, products, or various topics (Muntinga, Moorman, & Smit, 2011). These influencers are active individuals with the ability to impact their networks due to their intellectual capacity. While anyone can be an influencer, especially on social media where everyone has a voice, some individuals possess more significant influence within their communities.

Social media influencers, as described by Dizon (2015), are influential individuals who are considered experts in specific fields, attracting a large following. They exert their influence on followers' behaviors and attitudes through various forms of content creation, such as podcasts, pictures, and videos. Companies utilize social media influencers as a marketing tool to reach their target audience, convey messages, and influence consumer purchasing decisions.

Influencers act as autonomous, outsider endorsers who shape people's attitudes through their influential presence on social media. Efforts have been made to identify and track relevant influencers based on factors like the number of followers, likes, and the frequency of post sharing. Earned endorsements, such as influencer recommendations, provide strength to the endorsed product or service and help internalize marketing messages. Influencers have a significant number of direct friends and followers, but their true impact extends to their numerous indirect followers who are influenced by their content.

The use of social media influencers serves purposes like branding promotion, increasing awareness, enhancing customer service, and managing customer relationships (Chen, Fay, & Wang, 2011). Social media influencers, with their large following, can affect the purchasing decisions of others. Brand endorsements by social media influencers have been shown to positively influence their followers (Nandagiri & Philip, 2018). The ability of influencers to meaningfully convey brand messages plays a crucial role in influencing consumer buying behavior and purchase intentions.

Social media influencers function as digital opinion leaders, viewed as mentors who can influence other online community members due to their expertise (Cho, Hwang & Lee, 2012). They are akin to micro-celebrities, driven by the desire for visibility and attention, influencing others through their admired status and high social standing (Kapitan & Silvera, 2016). What sets influencers apart from traditional celebrities is that consumers perceive them as relatable individuals. However, influencers are often motivated by hidden business interests, striving to maintain an appearance of authenticity (Abdulmajid & Wahid, 2012).

Compared to traditional media, influencer posts are considered more casual, fresh, and unpolished, fostering quick, intimate interactions and reactions from followers (Boyd, 2006). Through social media platforms, influencers have control over their self-presentation and interactions with followers. They provide glimpses behind the scenes, using their authentic voices to build relationships (Boyd, 2006). The frequent sharing of personal aspects and encouraging interaction among followers creates a sense of community and fosters "influencer content" through requested feedback (Senft, 2008).

Consumers' susceptibility to influencer influence hinges on several critical factors: the right information, timing, context, and the credibility of the source. Influencers play a pivotal role in the virtual community,

disseminating information across diverse social media platforms like blogs and social networks. They share personal stories, images, experiences, and varying opinions on an array of subjects, services, and products, exemplifying the influential phenomenon (Alsulaiman, Forbes, Dean, & Cohen, 2015).

In contrast to celebrities, who are typically public figures with extensive followings, influencers produce advertorials on social media or blogs. They may receive compensation in exchange for creating content that promotes products or services. Bloggers often have a dedicated audience interested in specific topics, making them a valuable resource for marketers. This recognition of bloggers' credibility has prompted marketers to utilize them as endorsers, positioning them as more authentic and relatable figures (Mendoza, 2010).

As a result, the rise of internet connections has led brands to pivot their marketing efforts toward seeding information or products through influencers. They rely on influencers' capacity to convey a sense of "people like me" to consumers, the most influential form of persuasion. This shift compels brands to carefully select influencers who genuinely captivate their target audience. These influencers may differ from traditional celebrities and paid endorsements, emphasizing authenticity as a key factor in consumer influence.

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### **2.16.1 Social Proof and Identifying Influencers**

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In order to harness the potential of influencers, companies must identify them. This process is challenging but crucial for generating higher sales and greater profits (Galeotti & Goyal, 2009). Sharing emotions is a coping mechanism that enhances social integration and connections. People share to seek acceptance by society and social proof (Buechel & Berger, 2012). Baer and Naslund (2011) note that online social proof is often represented by metrics like likes, comments, shares, and retweets. However, they argue that the number of followers doesn't necessarily indicate good performance; it's influence that truly matters. To identify influential influencers, marketers should focus on those whose communities actively engage through responses and comments, as supported by Schaffer (2013).

Previous research sought to identify opinion leaders who could influence others through social network analysis (Watts & Dodds, 2007). Social proof differs depending on the strength of social ties, distinguishing between strong ties like close friends and weak ties like acquaintances. Strong ties serve as effective channels for transmitting information about products, showing a relationship between tie strength and information flow.

Influencers can also be identified through factors like community blog pages, where influence is asymmetric, and some individuals are more influential than others. Compliant engagements and hidden influence between users also reveal the importance of influencers (Herlocker, Konstan, Terveen, & Riedl, 2004).

Boyd and Ellison (2008) define social networks as web-based platforms that allow users to create profiles, list connections, and interact with others. These platforms have grown significantly, driven by the diversity of features they offer. Understanding media richness theory is essential for selecting the most effective communication channels for transmitting messages and reducing uncertainty (Dennis & Kinney, 1998). A study by Kwak (2012) demonstrates that different media can be considered rich or lean based on media use and communication motives, with richer media being suitable for instrumental

motivations. Dennis and Valacich (1999) suggest that media richness theory should be extended to new media platforms and task performance, highlighting the importance of cues and feedback for message effectiveness.

Social media has become a prominent marketing communication tool, helping businesses reach customers, raise brand awareness, alter perceptions, and inspire purchases (Alalwan, 2018). YouTube, as a diverse platform, challenges traditional communication theories and demands new research and adapted theories (Soukup, 2014). Online video advertising, such as TrueView in-stream ads on YouTube, plays a significant role in Google's monetization model. It was found that skippable advertisements can be effective for both users and companies (Pashkevich, Dorai-Raj, Kellar & Zigmond, 2012).

Social media has gained significant attention from both researchers and businesses due to its role in customer engagement and communication across various industries and company sizes.

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### **2.16.2 Influencer Marketing**

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Influencers, who are not quite celebrities but have a significant impact, play a unique role in social media (Brown & Hayes, 2008). The factors that contribute to their influence are diverse, ranging from their social or business network connections to their deep subject knowledge, and there's no single formula to determine why some people are more influential than others. Influencer marketing on social media is a strategy that leverages these influential individuals to promote a brand's message and products to a larger audience.

Influencer marketing operates within the realm of social media, aiming to raise brand awareness among different consumer segments by utilizing influencers. These influencers have substantial social followings and are seen as experts within their respective niches. The effectiveness of influencer marketing is rooted in the trust influencers have built with their followers, making their recommendations a powerful form of social proof for brands (Brown & Hayes, 2008).

In this context, influencers collaborate with companies, often receiving compensation in the form of cash, free products, or services for promoting the brand through various means, whether as direct advertisements or more subtle product placements. The use of various social media platforms, such as blogs, Facebook, YouTube, Instagram, and Twitter, has become increasingly popular for influencer marketing, with blogs being particularly impactful.

While brands have traditionally reached out to influencers individually, recent developments in social media marketing have given rise to companies that compile databases of influencers from various fields. Brands can now access these databases to find the most suitable influencers for their specific products or services, streamlining the influencer selection process and saving time (Tapinfluence, 2017).

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### **2.16.3 The Evolution of Influencer Marketing**

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In the past, social influence was largely concentrated among a select few, including church leaders, royalty, and the wealthy elite. Consumers had limited exposure to entertainment and information through fixed TV programs, government-approved radio stations, and cinema stars. The power to decide what people could relate to was held by a select group in positions of authority, such as the government,



international corporations, and widely respected media and journals. Common people had limited access to the audience.

However, with the advent of technology, the landscape of influence changed dramatically. Computers, smartphones, the internet, and wireless connectivity opened up new avenues for communication. The rise of social media technologies gave birth to Word of Mouth (WOM) marketing. People started sharing their opinions, insights, experiences, and perspectives through various media, including text, images, audio, and videos on platforms like blogs, podcasts, forums, and vlogs. WOM formalized the process of tapping into everyday conversations and harnessing them as a marketing tactic.

WOM can sometimes be confused with influencer marketing, where consumers propagate messages. However, influencer marketing is the strategic process, and WOM often serves as the medium. Over time, ordinary consumers gained the ability to influence larger audiences, and the lines between influencers and regular people blurred.

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#### **2.16.4 The Advantages of Influencer Marketing**

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Influencer marketing serves as a vital link between brands and consumers. Social Media Influencers (SMIs) endorse products through their personal lives, making them relatable and relevant to everyday consumers. Displaying products through photographs and videos, connecting with consumers, and exchanging opinions and feedback with their followers are essential for influencer marketing success.

In terms of return on investment, influencer marketing offers an impressive 11 times higher return compared to traditional forms of digital marketing. Consumers exposed to influencer marketing tend to purchase significantly more products than those exposed to traditional online marketing. The authenticity of influencer engagement makes consumers actively seek social media content, and this genuine interaction contributes to increased sales. Additionally, influencer marketing creates a "halo effect" that benefits the brand they endorse, enhancing brand loyalty.

Influencers play a pivotal role in product recommendations. Influencers have up to 22.2 times more "buying conversations" that include product recommendations per week than an average consumer. Consumers are highly likely to follow influencer recommendations. Influencers are seen as credible, believable, knowledgeable, and skilled at explaining how products work, leading to increased product engagement and sales.

Moreover, influencer marketing offers cost-effective advantages, especially through the reuse of influencer-generated content. Brands can continue to benefit from influencer content even after a campaign ends, fueling their social media pipelines. This form of marketing leverages influencers' audience and is often more cost-effective than using internal design teams.

In terms of credibility, influencers are seen as more trustworthy compared to celebrities because they have a similar social status as consumers while still maintaining a level of expertise and influence. Their genuine endorsements and personal touch resonate with consumers.

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#### **2.16.5 Challenges and Risks of Influencer Marketing**

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Despite the advantages of influencer marketing, it comes with certain challenges and risks. Brands may find it challenging to give up control of their communication to influencers, who have creative freedom in

creating endorsement content. Measuring the effects of SMIs on consumer perception and purchasing behavior can also be complex.

The selection of the right social media influencers is crucial, but it's not just about the number of followers. Brands should consider various factors underlying the influencers' impact. Moreover, some influencers resort to purchasing follower bots to inflate their metrics, making it necessary for brands to thoroughly assess the engagement rate and follower count patterns.

Proper disclosure on influencer posts is a legal and ethical concern. Marketers must ensure that influencers provide adequate disclosure in their posts to remain compliant with evolving regulations.

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### **2.16.6 Emerging Trends in Influencer Marketing**

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In 2022, influencer marketing was a \$16.4 billion industry, and it's expected to grow substantially. As of 2023, marketers are projected to spend over \$4.5 billion on influencers, indicating the industry's continued growth. Several emerging trends include:

1. **Multi-Platform Presence:** Influencers operate across multiple social media platforms, fostering interaction among their audiences. They don't limit themselves to a single platform, making their presence and impact more versatile.
2. **Affiliate Programs:** Influencers are now more selective in recommending products and focus on those they genuinely use and trust. Brands recognize that influencers can become genuine champions of their products.
3. **Video Content:** Video content, especially on platforms like YouTube and TikTok, is dominating influencer marketing. It's a preferred format for campaigns due to its effectiveness.
4. **Live Shopping:** Live shopping, enabled by platforms like Instagram and TikTok, is becoming increasingly popular. Influencers engage with their communities through live video and interactive content, driving sales in real time.
5. **Diversity and Representation:** Emphasis on diversity and inclusion in influencer marketing campaigns is growing. Brands are becoming more sensitive to ensuring that their messages are inclusive and representative of various communities.
6. **Micro and Nano Influencers:** Brands are favoring smaller influencers with more engagement over those with large follower counts. These smaller influencers often have more authentic connections with their audiences.
7. **Ongoing Partnerships:** Brands are increasingly partnering with influencers for long-term projects instead of one-off sponsored posts, recognizing that building strong relationships leads to more effective marketing campaigns.
8. **Popularity of TikTok:** TikTok is gaining prominence in the influencer marketing space, especially among younger users. It's poised to become a key platform for influencer marketing in 2023.
9. **Specialized Influencers:** Influencers are becoming niche specialists, developing expertise in specific industries or areas, making them sought after by brands within those niches.
10. **Purchase Intention:** Influencer marketing significantly impacts consumer purchase intention, with consumers making buying decisions based on the messages conveyed by influencers.

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### **2.16.7 Factors Influencing Purchase Intention**

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*Purchase intention is influenced by various factors, including:*

1. **Brand Awareness:** Consumers are more likely to consider products from brands they are aware of.
2. **Customer Loyalty:** Loyalty to a brand and perceived quality affect purchase intention.
3. **Brand Equity:** A strong brand reputation can positively influence purchase intent.

4. **Perceived Value:** When consumers perceive value in a product or service, their purchase intent increases.
5. **Website Quality:** The quality of a brand's website positively affects consumer trust and, consequently, purchase intent.
6. **Past Experience:** Consumers' past experiences, both online and offline, influence their intent to purchase.

These factors work together to shape consumer purchase intention, making it essential for brands to consider them in their marketing strategies.

In Brief, influencer marketing has evolved significantly from the historical concentration of influence in the hands of the few to a dynamic landscape where ordinary consumers can wield significant influence. It offers numerous benefits, including high ROI and authenticity, but also poses challenges and risks, such as the need for clear disclosure. The industry is expected to continue growing, with trends focusing on diversity, multi-platform presence, and specialized influencers, among others. These influencers play a pivotal role in shaping consumer purchase intention, which is influenced by various factors, including brand awareness, loyalty, and past experiences. Brands need to adapt their marketing strategies to harness the full potential of influencer marketing in this ever-evolving landscape.

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### **2.17 Closing Note**

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There are several reasons why companies in Nepal and India use celebrity endorsers in their advertising campaigns. These include ensuring high recall rates, brand building, improving a soiled image, likeability of the endorser, repositioning/new product launches, adding glamour, PR coverage, and psychographic connect. Celebrity endorsements can help companies achieve high recall rates in the midst of advertisement clutter, and can also help in brand building. In the case of a soiled image, celebrity endorsements can help restore consumer confidence. The likeability of the endorser is crucial in increasing brand sales, and celebrities can also be effective in repositioning products with sagging sales or introducing new products successfully. Companies also use celebrities to add glamour to their ads, which they believe gets transferred to the brand as well. Finally, advertisers capitalize on the love and adoration fans have for celebrities to sway them towards their brand, creating a psychographic connect. However, it is important for companies to select celebrities carefully and use them effectively to ensure success. There is a lack of research on the practice of endorsement in Nepal, and further studies could explore the impact of celebrity endorsements on consumer behavior in the Nepalese market.

Celebrity endorsement has been a topic of research interest for researchers all around the world. With the growing advertising industry in India and the growing trend of celebrity endorsements, the same hold true in case of the Indian context also. Drawing clues from the previous researches and reaching conclusions regarding impact of celebrity endorsement on consumers shall be interesting to study in the context of this emerging economy.



# 3

## UNIT

# METHODOLOGY

*The present chapter outlines the objectives of the study, the hypotheses developed, and the research methodology followed for achieving the objectives laid down. It further explains the data collection method, sampling technique and sample size, the research techniques used, and the theoretical framework used to conduct the study.*

### 3.1 Introduction

This chapter provides a comprehensive overview of the Reconstructing Celebrity Endorsement, hypotheses, data collection, and methodology employed in this study. It draws upon the gaps identified during the literature review to structure the research approach. The chapter presents the rationale behind the chosen methodology, which is instrumental in achieving the Unveiling New Dimensions in Marketing and Consumer Behavior through Reconstructing Celebrity Endorsement.

### 3.2 Research Design

A research design is a framework or blueprint for conducting the marketing research project. It details the procedures necessary for obtaining the information needed to structure or solve marketing research problems (Malhotra and Dash, 2011). A research design lays the foundation for conducting the project. A good research design will ensure that the market research project is conducted effectively and efficiently. Typically, a research design involves the following components or tasks (Malhotra and Dash, 2011).

1. Define the information needed (specify the objectives).
2. Design the exploratory, descriptive, and/or causal phases of the research.
3. Specify the measurement and scaling procedures.
4. Construct and pre-test a questionnaire (interviewing form) or an appropriate form for data collection.
5. Specify the sampling process and sampling frame.
6. Develop a plan of data analysis.

### **3.3 Focus of the Book**

*The present reference book aims to achieve the following scopes as outcome of research:*

- Construct and validate a celebrity endorsement scale
  - Identify the various dimensions of a celebrity endorser
  - Develop a celebrity endorsement scale using the identified dimensions
  - Validate the developed scale and examine its goodness of fit
  - Determine the relative importance of the various dimensions of a celebrity endorser
- Find out the impact of celebrity endorsements on consumers' ad perception:
  - Investigate the impact of celebrity endorser's attractiveness, trustworthiness, expertise, popularity, and relevance on consumers' ad perception.
  - Analyze the impact of celebrity endorsements on consumers' brand attitude:
  - Examine the impact of celebrity endorser's attractiveness, trustworthiness, expertise, popularity, and relevance on consumers' brand attitude.
- Find out the impact of celebrity endorsements on consumers' purchase intention:
  - Explore the impact of celebrity endorser's attractiveness, trustworthiness, expertise, popularity, and relevance on consumers' purchase intention.
  - Validate a model that can be used to find out the impact of celebrity endorsements on consumers' ad perception, brand attitude, and purchase intention:
  - Develop and validate a model that incorporates the effects of celebrity endorsements on consumers' ad perception, brand attitude, and purchase intention.

### **3.4 Classification of Research Design**

Research designs can be broadly categorized into two main types: exploratory and conclusive. These design types serve different purposes and employ distinct methodologies.

#### **Exploratory Research**

Exploratory research is conducted with the primary goal of offering insights and understanding of a particular problem. It is particularly valuable when the problem requires a more precise definition, identification of relevant courses of action, or additional insights before developing a comprehensive approach. At this stage, the information sought is loosely defined, and the research process remains flexible and unstructured. For instance, exploratory research often involves methods like personal interviews with customers or industry experts. The sample size is typically small, and the primary data collected is qualitative in nature. Due to these characteristics, the findings of exploratory research should be viewed as preliminary or as a starting point for further investigation. It often serves as a precursor to subsequent exploratory or conclusive research phases (Malhotra and Dash, 2011).

#### **Conclusive Research**

Conclusive research is typically more formal and structured compared to exploratory research. It relies on larger, representative samples, and the data collected are amenable to quantitative analysis. The primary aim of conclusive research is to test specific hypotheses and explore defined relationships. This necessitates a clear specification of the required information. The outcomes of conclusive research are considered definitive, serving as inputs for managerial decision-making. These findings assist decision-

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makers in evaluating and selecting the most appropriate course of action in a given situation. Conclusive research can further be categorized as either descriptive or causal research (Malhotra and Dash, 2011).

### **Descriptive Research**

Descriptive research is conducted to achieve the following objectives:

- Describe the characteristics of relevant groups, such as consumers, salespeople, organizations, or market areas.
- Estimate the percentage of units within a specified population exhibiting specific behaviors.
- Determine perceptions of product characteristics.
- Assess the degree to which marketing variables are associated.
- Make specific predictions.

### **Causal Research**

Causal research is employed to establish cause-and-effect relationships. Marketing decisions often rely on assumed causal relationships, which may require validation through formal research. Causal research serves the following purposes:

- Identify the independent (cause) and dependent (effect) variables in a phenomenon.
- Determine the nature of the relationship between causal variables and the predicted effect.

Unlike descriptive research, causal research necessitates a well-planned and structured design. While descriptive research can assess the degree of association between variables, it is unsuitable for investigating causal relationships. Examining causal relationships involves a formal causal design, where independent variables are manipulated in a controlled environment (Malhotra and Dash, 2011).

The present study aims to construct and validate a celebrity endorsement scale and explores consumer perceptions of celebrity endorsers. It also investigates the impact of celebrity endorsements on consumers' advertising perception, brand attitudes, and purchase intentions. The study employs an exploratory approach to gather new insights from consumers. Additionally, it adopts a descriptive research component, which aligns with the conclusive research paradigm.

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## **3.5 Measurement and Scaling Procedures**

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### **Scale Selection and Evaluation**

In the current study, we employ the Likert Scale to gather responses from our participants. The Likert Scale, a non-comparative scaling technique, allows respondents to use a rating standard that suits them without necessitating comparisons to other objects or predefined standards. With this method, respondents evaluate one object at a time. The Likert scale is considered an itemized rating scale used in research.

#### **Likert Scale**

Named after its developer, Rensis Likert, this widely utilized rating scale requires respondents to express their level of agreement or disagreement with a series of statements regarding the stimulus objects. Each item typically features five to seven response categories, ranging from "Strongly Agree" to "Strongly Disagree." In our study, a seven-point Likert Scale is employed to collect responses from participants. These respondents are asked to indicate their degree of agreement or disagreement with various statements related to celebrity endorsements.

The Likert Scale Categories are as follows:

- Strongly Agree
- Agree
- Somewhat Agree
- Neither Agree Nor Disagree
- Somewhat Disagree
- Disagree
- Strongly Disagree

The data collected using the Likert Scale are typically treated as interval data, possessing characteristics of description, order, and distance.

### **Scale Evaluation**

The accuracy and applicability of a multi-item scale need to be assessed, involving an examination of reliability, validity, and generalizability.

### **Reliability**

Reliability pertains to the extent to which a scale produces consistent results upon repeated measurements. While some level of unreliability is inevitable, high-quality instruments should yield consistent results across different measurement instances. This consistency found in repeated measurements is referred to as reliability (Carmines & Zeller, 1979). In the research context, reliability signifies the ability of data collection techniques or analysis procedures to yield consistent findings (Saunders et al., 2009). As Cooper and Schindler (2003) state, reliability ensures the supply of consistent findings, making it possible for research to generate the same results when repeated (Hussey and Hussey, 1997). Easterby-Smith et al. (2008) propose testing reliability by asking three key questions:

- Do the measures produce the same findings on different occasions?
- Have other authors reached similar findings?
- Is there transparency in terms of how raw data was analyzed?

Common approaches to assessing reliability encompass the test-retest method, alternative-forms reliability, and internal consistency.

In the test-retest reliability approach, respondents receive identical sets of scale items on two separate occasions under as similar conditions as possible, typically with a two to four-week interval between tests. The degree of similarity between these measurements is quantified using a correlation coefficient, with a higher coefficient indicating greater reliability.

The alternative-forms reliability method involves constructing two equivalent scale forms. Respondents are assessed at two different times, typically two to four weeks apart, with different scale forms used each time. The scores from both administrations of the alternative scale forms are then correlated to evaluate reliability.

Internal consistency reliability assesses the reliability of a summated scale, where multiple items are combined to form a total score. In such scales, each item should measure an aspect of the construct assessed by the entire scale, ensuring consistency in what they reveal about the characteristic. Split-half reliability, which divides scale items into two halves and correlates the resulting half scores, is one method to measure internal consistency. To address the issue of how items are split affecting the results,

the coefficient alpha (Cronbach alpha) is often utilized. This coefficient ranges from 0 to 1, with a value of 0.6 or less typically indicating unsatisfactory internal consistency reliability. In our study, we utilize Cronbach alpha to establish the reliability of our test instrument.

### **Validity**

Validity refers to the extent to which observed scale scores reflect true differences among objects regarding the characteristics being measured, rather than systematic or random errors. Content validity, criterion validity, and construct validity are common types of validity assessments.

Content validity, sometimes known as face validity, involves a subjective yet systematic evaluation of how well a scale's content represents the intended measurement. This evaluation considers whether scale items adequately cover the entire domain of the construct being assessed. While content validity provides common-sense insights into scale scores, it is not sufficient by itself. To ensure a more formal evaluation of validity, criterion validity and construct validity are examined:

**Criterion Validity:** This type of validity assesses whether a scale performs as expected concerning other selected variables used as meaningful criteria. These criterion variables can include demographic and psychographic characteristics, attitudinal and behavioral measures, or scores from other scales. Depending on the timing, criterion validity can be concurrent (data on the scale and criterion variables are collected simultaneously) or predictive (data on the scale are collected at one point in time, while data on the criterion variables are collected at a future time).

**Construct Validity:** Construct validity focuses on what characteristic or construct the scale is truly measuring. This form of validity demands a sound theoretical understanding of the construct being measured and how it relates to other constructs. Construct validity encompasses convergent, discriminant, and nomological validity.

**Convergent Validity:** Convergent validity assesses the extent to which the scale positively correlates with other measures of the same construct. These measures do not necessarily have to come from conventional scaling techniques.

**Discriminant Validity:** Discriminant validity evaluates the extent to which a measure does not correlate with other constructs from which it is supposed to differ. It confirms that there is a lack of correlation among different constructs.

**Nomological Validity:** Nomological validity examines how the scale correlates in theoretically predicted ways with measures of different but related constructs.

In our study, we employ content validity and construct validity, including convergent and discriminant validity, to establish the validity of our scale.

### **Generalizability**

Generalizability refers to the extent to which observations can be extended from the current sample to a broader universe of generalizations. In our study, generalization is achieved by establishing the reliability and validity of the scale and the various constructs it comprises, which were developed for assessing celebrity endorsements.

The thorough evaluation of the Likert Scale is a crucial step in ensuring the robustness of our research findings and their applicability to the broader context of celebrity endorsements.

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## **3.6 Constructing and Pre-testing the Questionnaire**

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### **Data Collection Method**

In this study, primary data was gathered from respondents through a structured questionnaire. The questionnaire was designed in two parts to comprehensively explore the research objectives.



**Part 1 - Evaluation of Celebrity Attributes**

In the first section of the questionnaire, items were developed based on the five dimensions previously identified: attractiveness, trustworthiness, expertise, popularity, and relevance. These items were crafted using insights derived from the subject matter review and exploratory investigations. To assess each of these dimensions, a customized set of twenty-seven items was formulated. Respondents were asked to rate their agreement with these items using a seven-point Likert scale, which ranged from 1: "Strongly Disagree" to 7: "Strongly Agree." This section aimed to gauge respondents' perceptions of various celebrity attributes related to endorsements.

**Part 2 - Assessment of Consumer Responses to Celebrity Endorsements**

The second part of the questionnaire consisted of 12 questions designed to measure consumers' ad perception, brand attitude, and purchase intention in response to celebrity endorsements. Similar to the first part, respondents provided their ratings using a seven-point Likert scale, where 1 indicated "Strongly Disagree" and 7 signified "Strongly Agree." This section sought to understand how consumers perceived celebrity-endorsed advertisements, their attitudes toward the endorsed brands, and their intentions to make purchases influenced by these endorsements.

By utilizing this structured questionnaire with two distinct sections, the study aimed to gather comprehensive insights into the influence of celebrity endorsements on consumer behavior and preferences. The Likert scale provided a quantifiable and standardized approach to measuring respondents' perceptions and attitudes, enabling a systematic analysis of the collected data. Final questionnaire is presented in Appendix 6.

**Questionnaire Design**

Constructs	Statements Items	Source
Attractiveness	A celebrity endorser should be attractive.	Ohanian (1990), Tellis (1998), Johansson & Sparredal (2002), Ericsson & Hakansson (2005), Shimp (2000), Exploratory Investigations
	A celebrity endorser should be classy.	
	A celebrity endorser should be handsome/beautiful.	
	A celebrity endorser should be elegant.	
	A celebrity endorser should be sexy.	
	A celebrity endorser should be a style icon.	
Trustworthiness	A celebrity endorser should be credible.	Ohanian (1990), Shimp (2000), Johansson & Sparredal (2002), Ericsson & Hakansson (2005), Clow, James, Kranenburg & Berry (2006) Expletory Investigations
	A celebrity endorser should be honest.	
	A celebrity endorser should be reliable.	
	A celebrity endorser should be sincere.	
	A celebrity endorser should be trustworthy.	
	A celebrity endorser should be convincing.	
	A celebrity endorser should be unquestionable.	
	A celebrity endorser should be dependable.	
Expertise	A celebrity endorser should be an expert.	Ohanian (1990), Shimp (2000), Johansson & Sparredal (2002), Ericsson & Hakansson (2005), Clow, James, Kranenburg & Berry (2006)
	A celebrity endorser should be experienced.	
	A celebrity endorser should be knowledgeable.	
	A celebrity endorser should be qualified.	
	A celebrity endorser should be skilled.	

Constructs	Statements Items	Source
Popularity	A celebrity endorser should have a big fan following.	Klebba and Unger (1982), McGuire (1985), Till and Shimp (1995), Erdogan (1999), Katyal (2007), Exploratory Investigations, Expert Viewq
	A celebrity endorser should have a good performance track record.	
	A celebrity endorser should be likable.	
	A celebrity endorser should have a non- controversial public image.	
	A Celebrity endorser should be role model for other.	
Relevance	A celebrity endorser should be relevant to the Kamins (1990), product he/she is endorsing.	Kamins (1990), Bertrand (1992), Miciak & Shanklin (1994), Till and Busler (1998), Erdogan (1999), Osorio (2002), Ericsson & Hakansson (2005), Expert View
	There should be some similarity between the product/brand and the celebrity endorser endorsing it.	
	There should be a meaningful link between the product/brand and the celebrity endorser endorsing it.	
Consumer's Ad perception	Celebrity ads are entertaining.	Mc Guire (1985), Hovland and Weiss (1951), Kamins and Gupta (1994), McCracken (1986), Cooper (1984), Deand Biswas (2001) Bowman (2002)
	Celebrity ads are persuasive.	
	Celebrity ads improve the brand's image.	
	Celebrity ads lead to higher recall of the ad.	
	Celebrity ads increase awareness about the product.	
Brand Attitude	Brands having celebrity endorsers are more likeable.	Spears and Singh (2004)
	Brands having celebrity endorsers are more appealing.	
	Brands having celebrity endorsers are favored more.	
	Brands having celebrity endorsers are more pleasant.	
Purchase Intention	I have a high purchase interest in a celebrity Spears and Singh endorsed brand.	Spears and Singh (2004)
	I will probably buy a brand if a celebrity is endorsing it.	
	I have bought products under the influence of celebrities.	

**Pilot Test**

The pilot test plays a crucial role in the research process, serving multiple purposes aimed at enhancing the quality of the data collection instrument.

**Refining Questionnaire Clarity**

One primary objective of the pilot test is to refine the questionnaire. By administering the questionnaire to a small sample of respondents, it allows for the identification of any potential issues that respondents might encounter while answering the questions. This early assessment helps in ensuring that the questions are clear, unambiguous, and easy to comprehend. Any problematic items can be pinpointed and modified, improving the overall quality of the questionnaire.

### **Eliminating Data Recoding Problems**

Another key benefit of the pilot test is the opportunity to identify and rectify issues related to data recoding. Ensuring that the responses can be accurately and consistently converted into usable data is essential. Through the pilot test, any ambiguity in how responses are to be recorded or any potential inconsistencies can be addressed, minimizing errors during data processing.

### **Assessing Reliability and Validity**

The pilot test also serves as a means to assess the reliability and validity of the data that will be collected. By analyzing the responses from the small sample, researchers can gauge the consistency of the instrument in measuring what it intends to measure (reliability) and whether the questions truly capture the constructs of interest (validity). This step is crucial for ensuring that the data collected will effectively address the investigative or research questions.

### **Verifying Face Validity**

Additionally, the pilot test helps verify the face validity of the items in the questionnaire. Respondents' feedback and comments on the clarity and relevance of the items provide valuable insights into whether the questions appear to measure what they are intended to measure. This confirmation of face validity is an important step in assuring that the instrument aligns with the research objectives.

In this study, a pilot test was conducted with a small sample size of 50 respondents. During this phase, the respondents' feedback and comments were collected and analyzed. Their input on item clarity, relevance, and overall questionnaire comprehensibility allowed for necessary adjustments to be made. By addressing these issues early in the research process, the study aimed to improve the quality and effectiveness of the data collection instrument, ultimately leading to more reliable and valid research findings.

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## **3.7 The Sampling Process**

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Sampling refers to the selection of a subset of individuals from a population to form the sample for your survey.

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### **3.7.1 Classification of Sampling Methods**

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#### **Sampling Methods: Probability and Non-Probability**

In the realm of research, two fundamental sampling methods are employed: Probability Sampling and Non-Probability Sampling. These methods offer different approaches to selecting samples, each with its own set of characteristics and use cases.

#### **Probability Sampling**

Probability sampling, as described by Saunders et al. (2009), is a method in which every individual case within a population has a known and equal chance of being selected. In this approach, the selection process is based on the principles of randomization or chance, ensuring that every unit in the population has an equal opportunity to be part of the sample. Probability sampling is recognized for its high level of representativeness and its ability to produce results that are generalizable to the entire population.

#### **Non-Probability Sampling**

Conversely, non-probability sampling, as defined by Bryman and Bell (2003), involves selecting samples using methods other than random selection. In this approach, not all units in a given population have the same likelihood of being chosen, leading to a less rigid and systematic approach compared to probability sampling.

### **Use Cases of Probability Sampling**

Probability sampling is often preferred when conducting research in fields like business and management studies. In such cases, the research questions, objectives, and the chosen research strategy may align with the use of probability sampling (Saunders et al., 2007). Despite being more intricate, time-consuming, and costly, probability sampling is the method of choice when aiming for a high level of accuracy and representativeness in the sample.

### **Advantages of Non-Probability Sampling**

Non-probability sampling offers several advantages. It is relatively cost-effective, making it a valuable option when resources are limited, and a comprehensive sampling frame is not readily available (Saunders et al., 2003). Moreover, non-probability sampling is particularly useful when the research goal is to explore the attitudes and perceptions of individuals, as noted by Churchill (1995). This approach can be applied effectively when the emphasis is on understanding and capturing the unique perspectives and insights of the target population.

In summary, the choice between probability and non-probability sampling methods depends on the research objectives, available resources, and the level of accuracy and representativeness required. While probability sampling ensures greater statistical rigor and representativeness, non-probability sampling can be a pragmatic and economical choice for research endeavors that aim to delve into the subjective experiences and perspectives of participants.

### **Probability Methods**

Probability methods require a sample frame (a comprehensive list of the population of interest) and rely on random selection from the sample frame of the population. They permit the use of higher-level statistical techniques that require random selection, allowing you to confidently state that you know the population values.

There are two main types of probability samples: simple random sampling and stratified sampling. Simple random sampling is the simplest form, while stratified sampling is used when the sample must include representative groups of study units with specific characteristics.

### **Non-Probability Methods**

Non-probability samples are less desirable as they are not truly representative of the population. However, they are useful when random or stratified sampling is impractical. The validity of non-probability samples can be increased by trying to approximate random selection and minimizing sources of bias.

The present study uses convenience and judgmental sampling methods, which are types of non-probability sampling, to collect data from respondents.

### **Convenience Sample**

Convenience sampling aims to obtain a sample of convenient elements, with sampling units selected based on what is convenient for the researcher. This often involves selecting respondents who happen to be in the right place at the right time (Malhotra and Dash, 2011).

### **Judgmental Sampling**

Judgmental sampling is a non-probability sampling method in which the population elements are selected based on the judgment of the researcher. The researcher, exercising judgment or expertise, chooses elements believed to be representative of the population of interest or otherwise appropriate (Malhotra and Dash, 2011).

In summary, the choice between probability and non-probability sampling methods should align with research goals, available resources, and the need for representativeness. Probability methods offer rigor and representativeness, while non-probability methods can be valuable for exploring unique perspectives and experiences. However, non-probability samples should not be dismissed due to their apparent lack of rigor. They come into play when no sample frame is available, are generally less complicated to undertake, can minimize survey preparation costs, and are suitable when the population of interest is uncertain. For instance, in the present study, the exact population size of consumers exposed to celebrity endorsements in India area was unknown. Therefore, the study employed judgmental and convenience sampling, both types of non-probability sampling, to collect responses from respondents.

### **Sample Size**

Sample Size: For the proposed study, a sample of more than 400 respondents was proposed to be collected from through Times Applaud. This size of the sample is based on the following calculation.

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#### **3.7.2 Calculation of Sample size**

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Now the problem is to determine how many people should be included in the sample for the study if one needs to be 95% certain (confidence level) that the error of estimation does not exceed 0.05 (confidence interval = 5).

**Calculation of Sample Size if the population is not known** (as in our case because we do not know how many people are exposed to celebrity endorsements). If the value of population is not known, the sample size (n) can be calculated by using the following formula

$$n = \frac{1}{4} \left[ \frac{Z_{\alpha/2}}{e} \right]^2$$
$$n = \frac{1}{4} \left[ \frac{1.96}{0.05} \right]^2 = 384.16$$

This means that a sample size of 384 will suffice whatever be the value of the population. However, getting the access through Times Applaud, we can consider taking a larger sample size of 692.

The present study employs structural equation modeling (SEM) to assess the impact of celebrity endorsements on consumers. Therefore, it's crucial to address the sample size requirements associated with SEM in research. Statisticians generally agree that SEM necessitates large sample sizes (Kline, 2005). More intricate models often require the estimation of multiple statistical effects, making larger samples necessary to ensure the stability of results. The choice of estimation algorithm used in SEM also influences the sample size requirements. Different estimation methods in SEM may require larger samples due to the assumptions they either make or do not make about the data.

Kline (2005) states that for sample sizes of fewer than 100 cases, conducting most types of SEM analyses can be challenging, unless the model under consideration is very simple. Sample sizes within the range of 100 to 200 subjects are considered "medium" but are subject to variations based on the complexity of the model. Sample sizes exceeding 200 cases are often classified as "large."

To enhance the robustness of SEM results, McQuitty (2004) suggests determining the minimum sample size required to achieve a desired level of statistical power for a specific model before data collection. Schreiber et al. (2006) propose a guideline where the generally accepted rule is to have a minimum of 10 participants for every free parameter estimated. In the present study, given the use of 39 Likert scale questions to measure various parameters, it aligns with Schreiber et al.'s (2006) rule, indicating that the sample size should exceed 390.

While there is no unanimous consensus on the ideal sample size for SEM, Sivo et al. (2006) and Hoelter (1983) have recommended a "critical sample size" of 200 as a rule of thumb. This implies that any sample size exceeding 200 participants generally provides adequate statistical power for data analysis when employing SEM. Consequently, the present study fulfills this requirement by exceeding the recommended sample size of 200 participants. This sample of 692 was sufficient in light of all the parameters discussed.

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### 3.7.3 Data Collection

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The study gathered primary data from respondents across various clients of Times Applaud using a specifically designed questionnaire. To ensure the reliability and accuracy of the data, the questionnaires were distributed in person by Times Applaud staff members to individuals who had been exposed to celebrity-endorsed advertisements. Respondents were then requested to express their level of agreement with a set of statements using a seven-point Likert scale. In this data collection process, judgmental and convenience sampling methods were applied to efficiently reach out to and gather responses from the customers. The staff members were trained. After giving them training and pilot data were collected in presence of expert professors and professionals associated to different universities and industries. A team of Prof. Dr. Kameshwar Mishra (Dean till 2019), Prof. Dr. K.S Rana (VC of Mewar Nalanda University), and Mr. Jitendra Chawala (CEO Times Applaud) jointly took responsibility to collect data by staff in their own control and the principal scientist for the project Dr. Anjay Kumar Mishra again edited instruments after pilot study which he has submitted earlier. The study costs were incurred by International American Council for Research and Development and Times Applaud.

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## 3.8 Analysis of Data

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### 3.8.1 Research Techniques Used for Data Analysis

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The current study employed a comprehensive methodology, which included Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA), and Structural Equation Modeling (SEM), to achieve its objectives. These analytical techniques served to construct and validate a scale for assessing the effectiveness of celebrity endorsements, as well as to investigate the impact of celebrity endorsements on consumer ad perception, brand attitude, and purchase intention.

**Exploratory Factor Analysis (EFA):** EFA played a crucial role in this research, facilitating the exploration of the underlying factors associated with a set of variables. Typically used during the initial stages of scale development, EFA helped identify latent constructs that explain patterns within a collection of observed variables. Researchers often employ EFA to ascertain which items should be grouped together to form a scale. The fundamental assumption of EFA is that each measured variable may be linked to any factor, allowing for a comprehensive examination of the underlying structure before proceeding to confirmatory factor analysis.

**Confirmatory Factor Analysis (CFA):** CFA, a vital statistical technique, was utilized to test the consistency of measures with the researcher's theoretical understanding of the constructs under investigation. This method is particularly valuable in social research. CFA's primary objective is to assess whether the collected data align with a predefined measurement model based on existing theory or prior empirical research. By testing the relationships between observed variables and their latent constructs, CFA allows researchers to ascertain whether the proposed model accurately represents the underlying structure.

**Structural Equation Modeling (SEM):** SEM emerged as a powerful and versatile analytical tool within this study. It falls under the family of statistical methods designed to evaluate theoretical models. This technique includes various specialized analysis methods and was employed for the following significant applications:

**Confirmatory Factor Analysis (CFA):** SEM extends the capabilities of CFA, enabling the rigorous testing of specific hypotheses regarding the factor loadings and interrelationships among constructs.

**Causal Modeling (Path Analysis):** SEM allows for the testing of causal relationships among variables within a system. These causal models can encompass both manifest variables (directly observed) and latent variables (not directly observed). SEM helps researchers explore and confirm the causal links hypothesized in their theoretical models.

The study harnessed the synergistic power of EFA, CFA, and SEM to construct a robust scale for assessing celebrity endorsement effectiveness and to delve into the intricate relationships between celebrity endorsements and consumer perceptions and behaviors. These advanced statistical methods provided a rigorous and comprehensive framework for the investigation, aligning with the complex nature of the research questions addressed.

### 3.8.2 Construction and Validation of Celebrity Endorsement Scale

The research design, illustrated in Figure 3.1, provides a comprehensive overview of the systematic process employed in constructing and validating a celebrity endorsement scale. The methodology adopted in this study was informed by a synthesis of insights drawn from existing literature and the results of preliminary exploratory studies, which aided in the identification of key dimensions related to celebrity endorsers. Subsequently, the construction of the survey instrument involved a meticulous selection of items based on these dimensions. The instrument underwent a meticulous content validation phase through expert evaluation by professionals and academicians. It then proceeded to an objective pre-testing phase via a pilot study.

Upon receiving feedback, the instrument was further refined, modified, and finalized to ensure its robustness and clarity. With a well-crafted instrument in hand, data were gathered from a substantial sample of 692 respondents. The flowchart in Figure 3.1 delineates the data analysis techniques employed throughout the study. After extensive scrutiny, which included reliability and validity assessments, the celebrity endorsement scale emerged as a five-dimensional construct through exploratory factor analysis.

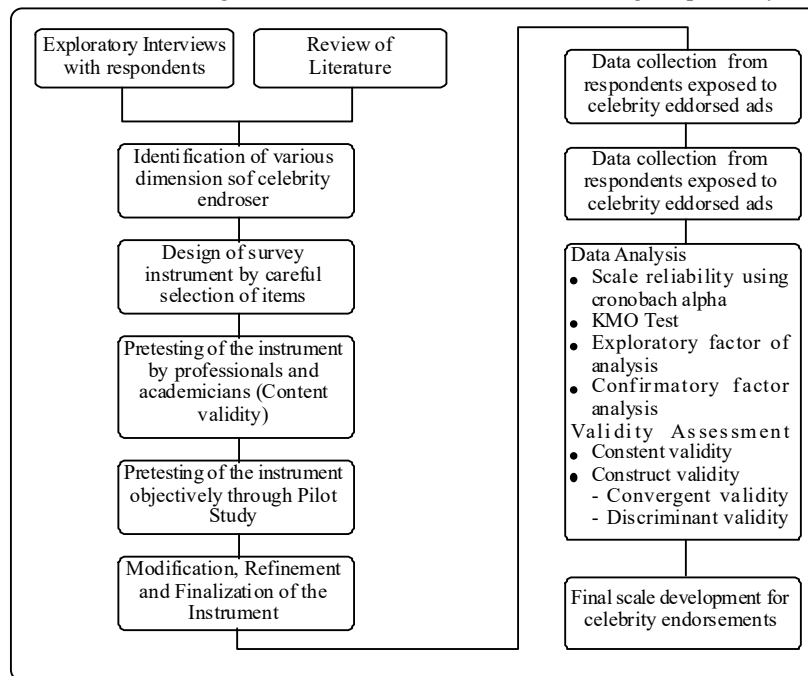


Figure 3.1: Research Methodology Adopted for Construction and Validation of Celebrity Endorsement Scale

This newly constructed scale was subjected to a battery of assessments, including empirical testing for unidimensionality, reliability, convergent validity, and discriminant validity, all carried out using confirmatory factor analysis. The comprehensive evaluation of the scale paved the way for its application in gauging the impact of celebrity endorsements on consumers' ad perception, brand attitude, and purchase intention. This evaluation was conducted through confirmatory factor analysis and structural equation modeling, revealing valuable insights into the celebrity endorsement phenomenon.

Finally, the study harnessed confirmatory factor analysis and structural equation modeling to validate the proposed model. This validated model stands as a valuable tool for fellow researchers seeking to investigate the intricate dynamics of how celebrity endorsements influence consumers' ad perception, brand attitude, and purchase intention. It offers a structured framework for understanding and analyzing these complex relationships.

### **3.9 Hypotheses Formulation**

In context of the aforesaid objectives, and various attributes of celebrity endorsers (identified from literature and exploratory interviews), the following hypotheses were formulated for the proposed study.

- H1:** Celebrity endorsements do not have a significant impact on consumer ad perception
- H1a:** Attractiveness of a celebrity endorser does not have a significant impact on consumer ad perception
- H1b:** Trustworthiness of a celebrity endorser does not have a significant impact on consumer ad perception
- H1c:** Expertise of a celebrity endorser does not have a significant impact on consumer ad perception
- H1d:** Popularity of a celebrity endorser does not have a significant impact on consumer ad perception
- H1e:** Relevance of a celebrity endorser does not have a significant impact on consumer ad perception
- H2:** Celebrity endorsements do not have a significant impact on brand attitude
- H2a:** Attractiveness of a celebrity endorser does not have a significant impact on brand attitude
- H2b:** Trustworthiness of a celebrity endorser does not have a significant impact on brand attitude
- H2c:** Expertise of a celebrity endorser does not have a significant impact on brand attitude
- H2d:** Popularity of a celebrity endorser does not have a significant impact on brand attitude
- H2e:** Relevance of a celebrity endorser does not have a significant impact on brand attitude
- H3:** Celebrity endorsements do not have a significant impact on purchase intention
- H3a:** Attractiveness of a celebrity endorser does not have a significant impact on purchase intention
- H3b:** Trustworthiness of a celebrity endorser does not have a significant impact on purchase intention
- H3c:** Expertise of a celebrity endorser does not have a significant impact on purchase intention
- H3d:** Popularity of a celebrity endorser does not have a significant impact on purchase intention
- H3e:** Relevance of a celebrity endorser does not have a significant impact on purchase intention

### **3.10 Theoretical Framework**

The theoretical framework depicted in Figure 3.2 serves as the conceptual underpinning of this study. It outlines the composition of celebrity endorsements, encompassing five distinct attributes: attractiveness,



trustworthiness, expertise, popularity, and relevance. These attributes were discerned from prior research findings and insights derived from the exploratory phase of the study. Within this framework, it is postulated that celebrity endorsements exert an influence on consumers' ad perception, brand attitude, and purchase intention. This theoretical structure provides a foundation for understanding and examining the intricate relationships between these components and their impact on consumer behavior.

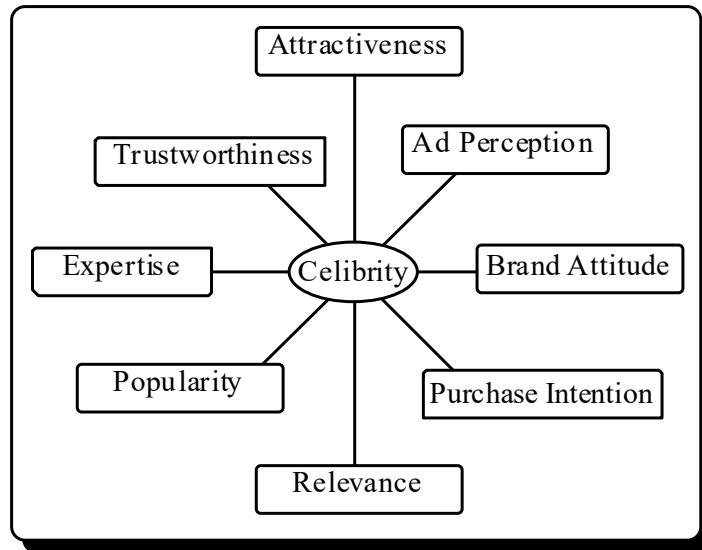


Figure 3.2: Theoretical Framework for the Study

### 3.11 Limitations of the Study

The study does have some inherent limitations that deserve consideration:

**Limited or Avoided Geographic Scope:** The impact of celebrity endorsements on consumers was assessed by gathering data from 692 customers with access to Times Applaud without considering geographic. A more comprehensive perspective might be gained by conducting a study that includes responses from consumers residing in diverse regions across India.

**Cultural Variability:** It is essential to acknowledge that numerous cultural factors come into play when investigating the effects of celebrity endorsements on consumers. Consequently, the findings obtained in this study may exhibit variations in different countries and cultural contexts.

**Sampling Method:** This study utilized convenience and judgment sampling due to the absence of a readily available sampling frame. It is important to recognize that the results could differ when a similar study is conducted with a different sample, potentially affecting the generalizability of the findings.

# 4

## UNIT

# CONSTRUCTION AND VALIDATION OF A CELEBRITY ENDORSEMENT SCALE

*The chapter begins with a review of earlier researchers to identify various celebrity attributes that can be tested and incorporated into the scale. An exploratory study is then conducted to reveal additional constructs/factors and items under various constructs for the purpose of scale development. The scale has been empirically assessed for unidimensionality, reliability, convergent validity, and discriminant validity through confirmatory factor analysis. The validated instrument, resulting from these assessments, encompasses five dimensions associated with celebrity endorsers: Attractiveness, Trustworthiness, Expertise, Popularity, and Relevance. The importance weights of these different dimensions of a celebrity endorser are determined through beta coefficients analysis.*

### 4.1 Introduction

Upon an extensive examination of existing literature on celebrity endorsements, it is evident that the scales designed to gauge celebrity effectiveness predominantly incorporate constructs such as credibility (encompassing expertise and trustworthiness) and attractiveness. Many studies, utilizing Ohanian's (1990) scale as a foundation, have presented their research findings based on these attributes. Additionally, some investigations have explored other facets of a celebrity endorser, including liking, personality, image, and fame. These already-explored attributes should be incorporated into a comprehensive celebrity endorsement scale. The present study aims to amalgamate insights from prior research and exploratory investigations to construct and validate a scale for assessing diverse dimensions of a celebrity endorser.

Therefore, this chapter addresses the primary objective of the study – the construction and validation of a celebrity endorsement scale. To achieve this goal, the chapter endeavors to:

- Identify various dimensions of a celebrity endorser.
- Develop a celebrity endorsement scale incorporating the identified dimensions.
- Validate the developed scale.
- Assess the goodness of fit of the constructed celebrity endorsement scale.
- Determine the relative importance of different dimensions associated with a celebrity endorser.

The sub-goals of this investigation are elaborated in the subsequent sections. Employing an exploratory approach, the current research endeavors to gain fresh perspectives on celebrity endorsers directly from

consumers. Additionally, the study seeks to elucidate the influence of celebrity endorsements on consumers' perceptions of advertisements, attitudes towards brands, and intentions to make a purchase. This analysis is grounded in data acquired from consumers exposed to advertisements featuring celebrities. Consequently, the present study also embraces descriptive research, a form of conclusive research.

**4.2 Identification of Various Dimensions of a Celebrity Endorser**

The identification of different dimensions of a celebrity endorser, aimed at constructing a celebrity endorsement scale, was accomplished through a comprehensive literature review, insights gathered from an exploratory study, and guidance from experts.

**Identification of Various Dimensions from Literature Review**

Numerous models in the literature outline fundamental attributes crucial for celebrity endorser selection. These attributes, recognized for their stability, serve as a foundational basis for the construction of a celebrity endorsement scale. A summarized overview of these models is presented in Table 4.1.

**Table 4.1: Models for Selection of Celebrity Endorser**

<b>Model</b>	<b>Relevance From Literature</b>	<b>Description/Dimensions Used</b>
The Source Credibility Model	Ohanian (1991), Johansson & Sparredal (2002), Ericsson & Hakansson (2005), Clow, James, Kranenburg & Berry (2006), etc.	Selection of the celebrity endorser depends on his/her credibility that can be explained by expertise and trustworthiness.
The Source Attractiveness Model	Tellis (1998), Johansson & Sparredal (2002), Ericsson & Hakansson (2005), etc.	suggests evaluating attractiveness of the celebrity that depends on three attributes: Similarity, familiarity and liking.
Q-Rating	Ericsson & Hakansson (2005), Shimp (2000), Belch & Belch (2001), etc.	Q-Rating of a celebrity is calculated based on his/her popularity and familiarity.
The TEARS Model	Shimp (2000), Bergstrom & Skarfstad (2004), Ericsson & Hakansson (2005), etc.	Says that when selecting an endorser, two general attributes are the most important: credibility, which depends on trustworthiness and expertise; and attractiveness, which consists of three related ideas: physical attractiveness, respect and similarity.
The No. TEARS Model	shimp (2000), Bergstrom & Skarfstad (2004), Ericsson & Hakansson (2005), etc.	Selection of celebrity endorser depends on his/her credibility, attractiveness, and match-up between celebrity and audience/ brand, and the cost of the celebrity. It also suggests paying attention to how easy difficult is to work with the celebrity, how many other brands the celebrity is endorsing and to consider the likelihood that the celebrity will get into trouble after an endorsement is established.

Model	Relevance From Literature	Description/Dimensions Used
The FRED Principle	Miciak & Shanklin (1994), Ericsson & Hakansson (2005), etc.	Selection of celebrity endorser should refer to such attributes as familiarity, relevance, esteem, differentiation and department (behavior of the celebrity)
Match-up Hypothesis	Till and Busler (1998), Kamins (1990), Erdogan (1999)	The effectiveness of an advertisement depends on the existence of perceived 'fit' between the endorsing celebrity and the brand endorsed by him. The 'Celebrity' and 'Product' features should complement each other for effective advertising.

**Celebrity Credibility Scale Proposed by Ohanian (1990)**

Ohanian (1990) introduced a celebrity credibility scale encompassing three dimensions: attractiveness, trustworthiness, and expertise. This scale, widely employed in subsequent research on celebrity endorsements, is outlined below:

Dimension	Scale
Attractiveness	Attractive-Unattractive
	Class-Not Classy
	Beautiful-Ugly
	Elegant-Plain
Trustworthiness	Sexy-Not Sexy
	Trustworthy-Untrustworthy
	Dependable-Undependable
	Honest-Dishonest
	Reliable-Unreliable
Expertise	Sincere-Insincere
	Expert-Not Expert
	Experienced-Inexperienced
	Knowledgeable-Unknowledgeable
	Qualified-Unqualified
	Skilled-Unskilled

While Ohanian's scale has been widely used, subsequent research has identified additional dimensions of a celebrity endorser. Therefore, the present study aims to enhance the existing scale by incorporating insights from literature, exploratory studies, and expert opinions.

**Insights from Literature Review**

Observations from the literature suggest a three-dimensional celebrity endorsement scale by Ohanian (1990). This scale includes the dimensions of attractiveness, trustworthiness, and expertise. However, subsequent studies have introduced new dimensions. The present study seeks to integrate these additional dimensions, identified in various studies, into the existing scale.

**Insights from Exploratory Study**

An exploratory qualitative study was conducted to identify additional constructs and items under various dimensions. In-depth interviews with 20 customers exposed to celebrity endorsements revealed new dimensions such as 'popularity' and 'style icon,' along with associated items. Customers emphasized the importance of a celebrity being a role model and having a non-controversial public image.

**Critical Dimensions for Selection of a Celebrity Endorser**

Reviewing literature and expert opinions, the study identified critical dimensions for selecting a celebrity endorser, such as credibility (expertise, trustworthiness), attractiveness, popularity, and relevance. The study builds upon Ohanian's scale, adding items under attractiveness, trustworthiness, and expertise, while introducing new constructs like 'popularity' and 'relevance of the celebrity.'

In summary, the present research aims to construct and validate an enhanced celebrity endorsement scale by combining Ohanian's foundation with additional dimensions and items derived from literature, exploratory studies, and expert insights. This comprehensive approach aims to capture the multifaceted nature of consumers' perceptions of celebrity endorsers.

**Table 4.2: Critical Dimensions for Selection of Celebrity Endorsers**

<b>Construct</b>	<b>Dimensions/Items</b>	<b>Justification</b>
Attractiveness	Sexy, Classy, Attractive, Elegant, Hamandome/Beautiful, Style Icon	Exploratory Investigations, Relevance From Literature (Ohanian, 1990; Tellis, 1998; Johansson & Sparredal, 2002; Ericsson & Hakansson, 2005; Shim, 2000)
Trustworthiness	Reliable, Honest, Sincere, Dependable, Trustworthy, Unquestionable, Convincing	Exploratory Investigations Relevance From Literature (Ohanian, 1990; Shimp, 2000; Johansson & Sparredal, 2002; Ericsson & Hakansson, 2005; Clow, James, Kranenburg & Berry, 2006)
Expertise	Qualified, Experienced, Knowledgeable, Skill, Expert	Relevance From Literature (Ohanian, 1990; Shimp, 2000; Johansson & Sparedal, 2002; Ericsson & Hakansson, 2005; Clow, James, Kranenburg & Berry, 2006)
Popularity	Big fan Following, Good Performance Track Record, Non-controversial Public Image, Likeable, role Model for others	Exploratory Investigations, Expert View, Relevance From Literature (Klebba and Unger, 1982; McGuire, 1985; Till and Shimp, 1995; Erdogan, 1999; Katyal, 2007)
Relevance	Relevant, Match-up between the Celebrity and the Brand	Expert View, Relevance From Literature (Kamins, 1990; Bertrand, 1992; Miciak & shanklin, 1994; Till and Busler, 1998; Erdogan, 1999;p Osorio, 2002; Ericsson & Hakansson, 2005)

The collected data underwent analysis using a set of established tools and procedures. An essential phase in constructing a measurement scale involves evaluating the reliability of constructs. To achieve this, Cronbach's alpha was computed. Subsequently, an exploratory factor analysis was conducted. Additionally, confirmatory factor analysis was executed to validate the outcomes. The outcomes of these analyses are detailed in the subsequent sections.

**4.3. Demographic Profile of the Respondents**

The demographic characteristics of the participants in the current study are outlined in Table 4.3.

**Demographic Profile of the Participants**

<b>AGE</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cumulative Percent</b>
Below 20 Years	241	34.8	34.8
20-40 Years	256	37.0	71.8
Above 40 Years	195	28.2	100.0
Total	692	100.0	

Gender	Frequency	Percent	Cumulative Percent
Male	352	50.9	50.9
Female	340	49.1	100.0
Total	692	100.0	

This data stratification demonstrates the representative nature of the sample across various age and gender categories.

#### 4.4 Assessment of Reliability

The reliability of the items within the celebrity endorsement scale was evaluated through the computation of Cronbach's alpha coefficient (Cronbach, 1951). Cronbach alpha serves as an indicator of the internal consistency or reliability of items, and it is considered to indirectly reflect the extent to which a set of items measures a unified latent construct. To be deemed acceptable, Cronbach alpha should surpass 0.7 (Nunnally, 1978). Given the multidimensional nature of 'Celebrity Endorsements,' separate calculations of Cronbach alpha were conducted for each identified construct. In the current investigation, all computed alpha coefficients exceeded 0.8, indicating strong consistency among items within each dimension.

The exploration of key dimensions of a celebrity endorser was conducted through a qualitative study to enhance comprehension of aspects deemed significant by consumers. The study aimed to identify and construct a celebrity endorsement scale based on the discovered dimensions. Validation and evaluation of the goodness of fit of the developed celebrity endorsement scale were also integral aspects of the study. Notably, in addition to attractiveness, trustworthiness, and expertise, the qualitative findings introduced a new dimension: 'popularity,' identified through in-depth interviews. Customers highlighted factors like 'big fan following,' 'non-controversial public image,' and 'stellar performance track record of the celebrity' as supplementary elements incorporated into the new construct 'popularity' (validated through Exploratory Factor Analysis - EFA). Another noteworthy dimension, 'style icon,' emerged as an additional item under the 'attractiveness' construct. Additionally, descriptors such as unquestionable, credible, and convincing were identified as supplemental items within the 'trustworthiness' construct.

The reliability assessment of the celebrity endorsement scale involved the computation of Cronbach alpha coefficients, demonstrating strong consistency among items within each dimension (all coefficients above 0.8). These findings underscore the importance of considering diverse dimensions when formulating a comprehensive celebrity endorsement scale, integrating both qualitative and quantitative methodologies in the research process.

#### 4.5 Exploratory Factor Analysis

The researchers also conducted an Exploratory Factor Analysis (EFA) to identify the underlying factors and group the items together to form a scale. EFA is a commonly used tool in scale development to identify a set of latent constructs underlying a battery of measured variables (Fabrigar et al, 1999). The EFA results supported the identified dimensions and provided further validation for the scale.

Overall, the findings from the exploratory research and the EFA helped in developing a comprehensive and validated celebrity endorsement scale that includes dimensions such as attractiveness, trustworthiness, expertise, popularity, and style icon.

#### KMO and Bartlett's Test of Sphericity

Before conducting factor analysis, it is important to determine whether it is appropriate to conduct factor analysis. This can be done by examining the sampling adequacy through Kaiser-Meyer-Olkin (KMO)

statistic and Bartlett's test of sphericity. The KMO statistic measures the sampling adequacy and should be greater than 0.5 for factor analysis to be appropriate. Bartlett's test of sphericity measures whether there are correlations in the data set that are appropriate for factor analysis. A significant result ( $p < 0.05$ ) indicates that factor analysis is appropriate.

In the present study, the KMO statistic was 0.89, indicating that the sample size was adequate for factor analysis. Bartlett's test of sphericity was significant ( $p < 0.001$ ), indicating that the correlations in the data set were appropriate for factor analysis. These results justify the use of factor analysis in the present study to identify the underlying factors and group the items together to form a scale.

The present study used both exploratory and descriptive research methods to develop and validate a celebrity endorsement scale. Exploratory research involved in-depth interviews with 20 customers to understand the key dimensions of a celebrity endorser from the consumer's viewpoint. Descriptive research was used to validate the scale developed using quantitative analysis. The findings from the exploratory research and the EFA helped in developing a comprehensive and validated celebrity endorsement scale that includes dimensions such as attractiveness, trustworthiness, expertise, popularity, and style icon.

The present study's findings highlight the importance of considering multiple dimensions of a celebrity endorser when developing a celebrity endorsement scale. The study's use of both exploratory and descriptive research methods provides a comprehensive understanding of the key dimensions of a celebrity endorser and validates the developed scale.

**Table 4.4: KMO and Bartlett's Test Results**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.938
Bartlett's Test of Sphericity	Approx. Chi-Square	17666.215
		3.51
		0.000

The results of the factor analysis can be interpreted as follows:

**Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy:** The KMO value for this set of variables is 0.938, which can be labeled as 'marvelous'. This indicates that the data set is highly suitable for factor analysis, as the KMO measure assesses the adequacy of the sample for factor analysis by measuring the proportion of variance that might be caused by underlying factors. A KMO value above 0.9 is considered excellent, and the value of 0.938 in this analysis meets the minimum criteria ((Kaiser, 1974).

**Bartlett's test of sphericity:** The significance value for Bartlett's test of sphericity is less than the alpha level, indicating that there are correlations in the data set that are appropriate for factor analysis. This test assesses the hypothesis that the correlation matrix is an identity matrix, where all variables are uncorrelated. The rejection of the null hypothesis in this analysis confirms the presence of correlations suitable for factor analysis.

**Communalities:** The communalities derived from the factor analysis were all relatively large, greater than 0.5, suggesting that the data set is appropriate (<https://ppl-ai-file-upload.s3.amazonaws.com/web/direct-files/1516860/677ba97e-912f-46c2-880f-eb618a244338/paste.txt>). Communalities refer to the proportion of each variable's variance that can be explained by the factors, and in this analysis, they indicate that the variables are well represented in the common factor space.

Based on these results, it can be concluded that the data set is suitable for factor analysis, and the variables are well represented by the underlying factors (Stewart, 1981). These values are shown in Table 4.5.

**Table 4.5: Communalities derived from Factor Analysis**

Items	Initial	Extraction
Attractive	1.000	.784
Classy	1.000	.825
Handsome/Beautiful	1.000	.814
Elegant	1.000	.828
Sexy	1.000	.747
Style Icon	1.000	.634
Credible	1.000	.714
Honest	1.000	.830
Reliable	1.000	.866
Sincere	1.000	.850
Believable/Trustworthy	1.000	.794
Convincing	1.000	.714
Dependable	1.000	.662
Unquestionable	1.000	.647
Expert	1.000	.751
Experienced	1.000	.745
Knowledgeable	1.000	.793
Qualified	1.000	.787
Skilled	1.000	.740

**Extraction of Factors**

After running factor analysis, five factors (Attractiveness, Trustworthiness, Expertise, Popularity and Relevance) comprising twenty-seven items were extracted as shown in the Rotated Component Matrix (Table 4.7). Thus, five factors have been extracted using exploratory factor analysis and together they explain 75.983% of the total variance. The results of Exploratory Factor Analysis are shown in Table 4.8.

**Table 4.6: Rotated Component Matrix**

Rotated Component Matrix	Component				
	1	2	3	5	5
Reliable	.862				
Sincere	.861				
Honest	.818				
Credible	.714				
Believable/Trustworthy	.792				
Dependable	.699				
Unquestionable	.687				



Rotated Component Matrix	Component				
	1	2	3	5	5
Convincing	.645				
Elegant		.828			
Classy		.811			
Handsome/Beautiful		.794			
Sexy		.794			
Style Icon		.710			
Attractive		.705			
Qualified			.837		
Experienced			.805		
Skilled			.798		
Knowledgeable			.785		
Expert			.752		
Good Performance Track Record				.719	
Big Fan Following				.712	
Non-Controversial Public Image				.702	
Role Models				.686	
Likeable				.626	
Meaningful link between the Celebrity and the brand					.856
Similarity with the Product					.854
Relevant for the Product					.765

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Rotation converged in 7 iterations.

**Table 4.86: Factor Extraction Results for Various Dimensions of Celebrity Endorsers**

SN	Name of the Dimension/Factor	Factor Loadings <sup>1</sup>	Cronbach Alpha <sup>2</sup> α (%)
<b>D1:</b>	<b>Attractiveness</b>		<b>0.933</b>
1.	Attractive	0.705	
2.	Classy	0.811	
3.	Handsome/Beautiful	0.794	
4.	Elegant	0.828	
5.	Sexy	0.794	
6.	Style Icon	0.710	
<b>D2</b>	<b>Trustworthiness</b>		<b>0.948</b>
7.	Credible	0.714	
8.	Honest	0.818	
9.	Reliable	0.862	
10.	Sincere	0.861	

SN	Name of the Dimension/Factor	Factor Loadings <sup>1</sup>	Cronbach Alpha <sup>2</sup> $\alpha$ (%)
11.	Trustworthy	0.702	
12.	Convincing	0.645	
13.	Dependable	0.699	
14.	Unquestionable	0.687	
<b>D3</b>	<b>Expertise</b>		<b>0.917</b>
15.	Expert	0.752	
16.	Experienced	0.805	
17.	Knowledgeable	0.785	
18.	Qualified	0.837	
19.	Skilled	0.798	
<b>D4</b>	<b>Popularity</b>		<b>0.890</b>
20.	Big Fan Following	0.712	
21.	Good Performance Track Record	0.719	
22.	Likeable	0.626	
23.	Non-Controversial Public Image	0.702	
24.	Role Models	0.686	
<b>D5</b>	<b>Relevance</b>		<b>0.891</b>
25.	Relevant to the Product	0.765	
26.	Similarity with the Product	0.854	
27.	Meaningful link between the Celebrity and the Brand	0.856	
<i>Notes:</i>			
1. Factor Loadings greater than 0.5 are acceptable (Hair et al., 1995).			
2. Alpha Values of 70% or higher are considered acceptable (Nunnally, 1978)			

#### 4.6 Confirmatory Factor Analysis

Confirmatory Factor Analysis (CFA) serves as a statistical method employed to validate the factor structure of a set of observed variables. This specialized form of factor analysis, predominantly utilized in social research, examines whether measures of a particular construct align with the researcher's conceptualization of that construct or factor (Kline, B.R., 2010). The primary goal of CFA is to evaluate the congruence between the collected data and a proposed measurement model, grounded in theory and/or prior analytical research.

CFA offers superior control in assessing unidimensionality compared to exploratory factor analysis (EFA) and aligns more closely with the overall construct validation process. Unidimensionality refers to the degree to which items on a factor collectively measure a single construct (Preedy, V. R., & Watson, R. R., 2009; Ahire, Golhar, and Waller, 1996).

In this study, AMOS 19 was employed to conduct CFA for evaluating the factor structure of the observed variables. The following CFAs were executed:

Zero-order CFA for all celebrity dimensions (attractiveness, expertise, trustworthiness, popularity, and relevance) to evaluate convergent validity.

First-order CFA for all five celebrity dimensions to assess both convergent and discriminant validity.

Second-order CFA to evaluate convergent validity and examine the overall model fit.

Throughout this analysis, several validity concerns were also addressed.

The results of the CFA models tested for goodness of fit are provided in Tables 4.21 and 4.23.

**Zero-Order CFA for the five constructs/dimensions of a celebrity endorser**

**Dimension 1: Attractiveness**

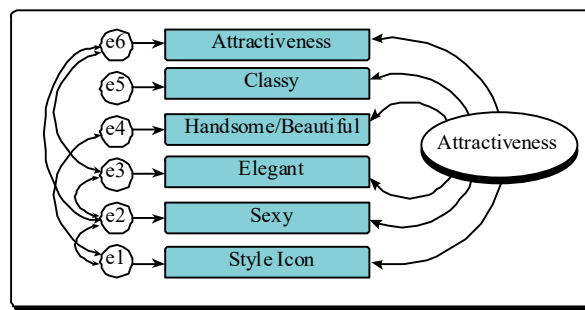


Figure 4.1: Zero-Order CFA-Attractiveness

**Average Variance Extracted**

The Average Variance Extracted (AVE) estimate signifies the average extent to which a latent construct can elucidate the variation in the observed variables that are theoretically linked to it. Consider a latent construct A, which correlates with the observed variables, x1 and x2, theoretically associated with A. These correlations are commonly termed factor loadings. By squaring each of these correlations (standardized regression weights), we obtain the proportion of variance in each observed variable that the latent construct explains (i.e., shared variance). When this shared variance is averaged across all observed variables theoretically connected to a latent construct, it yields the AVE (Farrell, 2009). The calculation of Average Variance Extracted (AVE) for the factor 'attractiveness' is given:

**Table 4.8: Standardised Regression Weights for the factor 'Attractiveness'**

	Estimate
Style Icon Attractiveness	.674
Sexy Attractiveness	.811
Elegant Attractiveness	.941
Handsome/Beautiful ← Attractiveness	.868
Classy Attractiveness	.890
Attractive ← Attractiveness	.899
Average of Estimates	0.8472
Average Variance Extracted (AVE)	0.7176

**Model Fit**

The model fit for the construct 'attractiveness' is shown in Table 4:10. The various indices show that the model is a good fit.

**Table 4.9: Results of Zero-Order CFA for the factor 'Attractiveness'**

Model Element	Zero-Order CFA Results
Chi-Square ( $\lambda^2$ )	14.504
Degrees of Freedom (df)	
Model Fit	
CMIN/DF ( $\lambda^2/df$ )	3.626
CFI	0.997
GFI	0.993
Notes:	
1. CMIN/DF <3 good; < 5 sometimes permissible (Hair et al., 2010)	
2. CFI > 0.95 great; 0.90 traditional; >0.80 sometimes permissible (Hair et al., 2010)	
3. GFI value of more than 0.9 shows best fit of model (Joreskog and Sorbom, 1990)	

**Dimension 2: Trustworthiness**

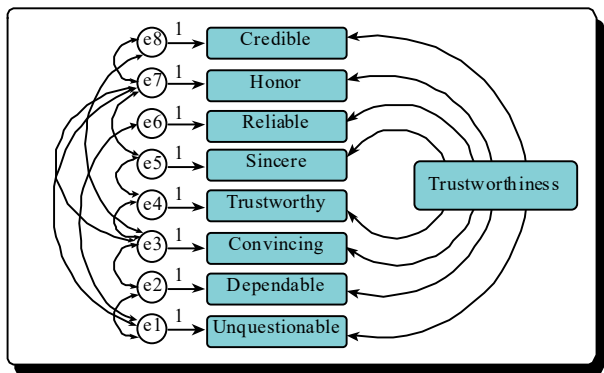


Figure 4.2: Zero-Order CFA-Trustworthiness

**Average Variance Extracted**

The calculation of Average Variance Extracted (AVE) for the factor 'trustworthiness' is given in Table 4.11.

**Table 4.10: Standardised Regression Weights for the factor 'Trustworthiness'**

	Estimate
Dependable←Trustworthiness	.684
Convincing ←Trustworthiness	.719
Believable← Trustworthiness	.821
Sincere ←Trustworthiness	.932
Reliable ← Trustworthiness	.943
Honest←Trustworthiness	.940
Credible←Trustworthiness	.774
Unquestionable←Trustworthiness	.766
Average	0.8224

Average Variance Extracted (AVE)	0.676
----------------------------------	-------

**Model Fit**

The model fit for the construct 'trustworthiness' is given in Table 4.12. The various indices show that the model is a good fit.

**Table 4.11: Results of Zero-Order CFA for the factor 'Trustworthiness'**

Model Element	Zero-Order CFA Results
Chi-Square ( $\lambda^2$ )	23.088
Degrees of Freedom (df)	8
Model Fit	
CMIN/DF (/df)	2.886
CFI	0.997
Zero-Order CFA Results	0.991
Notes:	
1. CMIN/DF <3 good; < 5 sometimes permissible (Hair et al., 2010)	
2. CFI > 0.95 great; 0.90 traditional; >0.80 sometimes permissible (Hair et al., 2010)	
3. GFI value of more than 0.9 shows best fit of model (Joreskog and Sorbom, 1990)	

**Dimension 3: Expertise**

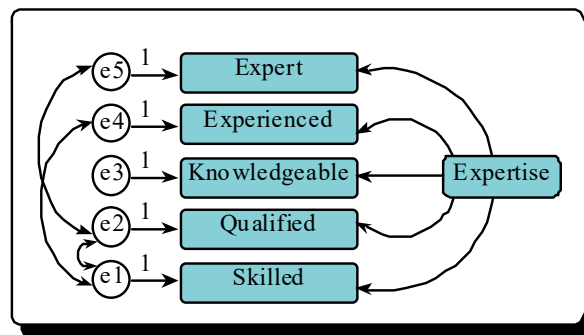


Figure 4.3: Zero-Order CFA-Expertise

**Average Variance Extracted**

The calculation of Average Variance Extracted (AVE) for the factor 'expertise' is given in Table 4.13.

**Table 4.12: Standardised Regression Weights for the factor 'Expertise'**

	Estimate
Expert←Expertise	.711
Experienced←Expertise	.787
Knowledgeable←Expertise	.894
Experienced←Expertise	.831
Expert←Expertise	.973
Average	

Average Variance Extracted (AVE)	0.671
----------------------------------	-------

**Model Fit**

The model fit for the construct 'expertise' is shown in Table 4.14. The various indices show that the model is a good fit.

**Table 4.13: Results of Zero-Order CFA for the factor 'Expertise'**

Model Element	Zero-Order CFA Results
Chi-Square ( $\lambda^2$ )	2.140
Degrees of Freedom (df)	2
Model Fit	
CMIN/DF ( $\lambda^2/df$ )	1.070
CFI	1.000
GFI	0.999

Notes:

1. CMIN/DF <3 good; < 5 sometimes permissible (Hair et al., 2010)
2. CFI > 0.95 great; 0.90 traditional; >0.80 sometimes permissible (Hair et al., 2010)
3. GFI value of more than 0.9 shows best fit of model (Joreskog and Sorbom, 1990)...

**Dimension 4: Popularity**

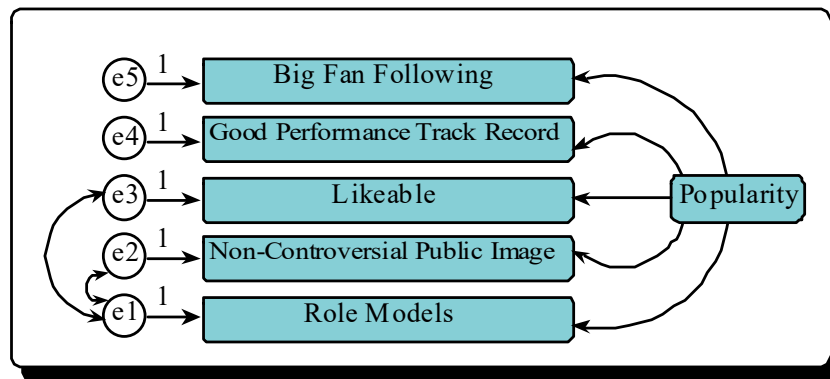


Figure 4.4: Zero-Order CFA-Popularity

**Average Variance Extracted**

The calculation of Average Variance Extracted (AVE) for the factor 'popularity' is given in Table 4.15

**Table 4.14: Standardised Regression Weights for the factor 'Popularity'**

	Estimate
Role Models←Popularity	.698
Non-Controversial←Popularity	.675
Likeable←Popularity	.834
Good Performance Track Record Popularity	.819
Big Fan Following←Popularity	.832

Average	0.7716
Average Variance Extracted (AVE)	0.595

**Model Fit**

The model fit for the construct 'popularity' is revealed in Table 4.16. The various indices show that the model is a good fit.

**Table 4.15: Results of Zero-Order CFA for the factor 'Popularity'**

Model Element	Zero-Order CFA Results
Chi-Square ( $\lambda^2$ )	9.822
Degrees of Freedom (df)	3
Model Fit	
CMIN/DF ( $\lambda^2$ /df)	3.274
CFI	0.996
GFI	0.994
Notes:	
1. CMIN/DF 3 good; < 5 sometimes permissible (Hair et al., 2010)	
2. CFI > 0.95 great; 0.90 traditional; >0.80 sometimes permissible (Hair et al., 2010)	
3. GFI value of more than 0.9 shows best fit of model (Joreskog and Sorbom, 1990)	

**Dimension 5: Relevance**

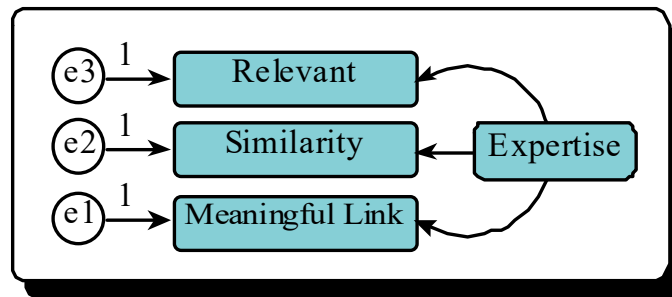


Figure 4.5: Zero-Order CFA-Relevant

**Average Variance Extracted**

The calculation of Average Variance Extracted (AVE) for the factor 'relevance is given in Table 4.17

**Table 4.16: Standardised Regression Weights for the factor 'Relevance'**

	Estimate
Meaningful Link← Relevance	.913
Similarity← Relevance	.948
Relevant← Relevance	.728
Average	0.863
Average Variance Extracted (AVE)	0.7447

**Model Fit**

The model fit for the construct 'relevance' is given in Table 4.18. The various indices show that the model is a good fit.

**Table 4.17: Results of Zero-Order, CFA for the factor 'Relevance'**

Model Element	Zero-Order CFA Results
Chi-Square ( $\lambda^2$ )	0.000
Degrees of Freedom (df)	0
Model Fit	
CMIN/DF ( $\lambda^2/df$ )	
CFI	1.000
GFI	1.000
Notes:	
1. CMIN/DF 3 good; < 5 sometimes permissible (Hair et al., 2010)	
2. CFI > 0.95 great; 0.90 traditional; >0.80 sometimes permissible (Hair et al., 2010)	
3. GFI value of more than 0.9 shows best fit of model (Joreskog and Sorbom, 1990)	

**4.7 Validity Analysis**

Confirming the findings involves addressing crucial aspects of validity, with a focus on content validity and construct validity, encompassing convergent and discriminant validity.

**Content Validity:**

Content validity assesses how well a measurement instrument covers the entire scope of a theoretical construct (Rungtusanatham, 1998). In this study, content validity was rigorously ensured by identifying dimensions of celebrity endorsements from various sources such as literature, corporate practices, and expert input from academicians. These dimensions were systematically reviewed to ensure their alignment with the theoretical definition of the construct.

**Construct Validity**

Construct validity is vital for evaluating the accuracy of operationalization in measuring the intended variables (O'Leary-Kelly and Vokurka, 1998). This involves empirical assessments of unidimensionality, reliability, and both convergent and discriminant validity.

**Unidimensionality**

In this study, unidimensionality was examined by specifying a measurement model for each construct and conducting a confirmatory factor analysis (CFA). The goal was to scrutinize how closely individual items in the model represented the same underlying construct. A Comparative Fit Index (CFI) exceeding 0.9 suggests strong evidence of unidimensionality (Byrne, 1994). The obtained CFI values for all five constructs, as presented in Table 4.19, surpass 0.9, signifying robust unidimensionality for the scale.

**Convergent Validity**

Convergent validity is established when measures that should theoretically be related indeed exhibit a relationship. To demonstrate convergent validity, three conditions must be met: a Cronbach's Alpha exceeding 0.7, an Average Variance Extracted (AVE) surpassing 0.5, and Cronbach's Alpha being greater than AVE (Hair, Black, Babin, and Anderson, 2010). The AVE represents the amount of variance captured by a construct relative to variance attributable to measurement error. When AVE is below 0.5, it



indicates that measurement error variance dominates the construct's variance, raising questions about convergent validity.

In this study, convergent validity was assessed across zero-order, first-order, and second-order models. The results in Table 4.19 confirm that all three convergent validity conditions are met for the zero-order CFA. Similar confirmation was observed in the first-order CFA results presented in Table 4.20. Furthermore, the second-order CFA showed a CFI of 0.956 and AVE of 0.657, aligning with the conditions for convergent validity. Thus, convergent validity has been firmly established for the second-order model as well.

**Table 4.18: Zero-order CFA Results**

Constructs	Cronbach Alpha ( $\alpha$ ) <sup>1</sup>	AVE	Is $\alpha > AVE$	CFI <sup>2</sup>	GFI <sup>3</sup>
Attractiveness	0.933	0.7176	Yes	0.997	0.993
Trustworthiness	0.948	0.676	Yes	0.997	0.991
Expertise	0.917	0.671	Yes	1.000	0.999
Popularity	0.890	0.595	Yes	0.996	0.994
Relevance	0.891	0.7447	Yes	1.000	1.000

Notes:

- Alpha Values of 70% or higher are considered acceptable (Nunnally, 1978)
- CFI value of 0.9 and above testifies strong unidimensionality (Byrne, 1994)
- GFI value of more than 0.9 shows best fit of model (Joreskog and Sorbom, 1990)

As said earlier, the convergent validity of a construct is established when the following three conditions are met.

- Cronbach Alpha > 0.7
- AVE (Average Variance Extracted) > 0.5 and
- Cronbach Alpha > AVE

Table 4.18 reveals that all the three conditions of convergent validity are satisfied. Therefore, convergent validity is established for the zero-order CFA for all the constructs.

**b. Discriminant Validity**

To evaluate discriminant validity, the study must demonstrate that measures which should not be related exhibit indeed no substantial relationship. Discriminant validity comes into play when a measure is expected to diverge from other related constructs (O'Leary-Kelly and Vokurka, 1998). Several methods can be employed to assess discriminant validity between constructs, such as paired construct testing (Jöreskog, 1971), the Fornell and Larcker (1981) technique, or a multi-trait multi-method analysis. Due to data collection limitations and the need for a robust validity evaluation, the Fornell and Larcker (1981) technique is considered the most appropriate (Farrell, 2009). This technique mandates that to support discriminant validity, the estimated variance extracted should exceed the squared correlation estimate between constructs (Hair et al., 2005, p. 778). According to Fornell and Larcker (1981, pp. 45-46), for two constructs, A and B, both the AVE for A and the AVE for B must surpass the shared variance (i.e., the square of the correlation) between A and B. In other words, the AVE estimate should exceed both shared variance estimates.

In the present study, discriminant validity will be assessed for the first-order model exclusively. It cannot be calculated for the zero-order or second-order models. To confirm discriminant validity, two conditions need to be met, as outlined by Hair, Black, Babin, and Anderson (2010).

- $MSV < AVE$
- $ASV < AVE$

Where MSV Maximum Shared Variance and ASV = Average Shared Variance

Table 4.20 gives the results of First-Order CFA (calculated using Stats Tool Package).

**Table 4.19: First-Order CFA Results**

Constructs	Cronbach Alpha ( $\alpha$ )	AVE	MSV	ASV
Attractiveness	0.940	0.725	0.537	0.339
Trustworthiness	0.946	0.688	0.396	0.301
Expertise	0.913	0.678	0.331	0.251
Popularity	0.886	0.609	0.537	0.402
Relevance	0.901	0.755	0.442	0.262

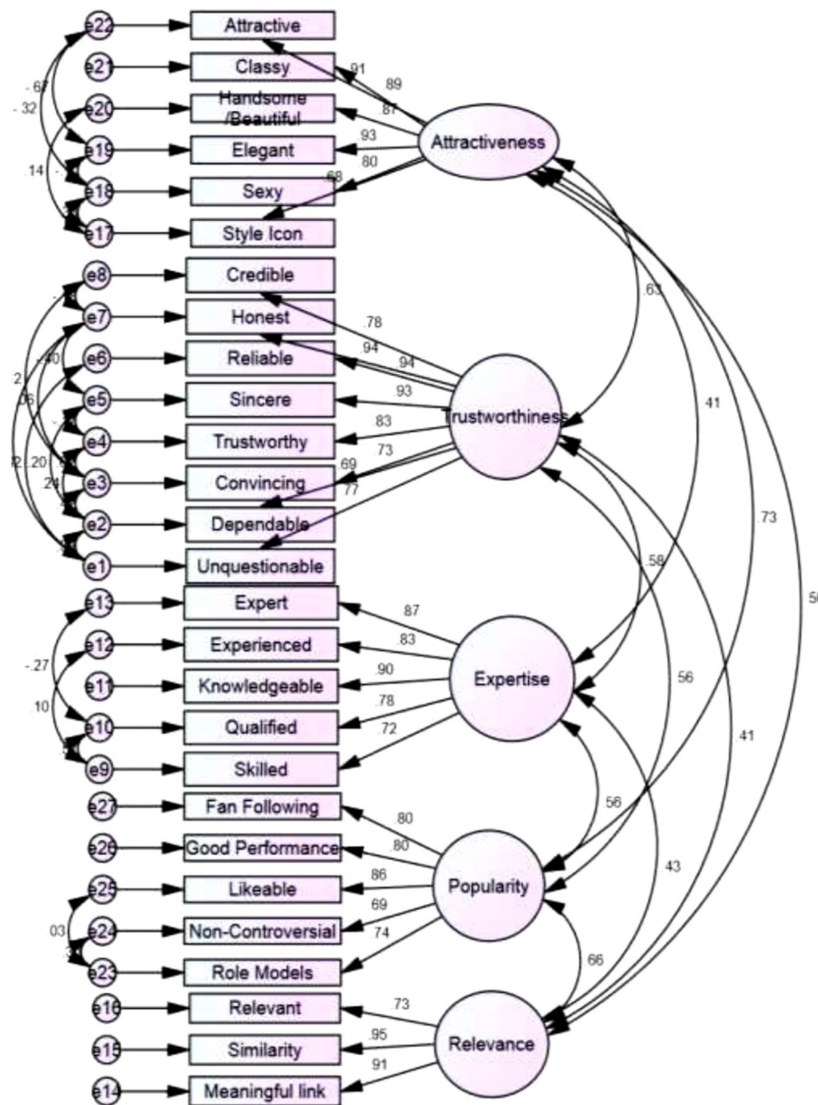


Figure 4.6: First-Order CFA

As already said, discriminant validity of a construct is established when  $MSV < AVE$  and  $ASV > AVE$  (where MSV Maximum Shared Variance and ASV = Average Shared Variance). It is clear from Table 4.20 which 'provides first-order CFA results that the two conditions of discriminant validity are satisfied and thus, discriminant validity is established for the said model.

**4.8 Model Fit**

Table 4.21 provides the goodness of fit measures for the First-Order CFA model. The various indices show that the model is a good fit.

**Table 4.20: Model Fit for First-Order CFA**

Model Element	First Order CFA Results
Chi-Square ( $\lambda^2$ )	1293.256
Degrees of Freedom (df)	292
Model Fit	
CMIN/DF ( $\lambda^2/df$ )	4.429
GFI	0.9981
AGFI	0.846
CFI	0.943
RMSEA	0.070
Notes:	
1. CMIN/DF < 3 good; < 5 sometimes permissible (Hair et al., 2010)	
2. GFI > 0.8 is acceptable (Baumgarther and Homburg, 1996)	
3. AGFI > 0.8 is acceptable (Baumgarther and Homburg, 1996)	
4. CFI > 0.95 great; 0.90 traditional; > 0.80 sometimes permissible (Hair et al., 2010)	
5. RMSEA < 0.05 good; 0.5-0.10 moderate; > 0.10 bad (Hair et al., 2010)	

Second-order CFA

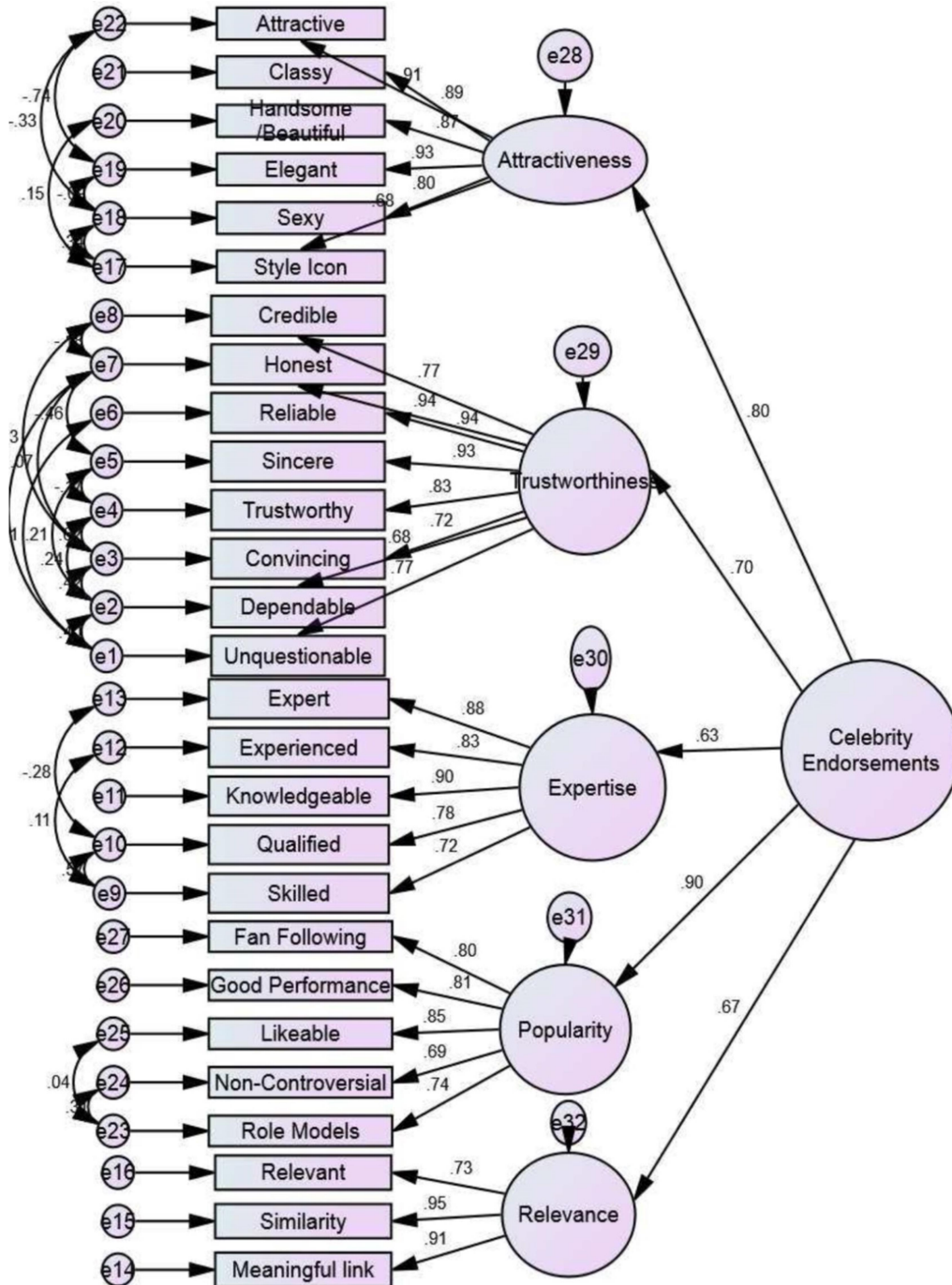


Figure 4.7: Second-Order CFA

**Average Variance Extracted**

The calculation of Average Variance Extracted (AVE) for second order CFA is given in Table 4.22

**Table 4.21: Standardised Regression Weights for Second-Order CFA Model**

		Estimate
Trustworthiness <---	Celebrity Endorsements	.700
Attractiveness <---	Celebrity Endorsements	.802
Expertise <---	Celebrity Endorsements	.626
Popularity <---	Celebrity Endorsements	.896
Relevance <---	Celebrity Endorsements	.674
Q14 <---	Trustworthiness	.768
Q13 <---	Trustworthiness	.683
Q12 <---	Trustworthiness	.724
Q11 <---	Trustworthiness	.825
Q10 <---	Trustworthiness.	.929
Q9 <---	Trustworthiness.	.944
Q8 <---	Trustworthiness	.938
Q7 <---	Trustworthiness	.775
Q19 <---	Expertise	.719
Q18 <---	Expertise	.783
Q17 <---	Expertise	.897
Q16 <---	Expertise	.825
Q15 <---	Expertise	.876
Q24 <---	Popularity	.737
Q23 <---	Popularity	.686
Q22	Popularity	.855
Q21	Popularity	.806

Q20	Popularity	.805
Q27	Relevance	.0906
Q26	Relevance	.952
Q25	Relevance	.732
Q6	Attractiveness	.678
Q5	Attractiveness	.801
Q4	Attractiveness	.928
Q3	Attractiveness	.869
Q2	Attractiveness	.892
Q1	Attractiveness	.910
Average		0.8106
AVE		0.657

As said earlier, the convergent validity of a construct is established when the following three conditions are met.

- Cronbach Alpha > 0.7
- AVE (Average Variance Extracted) > 0.5 and
- Cronbach Alpha > AVE

For the second-order CFA model,  $\alpha = 0.956$  and  $AVE = 0.657$ . Thus, convergent validity is established for the second-order model also.

Table 4.22 shows the model fit for the second-order CFA model.

Model Element	Second Order CFA Results
Chi-Square ( $\lambda^2$ )	1427.937
Degrees of Freedom (df)	297
<b>Model Fit</b>	
CMIN/DF ( $\lambda^2/df$ )	4.808
GFI	0.973
AGFI	0.839
CFI	0.936
RMSEA	0.074
Notes:	
1. CMIN/DF <3 good; <5 sometimes permissible (Hair et al., 2010)	
2. GFI >0.8 is acceptable (Baumgarther and Homburg, 1996)	
3. AGFI > 0.8 is acceptable (Baumgarther and Homburg, 1996)	
4. CFI 0.95 great; 0.90 traditional; >0.80 sometimes permissible (Hair et al., 2010)	
5. RMSEA <0.05 good; 0.5-0.10 moderate; > 0.10 bad (Hair et al., 2010)	

As is clear from Table 4.23, the various fit indices for the said model are in the acceptable range. This means that the said model is a good fit. In other words, we may say that the said model is acceptable.

#### 4.9 Importance of Factors in Choosing Celebrity Endorsers

Table 4.24 shows the beta (B) values of the five constructs, indicating their order of importance in making a choice of a celebrity endorser. Thus, the popularity of the celebrity is the most important factor in making a choice of a celebrity endorser. This is followed by attractiveness, trustworthiness, relevance and expertise, in that order, in deciding who should be the celebrity endorser for the product/brand.

Table 4.23: Relative Importance of Constructs in Choosing Celebrity Endorsers

SN	Constructs	Beta (b) values	Order of Importance
1.	Attractiveness	0.80	2
2.	Trustworthiness	0.70	3
3.	Expertise	0.63	5
4.	Popularity	0.90	1
5.	Relevance	0.67	4

#### 4.10 Proposed Celebrity Endorsement Scale

The final five-dimensional celebrity endorsement scale developed by the present study is given in Table 4.25. By adding additional items under the existing dimensions and by adding two additional dimensions 'popularity' and 'relevance' and various items under them, it is expected to be an important contribution in the area of celebrity endorsements.

**Table 4.24: A Validated Celebrity Endorsement Scale Developed by the Study**

Attractiveness	Trustworthiness	Expertise	Popularity	Relevance
Sexy	Reliable	Qualified	Big Fan Following	Relevant
Classy	Honest	Experienced	God Performance Track Record	Similarity
Elegant	Sincere	Knowledgeable	Likeable	Meaningful Link
Handsome/Beautiful	Dependable	Skilled	Non-Controversial Public Image	
Attractive	Trusworthy	Expert	Role Model for Others	
Style Icon	Unquestionable			
	Credible			
	Convincing			



#### **4.11 Concluding Observations**

The current research expands upon Ohanian's (1990) celebrity endorsement scale, aiming to integrate additional attributes recognized in prior studies, such as fame, similarity, and relevance. To ensure a thorough representation of the celebrity endorser construct, exploratory interviews were conducted, leading to the identification of new constructs and items within existing constructs.

The exploratory studies highlighted the significance of 'popularity' as a crucial construct, incorporating specific items like the 'size of the celebrity's fan following,' 'likability,' 'performance track record of the celebrity,' 'non-controversial image,' and 'role model status.' Additionally, 'relevance' of the celebrity emerged as another pivotal construct, featuring items related to the celebrity's 'relevance to the endorsed product,' 'similarity with the product,' and 'meaningful connection with the product.' The study also introduced 'style icon' as an item under the construct 'attractiveness,' and 'convincing,' 'dependable,' and 'unquestionable' as additional items under 'trustworthiness.' Consequently, the study contributes two significant constructs to the existing celebrity endorsement scale.

By surveying 692 respondents in India who have encountered celebrity endorsements across various products and brands, the study employed exploratory factor analysis to unveil a five-dimensional scale encompassing diverse attributes of a celebrity endorser. This scale underwent empirical testing for unidimensionality, reliability, convergent validity, and discriminant validity through confirmatory factor analysis. The resulting validated instrument comprises five dimensions, namely Attractiveness, Trustworthiness, Expertise, Popularity, and Relevance, offering a more comprehensive understanding of celebrity endorsement effectiveness.



# 5

## UNIT

# IMPACT OF CELEBRITY ENDORSEMENT

*This chapter employs the recently developed and validated five-dimensional celebrity endorsement scale to investigate the influence of celebrity endorsements on consumer ad perception, brand attitude, and purchase intention. The scale comprises five attributes related to celebrities: attractiveness, trustworthiness, expertise, popularity, and relevance. The study utilizes confirmatory factor analysis and structural equation modeling to establish causal relationships among these variables and to evaluate these relationships within a linear equation system. The findings indicate that celebrity endorsements indeed wield a substantial impact on consumer ad perception, brand attitude, and purchase intention. However, the beta coefficients unveiled in the analysis illustrate a moderate, albeit not exceedingly strong, correlation between celebrity endorsements and their effects on the aforementioned variables.*

*Furthermore, the study highlights that each dimension of celebrity endorsements, encompassing attractiveness, trustworthiness, popularity, and relevance, significantly influences consumer ad perception and brand attitude. Notably, expertise exhibited no significant impact on purchase intention, differentiating its influence from the other attributes in the celebrity endorsement construct. These results offer valuable insights into the nuanced dynamics of celebrity endorsements and their consequences on consumer behavior.*

### 5.1 Introduction

Celebrities are often brought on board by advertisers to inject their personal appeal into a product or brand (Kaikati, 1987). Celebrity endorsements have become a widely adopted marketing strategy, attributed to their ability to evoke more robust attitudinal and emotional responses than non-celebrity endorsers (Kanungo and Pang, 1973; Atkin & Block, 1983; Petty and Cacioppo, 1983). For a celebrity endorser to be effective, they need to possess the credibility to capture attention (Miciak and Shanklin, 1994), enhance awareness of the endorsed product (Wilson, 1997), and influence the purchasing decisions of the target audience (Ohanian, 1991). Numerous studies suggest that advertisements featuring celebrities result in higher levels of appeal, attention, recall, and potentially lead to more purchases compared to those without celebrities

(Cooper, 1984; Dean and Biswas, 2001), potentially contributing significantly to a company's positive financial outcomes (Farrell et al., 2000; Endorgan, 2001). However, it is imperative to validate these findings specifically within the Indian context.

Prior research on celebrity endorsements has predominantly centered on evaluating the impact of specific attributes of celebrity endorsers found in existing literature, focusing primarily on the endorser's attractiveness, trustworthiness, and expertise. The present study has introduced a novel five-dimensional scale of celebrity endorsements (Chapter 4), encompassing not only attractiveness, trustworthiness, and expertise but also the celebrity's popularity and relevance to the brand or product being endorsed. This scale has been rigorously validated. This chapter seeks to investigate the impact of celebrity endorsements on consumers' ad perception, brand attitude, and purchase intention, employing this newly devised and validated celebrity endorsement scale.

The substantial investments made in securing celebrity endorsers can be justified only when they demonstrably and positively influence consumers across ad perception, brand attitude, and purchase intention. In line with this, the chapter aims to accomplish the following:

- Assess the impact of celebrity endorsements on consumers' ad perception.
- Examine the impact of celebrity endorsements on consumers' brand attitude.
- Evaluate the influence of celebrity endorsements on consumers' purchase intention.

Furthermore, this chapter endeavors to explore the impact of various dimensions of celebrity endorsers on consumers' ad perception, brand attitude, and purchase intention. Specifically, it delves into the effects of each celebrity attribute – attractiveness, trustworthiness, expertise, popularity, and relevance – on these critical consumer response variables. This examination offers an opportunity to compare and contrast the findings related to attractiveness, trustworthiness, and expertise with previous research in the field. Moreover, it presents new insights into how the added dimensions of "popularity" and "relevance" in the newly developed and validated scale affect consumers' ad perception, brand attitude, and purchase intention.

The data collected underwent rigorous analysis involving validated tools and methodologies. Crucially, the measurement scale's reliability was evaluated using Cronbach's alpha. To ascertain convergent and discriminant validity, confirmatory factor analysis was employed. Further insights into the impact of celebrity endorsements on consumer ad perception, brand attitude, and purchase intention were gleaned through Structural Equation Modeling (SEM).

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## **5.2 Assessment of Reliability**

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The reliability of the items was assessed using the coefficient alpha, often referred to as Cronbach alpha (Cronbach, 1951). Cronbach alpha is a key measure for evaluating the internal consistency or reliability of a set of items. It is a metric that generally increases as the inter-correlations among test items increase, and is considered an indicator of the internal consistency of test scores. This is crucial because when test items measure the same underlying construct, their inter-correlations are maximized, making Cronbach alpha a valuable indirect indicator of the extent to which a set of items measures a single unidimensional latent construct.

For a measure to be deemed acceptable, Cronbach alpha should typically exceed 0.7, as suggested by Nunnally (1978). In the present study, Cronbach alpha was computed separately for all the impact variables, namely consumers' ad perception, brand attitude, and purchase intention. Notably, all the calculated alpha coefficients exceeded the 0.7 threshold, signifying strong consistency among the items

within each dimension. These specific alpha coefficients are detailed in Table 5.7. Additionally, the comprehensive Cronbach alpha computed for all 39 Likert scale questions yielded a high value of 0.946, reinforcing the survey instrument's good reliability.

**5.3 Confirmatory Factor Analysis**

Confirmatory factor analysis (CFA) plays a pivotal role in assessing unidimensionality, and it offers more precise control over construct validation compared to exploratory factor analysis (EFA), as highlighted by Ahire, Golhar, and Waller (1996). Unidimensionality pertains to the extent to which the items within a factor collectively measure a single, cohesive construct. In this study, CFA was executed using AMOS 19 for the following purposes:

- Zero-order CFA was initially employed to assess all the impact variables, including consumers' ad perception, brand attitude, and purchase intention. This analysis was instrumental in establishing convergent validity. The results for the zero-order CFA of these constructs can be found in Table 5.7.
- Following the zero-order CFA, a first-order CFA was conducted, encompassing four factors: the dimension 'celebrity endorsements' and three impact factors. The objective here was to evaluate both convergent and discriminant validity, and the results are presented in Table 5.8.
- A subsequent analysis involved a first-order eight-factor CFA, incorporating the five dimensions of a celebrity endorser and three impact variables. This analysis was undertaken to determine convergent and discriminant validity. The results of this analysis can be found in Table 5.10.
- Additionally, the overall fit indices for the model are summarized in Table 5.11. The indices collectively suggest that the first-order CFA models are indeed a good fit for the data. This analysis also laid the foundation for establishing convergent and discriminant validity, which will be discussed further in the subsequent section.

**Zero-Order CFA for Impact Variables**

Impact Variable 1: Consumers' Ad Perception

**Zero Order CFA - Ad Perception**

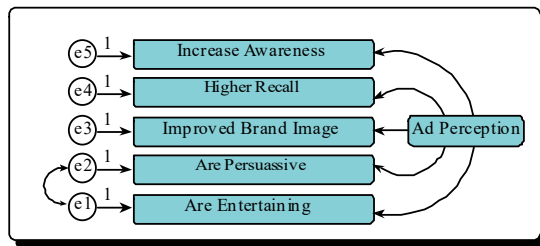


Figure 5.1: Zero-Order CFA-Ad Perception

The standardised regression weights for the factor 'Consumers' Ad Perception are given in Table 5.1.

**Table 5.1: Standardised Regression Weights for the factor 'Consumers' Ad**

	Estimate
Entertaining ← Ad Perception	.910
Persuasive ← Ad Perception	.699
Improved Brand Image ← Ad Perception	.543
Higher Recall ← Ad Perception	.960

Increase Awareness← Ad Perception	.752
Average	0.7728
Average Variance Extracted (AVE)	0.597

As discussed previously (Chapter 4), the Average Variance Extracted (AVE) estimate represents the average extent to which a latent construct can clarify the variation in the observed variables theoretically associated with it. For instance, a latent construct A would correlate with observed variables, such as x1 and x2, that are theoretically linked to A. This correlation is commonly known as a factor loading. By squaring each of these correlations (standardized regression weights), we determine the proportion of variation in each observed variable that the latent construct explains (i.e., shared variance). The AVE is then calculated by averaging this variance across all observed variables theoretically related to a latent construct (Farrell, 2009). The computation of AVE for the impact variable 'consumers' ad perception' is presented in Table 5.1.

**Model Fit**

The model fit for the construct 'consumers' ad perception' is shown in Table 5.2. The various indices show that the model is a good fit.

**Table 5.2: Results of Zero-Order CFA for the factor 'Consumers' Ad Perception'**

Model Element	Zero-Order CFA Results
Chi-Square ( $\lambda^2$ )	4.573
Degrees of Freedom (df)	4
Model Fit	
CMIN/DF ( $\lambda^2/df$ )	1.143
CFI	1.000
GFI	0.997

Notes:

1. CMIN/DF<3 good; < 5 sometimes permissible (Hair et al., 2010)
2. CFI > 0.95 great; 0.90 traditional; >0.80 sometimes permissible (Hair et al., 2010)
3. GFI value of more than 0.9 shows best fit of model (Joreskog and Sorbom, 1990)

**Impact Variable 2: Brand Attitude**

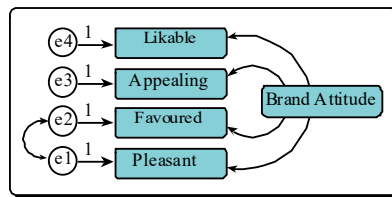


Figure 5.2: Zero-Order CFA-Brand Attitude

**Average Variance Extracted**

The calculation of Average Variance Extracted (AVE) for the factor 'brand attitude' is given in Table 5.3

**Table 5.3: Standardised Regression Weights for the factor 'Brand Attitude'**

	Estimate
Pleasant	.840
Favoured	.532

Appealing	.999
Likable	.990
Average	0.840
Average Variance Extracted (AVE)	0.706

**Model Fit**

The model fit for the construct 'brand attitude' is shown in Table 5.4. The various indices show that the model is a good fit.

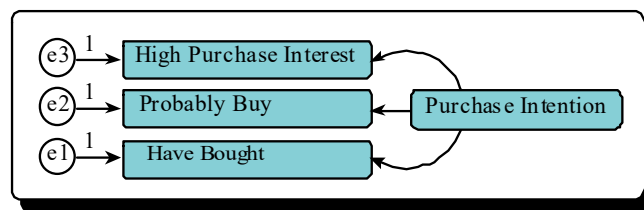
**Table 5.4: Results of Zero-Order CFA for the factor 'Brand Attitude'**

Model Element	Zero-Order CFA Results
Chi-Square ( $\chi^2$ )	0.416
Degrees of Freedom (df)	1
Model Fit	
CMIN/DF ( $\chi^2/df$ )	0.416
CFI	1.000
GFI	1.000

Notes:

1. CMIN/DF < 3 good; < 5 sometimes permissible (Hair et al., 2010)
2. CFI > 0.95 great; 0.90 traditional; > 0.80 sometimes permissible (Hair et al., 2010)
3. GFI value of more than 0.9 shows best fit of model (Joreskog and Sorbom, 1990)

**Impact Variable 3: Purchase Intention**



*Figure 5.3 Zero-Order CFA-Purchase Intention*

**Average Variance Extracted**

The calculation of Average Variance Extracted (AVE) for the factor 'purchase intention' is given in Table 5.5

**Table 5.5: Standardised Regression Weights for the factor 'Purchase Intention'**

	Estimate
High Purchase Interest ← Purchase Intention	0.824
Probably Buy ← Purchase Intention	0.799
Have Bought ← Purchase Intention	0.710
Average	0.7777
Average Variance Extracted (AVE)	0.605

**Model Fit**

The model fit for the construct 'purchase intention' is shown in Table 5.6. The various indices show that the model is a good fit.

**Table 5.6: Results of Zero-Order CFA for the factor 'Purchase Intention'**

Model Element	Zero-Order CFA Results
Chi-Square ( $\lambda^2$ )	0.000
Degrees of Freedom (df)	0
Model Fit	
CMIN/DF ( $\lambda^2/df$ )	-
CFI	1.000
GFI	1.000

Note:

1. CMIN/DF < 3 good; < 5 sometimes permissible (Hair et al., 2010)
2. CFI > 0.95 great; 0.90 traditional; > 0.80 sometimes permissible (Hair et al., 2010)
3. GFI value of more than 0.9 shows best fit of model (Joreskog and Sorbom, 1990)

**5.4 Validity Analysis**

The evaluation of validity in research involves addressing multiple dimensions, with a particular focus on content validity and construct validity, encompassing convergent and discriminant validity.

**Content Validity:**

Content validity, according to Rungtusanatham (1998), refers to the extent to which a measurement instrument thoroughly represents the theoretical domain of the construct it aims to measure. In this study, content validity was meticulously ensured. Dimensions of celebrity endorsements were identified through an extensive review of existing literature, examination of corporate practices, and consultation with academicians. These dimensions were critically reviewed and validated to ensure their alignment with the intended construct.

**Construct Validity:**

Construct validity is a crucial aspect of research that involves assessing the accuracy with which an operationalization measures the targeted variables. In line with O'Leary-Kelly and Vokurka (1998), establishing construct validity encompasses an empirical evaluation of unidimensionality, reliability, and both convergent and discriminant validity.

**Unidimensionality:**

Unidimensionality in this study was assessed by formulating a measurement model for each construct and conducting a zero-order confirmatory factor analysis (CFA) on all impact variables. The scrutiny involved examining individual items within the model to assess their alignment with the underlying construct. A Comparative Fit Index (CFI) analysis was performed, with a CFI value of 0.9 or higher indicating strong evidence of unidimensionality, as suggested by Byrne (1994). All constructs demonstrated strong unidimensionality, as indicated by CFI values exceeding 0.9, as detailed in Table 5.1.

**Convergent Validity:**

Convergent validity was assessed for both the zero-order and first-order CFA models. The conditions required for convergent validity—Cronbach's Alpha > 0.7, Average Variance Extracted (AVE) > 0.5, and Cronbach's Alpha > AVE—were met for all constructs in both models. The results are presented in Tables

5.7, 5.8, and 5.10. This confirms the robustness and reliability of the measurement tools, establishing convergent validity for all impact variables.

These findings affirm the study's meticulous approach to ensuring content validity and robust construct validity, providing a solid foundation for the reliability of the research instrument and the validity of the study's outcomes..

**Table 5.7: Zero-order CFA Results for the Impact Variables**

Constructs	Cronbach Alpha ( $\alpha$ ) <sup>1</sup>	Is $\alpha >$ AVE	CFI <sup>2</sup>	GFI <sup>3</sup>
Consumers' ad Perception	0.857	0.597	Yes	1.000
Brand Attitude	0.868	0.706	Yes	1.000
Purchase Intention	0.781	0.605	Yes	1.000

Notes:

1. Alpha Values of 70% or higher are considered acceptable (Nunnally, 1978)
2. CFI value of 0.9 and above testifies strong unidimensionality (Byrne, 1994)
3. GFI value of more than 0.9 shows best fit of model (Joreskog and Sorbom, 1990)

As said earlier, the convergent validity of a construct is established when the following three conditions are met,

- Cronbach Alpha  $>$  0.7
- AVE (Average Variance Extracted)  $>$  0.5 and
- Cronbach Alpha  $>$  AVE

As for all the constructs, all the conditions of convergent validity are satisfied (as indicated by Columns 2,3 and 4. of Table 5.7), therefore convergent validity is established for all the three constructs.

**b) Discriminant Validity**

Discriminant validity is a crucial aspect of construct validation, focusing on demonstrating that measures that should theoretically be unrelated indeed exhibit low correlations. In other words, it aims to show that a measure does not exhibit high correlations with other measures from which it is intended to differ, thus ensuring that each construct is distinct and unique.

There are several methods to assess discriminant validity, such as paired construct tests, the Fornell and Larcker (1981) technique, or conducting a multi-trait multi-method evaluation of constructs. Among these methods, the Fornell and Larcker technique is considered one of the most reliable and robust for evaluating discriminant validity, especially when stringent criteria are needed.

According to this technique, to establish discriminant validity, the Average Variance Extracted (AVE) estimates for each construct must be greater than the squared correlation estimate between the constructs. In simpler terms, for any two constructs, A and B, both the AVE for A and the AVE for B must exceed the shared variance (the square of the correlation) between A and B. This means that the AVE estimates for both constructs should be higher than the shared variance estimate, ensuring that the constructs are distinct from each other.

In the present study, discriminant validity is assessed only for the first-order model, as it is not applicable to the zero-order and second-order models. To establish discriminant validity, the study verifies whether the two conditions outlined by Hair et al. (2010) are met. These conditions serve as key criteria for determining the distinctiveness of constructs and ensuring the reliability of the research findings.

- $MSV <$  AVE
- $ASV <$  AVE



The results presented in Tables 5.8 and 5.10, which detail the outcomes of the first-order four-factor and eight-factor models in the context of Confirmatory Factor Analysis (CFA), clearly indicate that both conditions required for establishing discriminant validity have been met. Therefore, it can be inferred that discriminant validity is successfully demonstrated for these models.

This achievement in establishing discriminant validity is an important validation step, as it confirms that the different constructs being measured within the study are distinct and do not significantly overlap or correlate with each other. In other words, the variables represent unique and independent aspects of the research, providing a solid foundation for the reliability and credibility of the study's findings.

**First-Order Four-Factor CFA Results**

The results of first-order four-factor CFA results are given in Table 5.8.

**Table 5.8: First order-Four Factor CFA Results**

Constructs	Cronbach Alpha ( $\alpha$ ) <sup>1</sup>	AVE	MSV	ASV
Celebrity Endorsements	0.860	0.556	0.088	0.078
Ad Perception	0.890	0.625	0.486	0.228
Brand Attitude	0.916	0.742	0.486	0.220
Purchase Intention	0.822	0.607	0.111	0.087

As said earlier, the convergent validity of a construct is established when the following three conditions are met.

- Cronbach Alpha > 0.7
- AVE (Average Variance Extracted) > 0.5 and
- Cronbach Alpha > AVE

As for all the constructs, all the conditions of convergent validity are satisfied (as- indicated by Table 5.8), therefore convergent validity is established for all the four constructs.

**First-Order Four-Factor CFA**

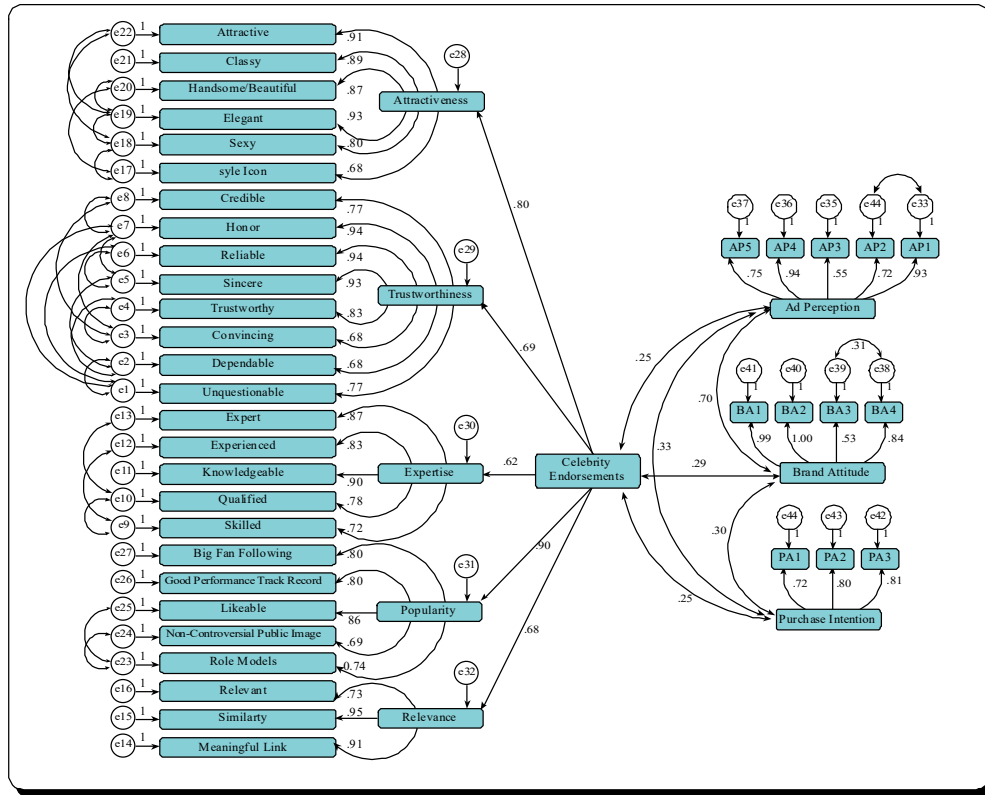


Figure 5.4: First-Order Four-Factor CFA

Also, discriminant validity of a construct is established when the following two conditions are met.

- $MSV < AVE$
- $ASV < AVE$

Where MSV-Maximum Shared Variance and ASV = Average Shared Variance

It is clear from Table 5.8 which provides the CFA results of first-order four-factor model that the two conditions of discriminant validity are satisfied and thus, discriminant validity is established for the said model.

**Testing Goodness of Fit**

The first-order four-factor CFA model underwent an assessment of its goodness of fit. The comprehensive fit indices for the model are presented in Table 5.9. While many statistical methods necessitate only one test for significance, CFA involves multiple statistical tests to gauge how well the model aligns with the data. It is essential to recognize that a favorable fit between the model and the data does not necessarily imply the model's correctness or its ability to explain a significant proportion of covariance. Instead, a "good model fit" signifies the model's plausibility (Schermelleh-Engel, K., Moosbrugger, H., & Müller, H., 2003).

**Table 5.9: Overall Fit Indices for First-Order Four-Factor CFA Model**

<b>Model Element</b>	<b>First-Order Four-Factor Model</b>
Chi-Square ( $\lambda^2$ )	2022.512
Degrees of Freedom (df)	667
Model Fit	
CMIN/DF ( $\lambda^2/df$ )	3.032
GFI	0.873
AGFI	0.852
CFI	0.946
RMSEA	0.054

Notes:

1. CMIN/DF <3 good; < 5 sometimes permissible (Hair et al., 2010)
2. GFI >0.8 is acceptable (Baumgarther and Homburg, 1996)
3. AGFI > 0.8 is acceptable (Baumgarther and Homburg, 1996)
4. CFI > 0.95 great; 0.90 traditional; >0.80 sometimes permissible (Hair et al., 2010)
5. RMSEA <0.05 good; 0.5-0.10 moderate; > 0.10 bad (Hair et al., 2010)

As is clear from Table 5.9, the various fit indices for the said model are in the acceptable range. This means that the said model is a good fit.

First-Order Eight-Factor CFA Model

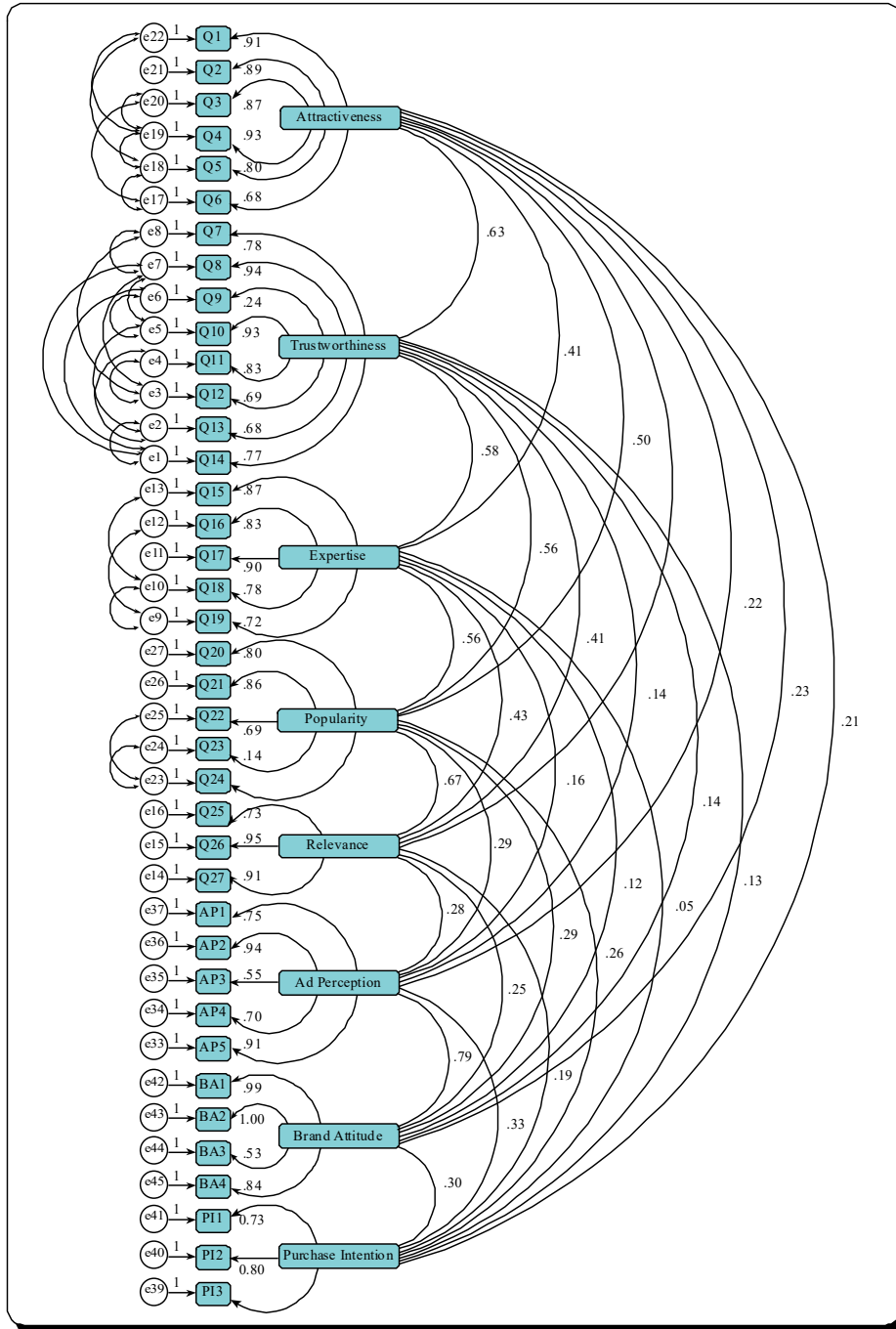


Figure 5.5: First-Order Eight-Factor CFA

The results of first-order eight-factor CFA results are given in Table 5.10.

**Table 5.10: First-Order Eight-Factor CFA Results**

Construct	Cronbach Alpha ( $\alpha$ )	AVE	MSV	ASV
Attractiveness	0.940	0.724	0.537	0.207
Trustworthiness	0.946	0.688	0.396	0.178
Expertise	0.913	0.678	0.331	0.148
Popularity	0.886	0.610	0.537	0.252
Relevance	0.901	0.755	0.442	0.164
Ad Perception	0.891	0.627	0.445	0.092
Brand Attitude	0.919	0.749	0.445	0.098
Purchase Intention	0.819	0.602	0.093	0.047

As said earlier, the convergent validity of a construct is established when the following three conditions are met.

- Cronbach Alpha > 0.7
- AVE (Average Variance Extracted) > 0.5 and
- Cronbach Alpha > AVE

As for all the constructs, all the conditions of convergent validity are satisfied (as indicated by Table 5.10), therefore convergent validity is established for all the eight constructs.

Also, discriminant validity of a construct is established when the following two conditions are met.

- MSV < AVE
- ASV < AVE

Where MSV Maximum Shared Variance and ASV = Average Shared Variance

It is clear from Table 5.10 which provides the CFA results of first-order eight-factor model that the two conditions of discriminant validity are satisfied and thus, discriminant validity is established for the said model.

**Testing Goodness of Fit**

The first-order eight factor CFA model was tested for goodness of fit. The overall fit indices for the model are given in Table 5.11.

**Table 5.11: Overall Fit Indices for First-Order Eight-Factor CFA**

Model Element	First-Order Eight-Factor Model
Chi-Square ( $\chi^2$ )	1859.693
Degrees of Freedom (df)	650
Model Fit	
CMIN/DF ( $\chi^2/df$ )	2.861
GFI	0.880
AGFI	0.856
CFI	0.952
RMSEA	0.052

Notes:

1. CMIN/DF < 3 good; < 5 sometimes permissible (Hair et al., 2010)
2. GFI > 0.8 is acceptable (Baumgarther and Homburg, 1996)
3. AGFI 0.8 is acceptable (Baumgarther and Homburg, 1996)
4. CFI 0.95 great; 0.90 traditional; > 0.80 sometimes permissible (Hair et al., 2010)
5. RMSEA < 0.05 good; 0.5-0.10 moderate; > 0.10 bad (Hair et al., 2010)

As is clear from Table 5.11, the various fit indices for the said model are in the acceptable range. This means that the said model is a good fit.

### 5.5 Impact of Celebrity Endorsements on Consumers' Ad Perception

#### Path Analysis

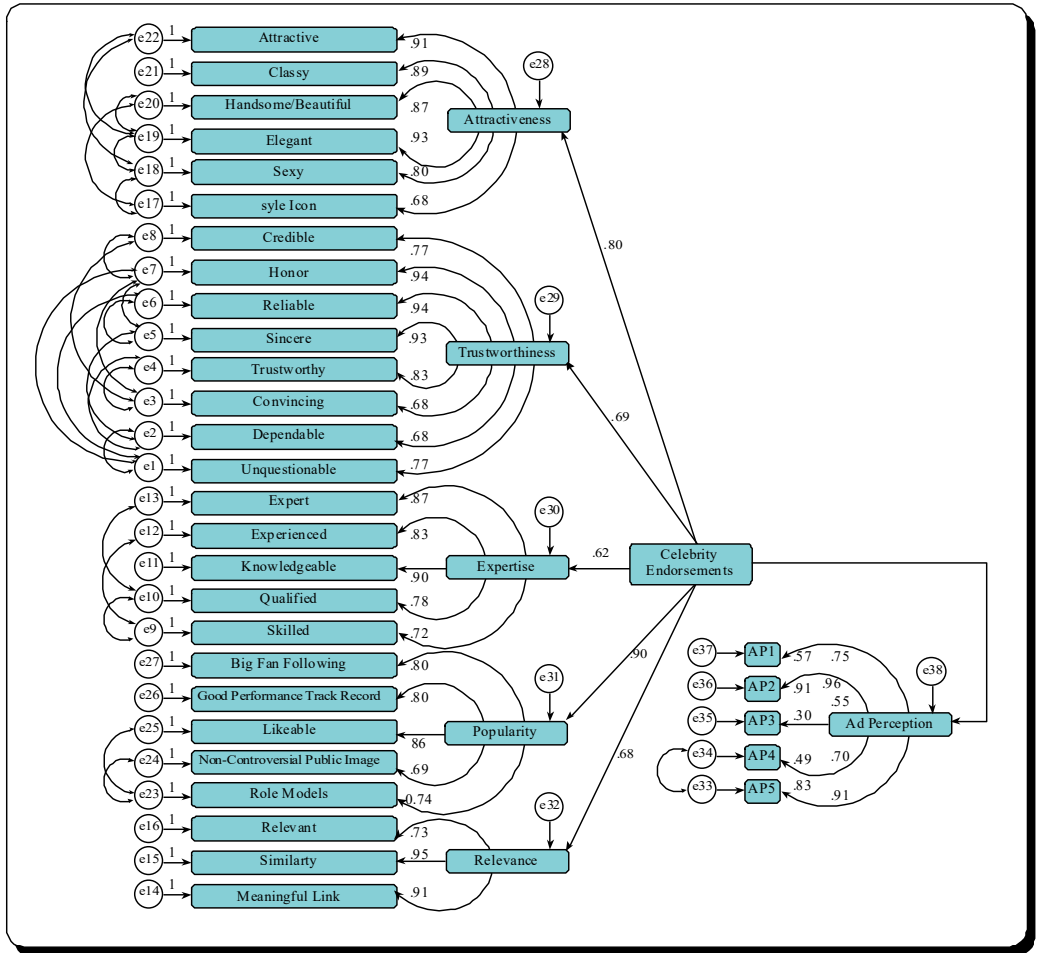


Figure 5.6: Impact of Celebrity Endorsements on Consumers' Ad Perception

**Model Fit**

**Table 5.12: Impact of Celebrity Endorsements on Consumers' Ad Perception**

Model Element	First-Order Eight-Factor Model
Standardised Beta ®	0.290 (***)
Chi-Square ( $\lambda^2$ )	1586.599
Degrees of Freedom (df)	435
Model Fit	
CMIN/DF ( $\lambda^2/df$ )	3.647
GFI	0.879
AGFI	0.853
CFI	0.942
RMSEA	0.062

Note

\*\*\* significant at 95% confidence level

1. CMIN/DF <3 good; <5 sometimes permissible (Hair et al., 2010)
2. GFI >0.8 is acceptable (Baumgarther and Homburg, 1996)
3. AGFI 0.8 is acceptable (Baumgarther and Homburg, 1996)
4. CFI 0.95 great; 0.90 traditional; >0.80 sometimes permissible (Hair et al., 2010)
5. RMSEA <0.05 good; 0.5-0.10 moderate; > 0.10 bad (Hair et al., 2010)

Table 5.12 illustrates that celebrity endorsements exert a noteworthy influence on consumer ad perception, as evidenced by the statistically significant standardized beta coefficient at the 95% confidence level. However, it is important to note that there is a relatively modest correlation between celebrity endorsements and their impact on consumer ad perception. The table further provides several fit indices for the model employed to assess the impact of celebrity endorsements on consumers' ad perception. As indicated by Table 5.10, these various fit indices fall within the acceptable range, indicating that the model is deemed to be a good fit. In simpler terms, one can assert that the model is considered acceptable.

**Impact of Various Celebrity Dimensions on Consumers' Ad Perception**

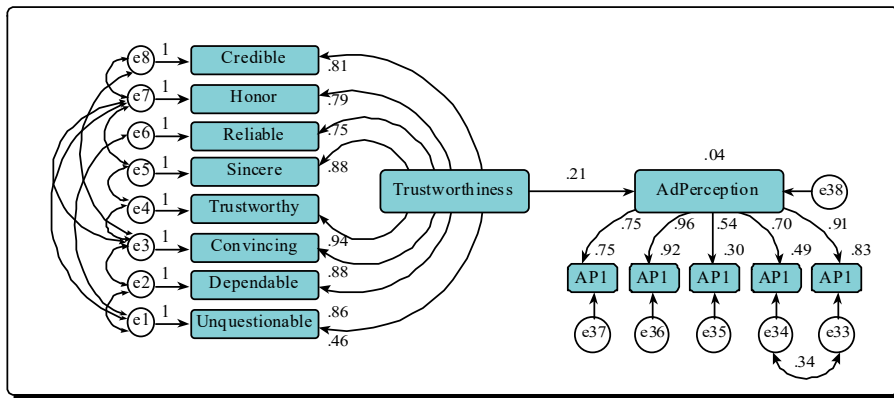


Figure 5.7: Impact of Celebrity's Attractiveness on Consumers' Ad Perception

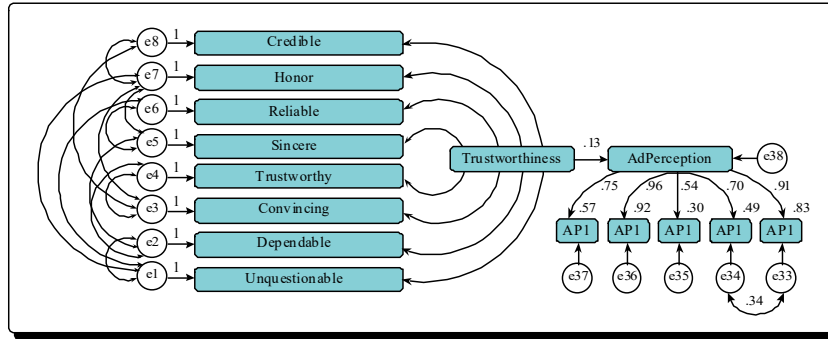


Figure 5.8: Impact of Celebrity's Trustworthiness on Consumers' Ad Perception

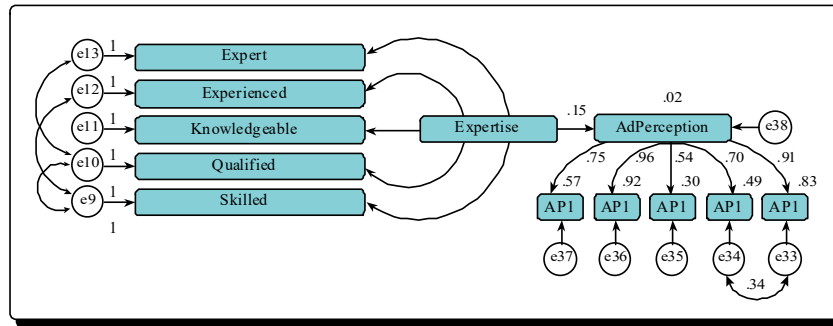


Figure 5.9: Impact of Celebrity's Expertise on Consumers' Ad Perception

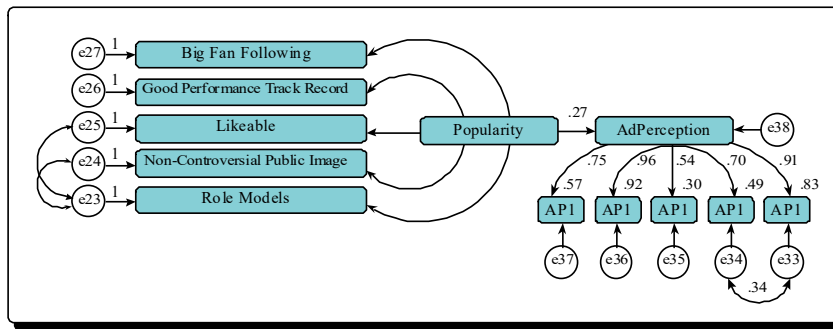


Figure 5.10: Impact of Celebrity's Popularity on Consumers' Ad Perception

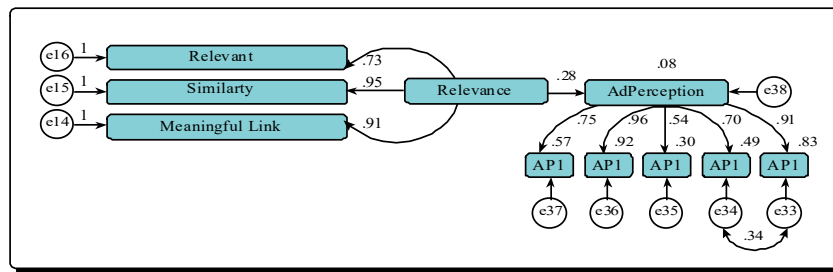


Figure 5.11: Impact of Celebrity's Relevance to the product/brand on Consumers' Ad Perception



**Table 5.13: Impact of Various Celebrity Dimensions on Consumers' Ad**

	Attractiveness	Trustworthiness	Expertise	Popularity	Relevance
Std. Beta (r)	0.208 (***)	0.131 (***)	0.155 (***)	0.272 (***)	0.285 (***)
Chi-Square	60.391	81.058	46.800	49.166	24.892
df	37	51	30	31	18
Model Fit					
CMIN/DF	1.632	1.589	1.560	1.586	1.383
GFI	0.984	0.928	0.987	0.986	0.991
AGFI	0.972	0.968	0.975	0.975	0.982
CFI	0.996	0.996	0.997	0.996	0.998
RMSEA	0.03	0.029	0.028	0.029	0.024

Notes:

\*\*\* significant at 95% confidence level

1. CMIN/DF <3 good; < 5 sometimes permissible (Hair et al., 2010)
2. GFI >0.8 is acceptable (Baumgarther and Homburg, 1996)
3. AGFI > 0.8 is acceptable (Hair et al., 2010)
4. CFI > 0.95 great; 0.90 traditional; >0.80 sometimes permissible (Hair et al., 2010)
5. RMSEA <0.05 good; 0.5-0.10 moderate; > 0.10 bad (Hair et al., 2010)

Tables 5.13 shows that various attributes of a celebrity endorsement - attractiveness, trustworthiness, expertise, popularity and relevance have a significant impact on consumer ad perception.

When calculating the impact of celebrity endorsements on consumers' ad perception, standardised beta (r) value obtained is 0.29 which is significant at 95% confidence level. Thus, H1 is rejected and it is concluded that celebrity endorsements have a significant positive impact on consumers' ad perception. Also, while testing the impact of various celebrity attributes - attractiveness, trustworthiness, expertise, popularity and relevance - on consumers' ad perception, the standardised beta values calculated are 0.208, 0.131, 0.155, 0.272 and 0.285 and all are significant at 95% confidence level. Thus, hypothesis H1a, H1b, H1c, H1d, H1e and H1e all are rejected and it is concluded that celebrity endorser's attractiveness, trustworthiness, expertise, popularity and relevance have a significant impact on consumers' ad perception.

These results are summarised below.

Hypothesis	r Value (At 95% Significance level)	Data support/do not support	Hypothesis Accepted/Rejected
H1: Celebrity endorsements do not have a significant impact on consumer ad perception	0.29 (***)	Data do not support	Rejected
H1a: Attractiveness of a celebrity does not have a significant impact on consumer ad perception	0.208 (***)	Data do not support	Rejected
H1b: Trustworthiness of a celebrity endorser does not have a significant impact on consumer ad perception	0.131. (***)	Data do not support	Rejected

Hypothesis	r Value (At 95% Significance level)	Data support/do not support	Hypothesis Accepted/Rejected
H1c: Expertise of a celebrity endorser does not have a significant impact on consumer ad perception	0.155 (***)	Data do not support	Rejected
H1d: Popularity of a celebrity endorser does not have a significant impact on consumer ad perception	0.2072 (***)	Data do not support	Rejected
H1e: Relevance of a celebrity endorser does not have a significant impact on consumer ad perception	0.285 (***)	Data do not support	Rejected
H2: Celebrity endorsements do not have a significant impact on brand attitude	0.289 (***)	Data do not support	Rejected

**5.6 Impact of Celebrity Endorsements on Brand Attitude**

**Path Analysis**

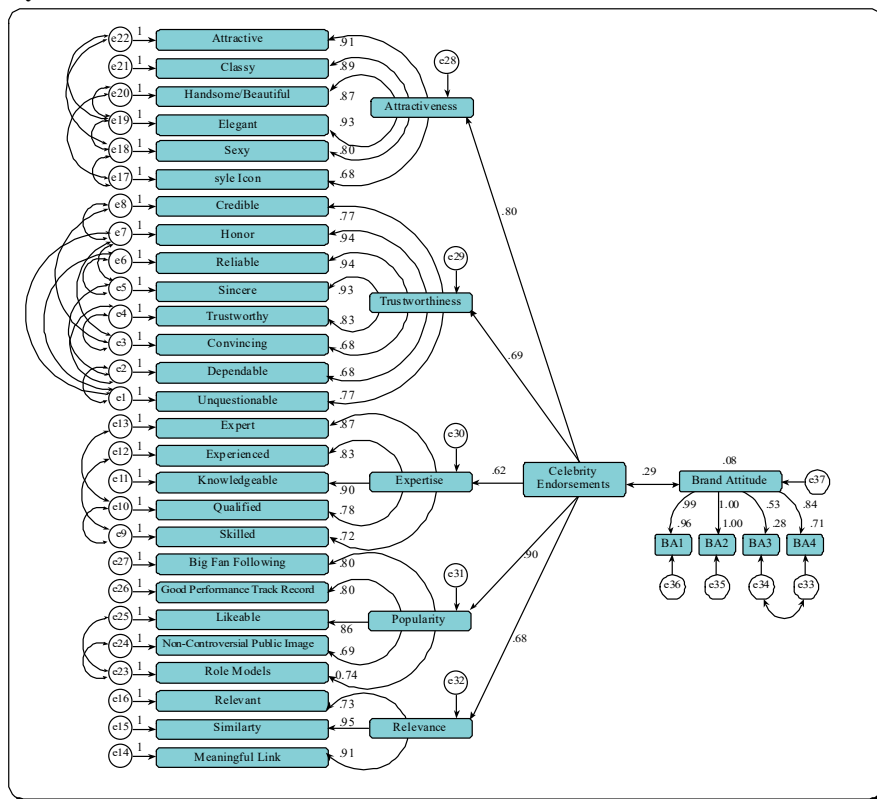


Figure 5.12: Impact of Celebrity Endorsements on Brand Attitude

**Model Fit**

**Table 5.14: Impact of Celebrity Endorsements on Brand Attitude**

Model Element	Impact on Brand Attitude
Standardised Beta ®	0.289 (***)
Chi-Square ( $\lambda^2$ )	1563.632
Degrees of Freedom (df)	405
Model Fit	
CMIN/DF ( $\lambda^2$ /df)	3.861
GFI	0.878
AGFI	0.851
CFI	0.946
RMSEA	0.064

Note:

1. CMIN/DF <3 good; < 5 sometimes permissible (Hair et al., 2010)
2. GFI >0.8 is acceptable (Baumgarther and Homburg, 1996)
3. AGFI > 0.8 is acceptable (Baumgarther and Homburg, 1996)
4. CFI > 0.95 great; 0.90 traditional; >0.80 sometimes permissible (Hair et al., 2010)
5. RMSEA <0.05 good; 0.5-0.10 moderate; > 0.10 bad (Hair et al., 2010)

Table 5.14 demonstrates that celebrity endorsements exert a substantial influence on consumers' brand attitude, evidenced by the statistically significant standardized beta coefficient at the 95% confidence level. However, it's noteworthy that there is a relatively modest correlation between celebrity endorsements and their impact on brand attitude. The table also presents various fit indices for the model employed to assess the impact of celebrity endorsements on brand attitude. As indicated by Table 5.12, these fit indices fall within the acceptable range, indicating that the model is considered a good fit. In simpler terms, one can assert that the model is deemed acceptable.

**Impact of Various Celebrity Dimensions on Brand Attitude**

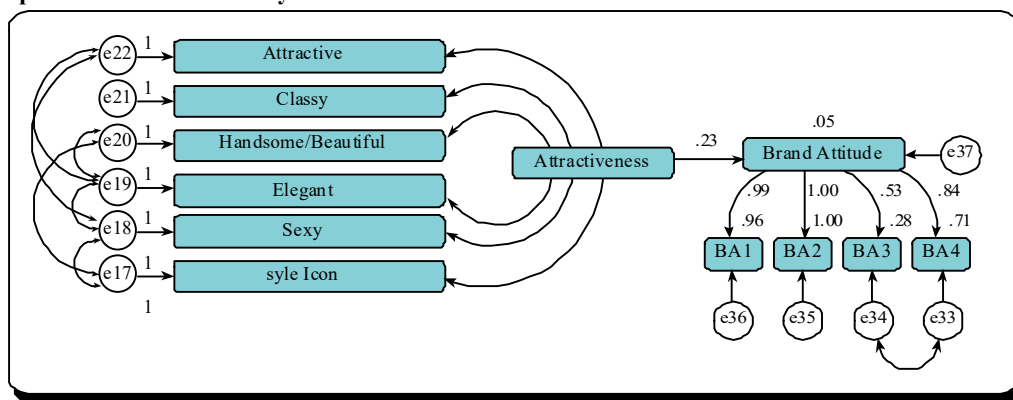


Figure 5.13: Impact of Celebrity's Attractiveness on Brand Attitude

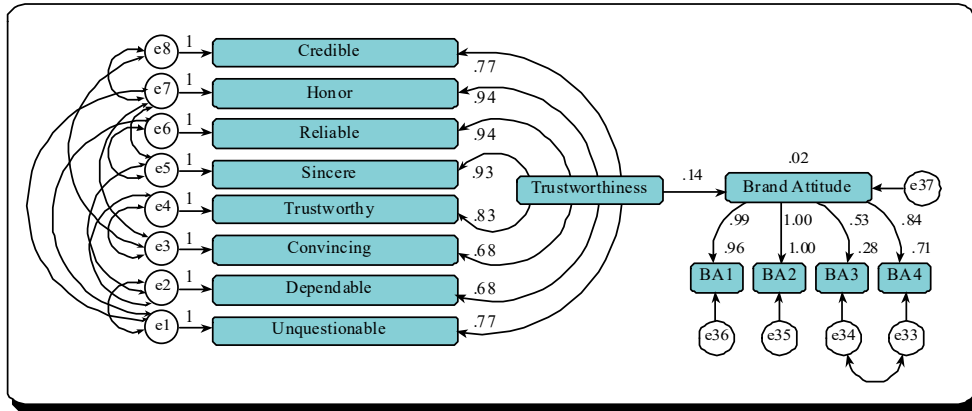


Figure 5.14: Impact of Celebrity's Trustworthiness on Brand Attitude

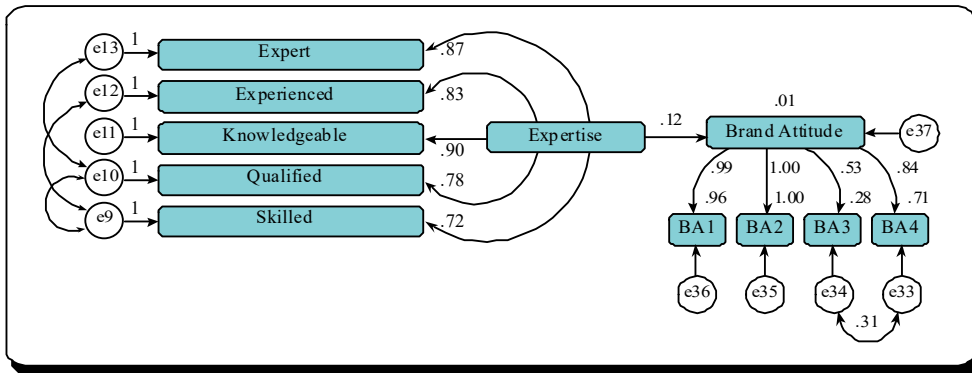


Figure 5.15: Impact of Celebrity's Expertise on Brand Attitude

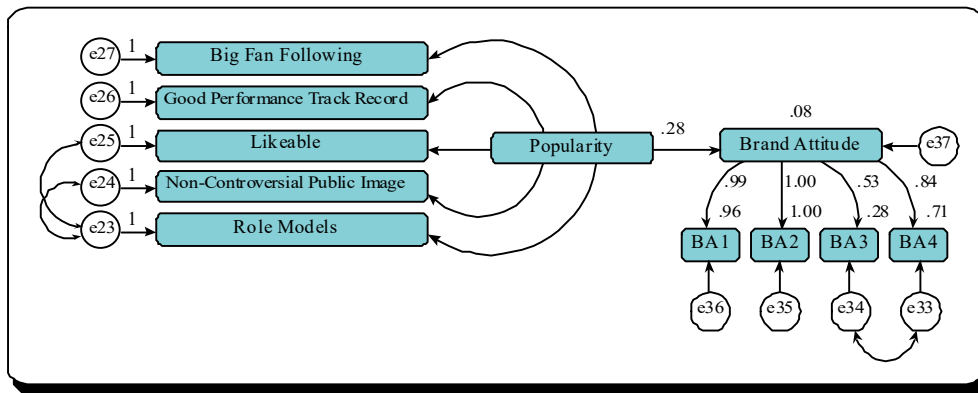


Figure 5.16: Impact of Celebrity's Popularity on Brand Attitude

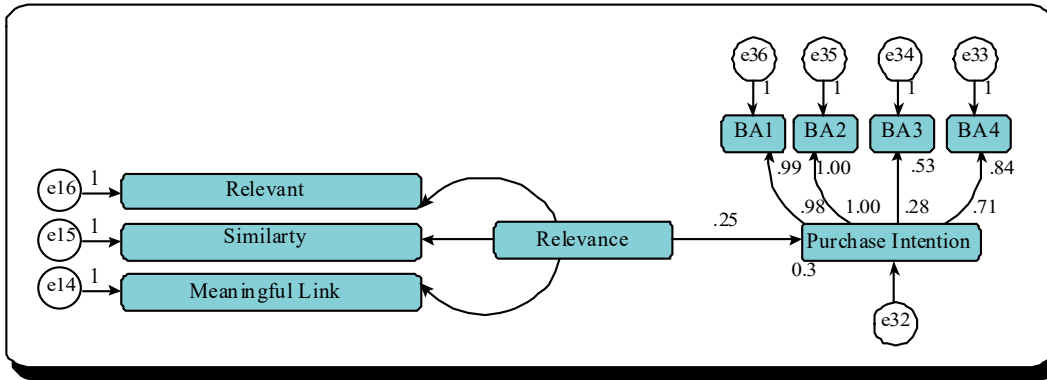


Figure 5.17: Impact of Celebrity's Relevance to the product/brand on Brand Attitude

Table 5.15: Impact of Various Celebrity Dimensions on Brand Attitude

	Attractiveness	Trustworthiness	Expertise	Popularity	Relevance
Std. Beta (r)	0.230 (***)	0.140 (***)	0.120 (***)	0.284 (***)	0.248 (***)
Chi-Square	50.271	63.827	16.898	29.965	15.497
df	28	40	22	23	12
Model Fit					
CMIN/DF	1.795	1.596	0.768	1.303	1.291
GFI	0.986	0.985	0.995	0.990	0.994
AGFI	0.972	0.971	0.989	0.981	0.985
CFI	0.997	0.997	1.000	0.999	0.999
RMSEA	0.034	0.029	0.000	0.021	0.021

Notes:

\*\*\* significant at 95% confidence level

1. CMIN/DF <3 good; < 5 sometimes permissible (Hair et al., 2010)
2. GFI >0.8 is acceptable (Baumgarther and Homburg, 1996)
3. AGFI > 0.8 is acceptable (Hair et al., 2010)
4. CFI 0.95 great; 0.90 traditional; >0.80 sometimes permissible (Hair et al., 2010)
5. RMSEA <0.05 good; 0.5-0.10 moderate; > 0.10 bad (Hair et al., 2010)

Table 5.15 reveals that various attributes of a celebrity endorsement - attractiveness, trustworthiness, expertise, popularity and expertise - have a significant impact on brand attitude.

When calculating the impact of celebrity endorsements on brand attitude, standardised beta (r) value obtained is 0.289 which is significant at 95% confidence level. Thus, H2 is rejected and it is concluded that celebrity endorsements have a significant positive impact on brand attitude. Also, while testing the impact of various celebrity attributes - attractiveness, trustworthiness, expertise, popularity and relevance on consumers' ad perception, the standardised beta values calculated are 0.230, 0.140, 0.120, 0.284 and 0.248 and all are significant at 95% confidence level. Thus, hypothesis H2a, H2b, H2c, H2d, H2e and H2e all are rejected and it is concluded that celebrity endorser's attractiveness, trustworthiness, expertise, popularity and relevance have a significant impact on brand attitude. These results are summarised below.

Hypothesis	r Value (At 95% Significance level)	Data support/do not support	Hypothesis Accepted/Rejected
H2: Celebrity endorsements do not have a significant impact on brand attitude	0.289 (***)	Data do not support	Rejected
H2a: Attractiveness of a celebrity endorser does not have a significant impact on brand attitude	0.230 (***)	Data do not support	Rejected
H2b: Trustworthiness of a celebrity endorser does not have a significant	0.140 (***)	Data do not support	Rejected
H2c: Expertise of a celebrity endorser does not have a significant impact on brand attitude	0.120 (***)	Data do not support	Rejected
H2d: Popularity of a celebrity endorser does not have a significant impact on brand attitude	0.284 (***)	Data do not support	Rejected
H2e: Relevance of a celebrity endorser does not have a significant impact on brand attitude	0.248 (***)	Data do not support	Rejected

5.7 Impact of Celebrity Endorsements on Purchase Intention

Path Analysis

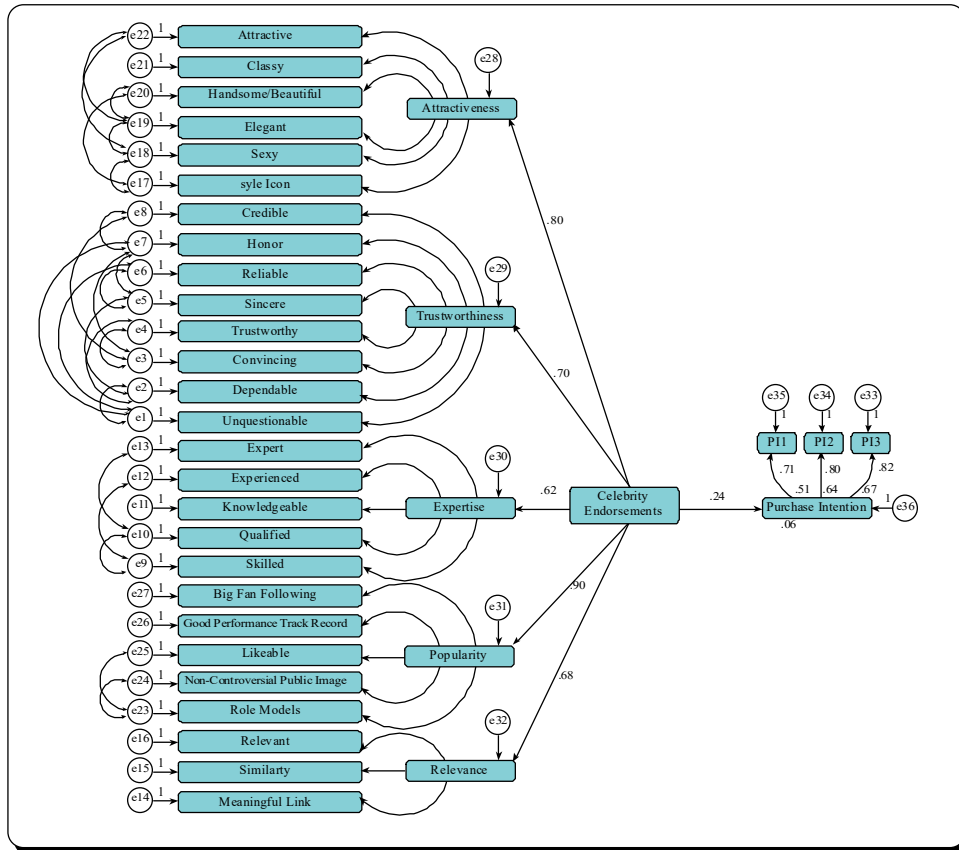


Figure 5.18: Impact of Celebrity Endorsements on Purchase Intention

Table 5.16: Impact of Celebrity Endorsements on Purchase Intention

Model Element	Impact on Purchase Intention
Standardised Beta $\beta$	0.245 (***)
Chi-Square ( $\chi^2$ )	1541.592
Degrees of Freedom (df)	377
Model Fit	
CMIN/DF ( $\chi^2/df$ )	4.089
GFI	0.876
AGFI	0.847
CFI	0.937
RMSEA	0.067

Notes:

\*\*\* significant at 95% confidence level

1. CMIN/DF < 3 good; < 5 sometimes permissible (Hair et al., 2010)
2. GFI > 0.8 is acceptable (Baumgarther and Homburg, 1996)
3. AGFI > 0.8 is acceptable (Baumgarther and Homburg, 1996)
4. CFI 0.95 great; 0.90 traditional; > 0.80 sometimes permissible (Hair et al., 2010)
5. RMSEA < 0.05 good; 0.5-0.10 moderate; > 0.10 bad (Hair et al., 2010)

Table 5.16 indicates a noteworthy impact of celebrity endorsements on consumers' purchase intention, as evidenced by the statistically significant standardized beta coefficient at the 95% confidence level. However, it's important to note a relatively modest correlation between celebrity endorsements and their influence on purchase intention. The table also presents various fit indices for the model utilized to assess the impact of celebrity endorsements on purchase intention. As outlined in Table 5.14, these fit indices fall within the acceptable range, affirming that the model is considered a good fit. In simpler terms, one can assert that the model is deemed acceptable.

**Impact of Various Celebrity Dimensions on Purchase Intention**

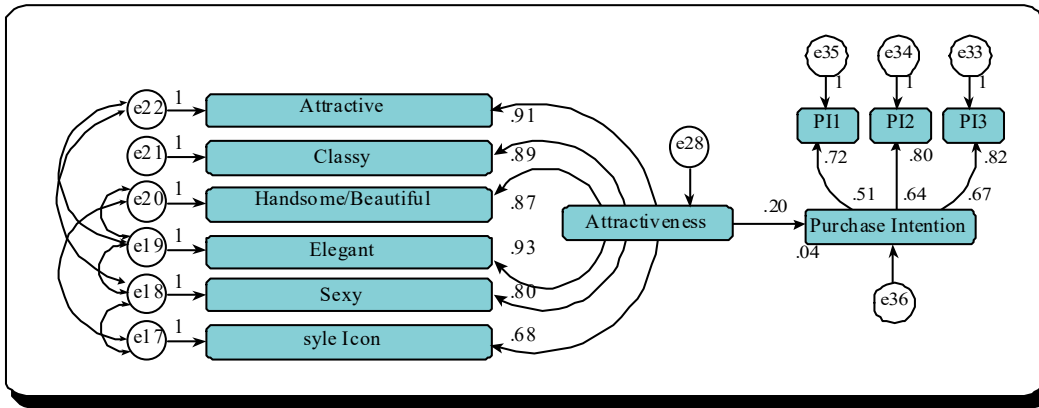


Figure 5.19: Impact of Celebrity's Attractiveness on Purchase Intention

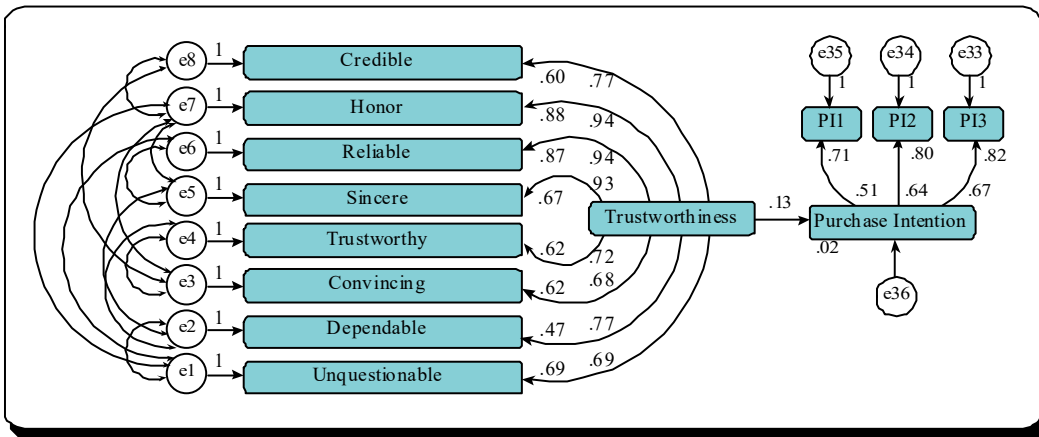


Figure 5.20: Impact of Celebrity's Trustworthiness on Purchase Intention



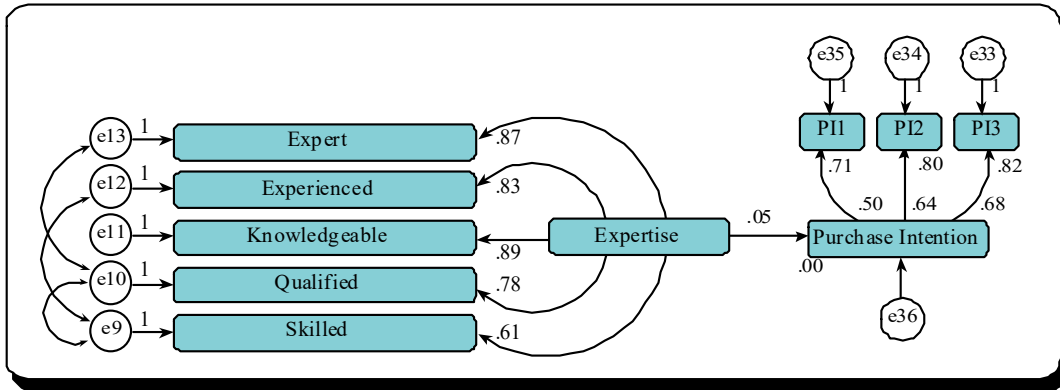


Figure 5.21: Impact of Celebrity's Expertise on Purchase Intention

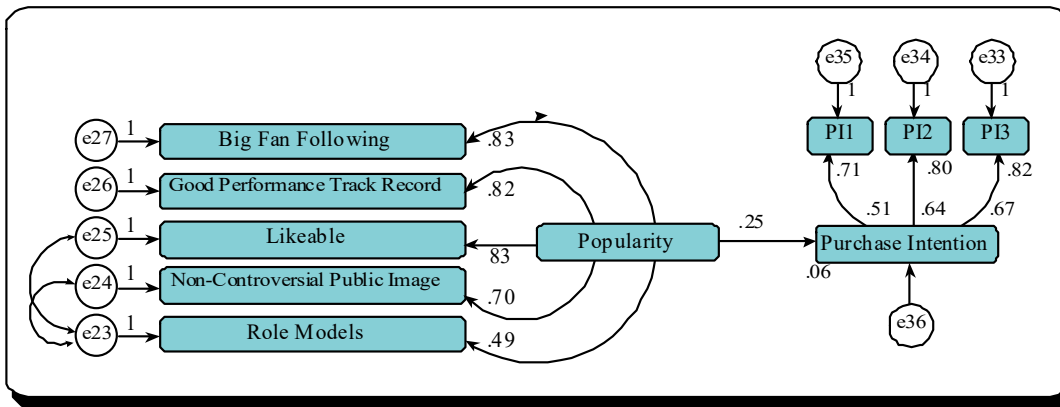


Figure 5.22: Impact of Celebrity's Popularity on Purchase Intention.

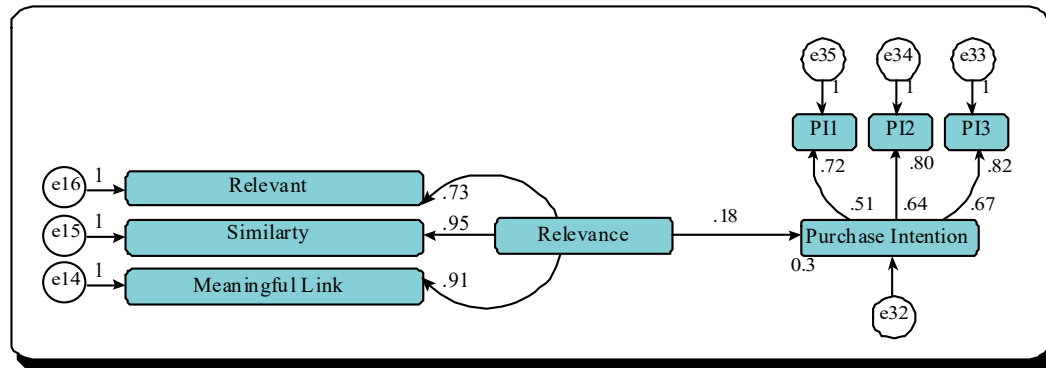


Figure 5.23: Impact of Celebrity's Relevance to the product/brand on Purchase Intention

**Table 5.17: Impact of Various Celebrity Dimensions on Purchase Intention**

	Attractiveness	Trustworthiness	Expertise	Popularity	Relevance
Std. Beta (r)	0.203 (***)	0.131 (***)	0.054 Not Significant)	0.251 (***)	0.183 (***)
Chi-Square	55.903	60.867	7.186	28.710	11.901
df	21	31	16	17	8
Model Fit					
CMIN/DF	2.662	1.963	0.449	1.689	1.488
GFI	0.982	0.984	0.997	0.990	0.994
AGFI	0.962	0.966	0.994	0.979	0.985
CFI	0.992	0.995	1.000	0.976	0.998
RMSEA	0.049	0.037	0.000	0.032	0.027

Notes:

\*\*\*significant at 95% confidence level

1. CMIN/DF < 3 good; < 5 sometimes permissible (Hair et al., 2010)
2. GFI > 0.8 is acceptable (Baumgarther and Homburg, 1996)
3. AGFI > 0.8 is acceptable (Hair et al., 2010)
4. CFI > 0.95 great; 0.90 traditional; > 0.80 sometimes permissible (Hair et al., 2010)
5. RMSEA < 0.05 good; 0.5-0.10 moderate; > 0.10 bad (Hair et al., 2010)

Table 5.17 shows that various attributes of a celebrity endorsement, except expertise have a significant impact on purchase intention.

When calculating the impact of celebrity endorsements on purchase intention, standardized beta  $\beta$  value obtained is 0.245 which is significant at 95% confidence level. Thus, H3 is rejected and it is concluded that celebrity endorsements have a significant positive impact on consumers' ad perception. Also, while testing the impact of various celebrity attributes-attractiveness, trustworthiness, popularity and relevance on consumers' ad perception, the standardized beta value calculated are 0.203, 0.131, 0.251 and 0.251 and all are significant at 95% confidence level. Thus, hypothesis H3a, H3b, H3d and H3e all are rejected and it is concluded that celebrity endorser's attractiveness, trustworthiness, popularity and relevance have a significant impact on consumers' ad perception. However, the standardized beta value calculated for the impact of celebrity's expertise on purchase intention is 0.054 which was not significant at 95% confidence level. Thus, hypothesis H3c was accepted and it was concluded that a celebrity's expertise does not have a significant impact on purchase intention. These results are summarized below:

Hypothesis	r Value (At 95% Significance level)	Data support/do not support	Hypothesis Accepted/Rejected
H3: Celebrity endorsements do not have a significant impact on purchase intention	0.245 (***)	Data do not support	Rejected
H3a Attractiveness of a celebrity endorser does not have a significant impact on purchase intention	0.203 (***)	Data do not support	Rejected
H3b: Trustworthiness of a celebrity endorser does not have a significant impact on purchase intention	0.131 (***)	Data do not support	Rejected

<b>Hypothesis</b>	<b>r Value (At 95% Significance level)</b>	<b>Data support/do not support</b>	<b>Hypothesis Accepted/Rejected</b>
H3c: Expertise of a celebrity endorser does not have a significant impact on purchase intention	0.054 (Not sig)	Data do not support	Rejected
H3d Popularity of a celebrity endorser does not have a significant impact on purchase intention	0.251 (***)	Data do not support	Rejected
H3e: Relevance of a celebrity endorser does not have a significant impact on purchase intention.	0.183 (***)	Data do not support	Rejected

Tables 5, 13, 5.15 and 5.17 also reveal that popular and attractive celebrities are not only found to have a significant impact on consumer ad perception, brand attitude and purchase intention but are also found to have higher degrees of correlation with these impact variables as opposed to other dimensions of a celebrity endorser. Moreover, as said earlier the beta coefficients in the celebrity endorsement scale also ranked popularity and attractive endorser. Thus, marketers may make a note of this point while making a choice of the celebrity endorser.



# 6

## UNIT

# MODEL VALIDATION

*The chapter culminates in the presentation of a validated model for the assessment of how celebrity endorsements impact consumers' ad perception, brand attitude, and purchase intention. This validated model serves as a valuable tool for researchers and practitioners seeking to gain insights into the dynamics of celebrity endorsements in the realm of consumer behavior and advertising effectiveness.*

### 6.1 Introduction

The present study has already revealed that celebrity endorsements have significant impact on consumers' ad perception, brand attitude and purchase intention. The same has been proved by various earlier researchers also. However, the present study uses a newly constructed and validated scale of celebrity endorsements to establish these results. The study also aims at validating a model (using the newly constructed and validated scale) to find out the impact of celebrity endorsements on consumers' ad perception, brand attitude and purchase intention. The proposed model that the study is trying to validate given in figure 6.1

Thus, the chapter proposes to validate a model on the basis of the newly constructed scale to find out the impact of celebrity endorsements on consumers' ad perception, brand attitude and purchase intention.

### 6.2 Confirmatory Factor Analysis

Validation of the model required carrying out the following

1. Zero-Order CFA of the five attributes of celebrity endorsers (i.e. attractiveness, trustworthiness, expertise, popularity and relevance) and of the three impact variables (ad perception, brand attitude and purchase intention).
2. First-Order Five-Factor CFA (with all the celebrity attributes)
3. Second-Order CFA (for the factor 'celebrity endorsements' with its five conducts-attractiveness, trustworthiness, expertise, popularity and relevance)
4. First-Order Four-Factor CFA (for the factors 'celebrity endorsement's', 'ad perception', 'brand attitude' and purchase intention')

The said analyses have already been conducted in Chapter 4 and Chapter 5. The model used has already been empirically tested for un-dimensionality, reliability, convergent validity and discriminant validity, using confirmatory factor analysis (Chapter 4 and Chapter 5). The relevant results are being per produced in the chapter for the purpose of explaining model validation.

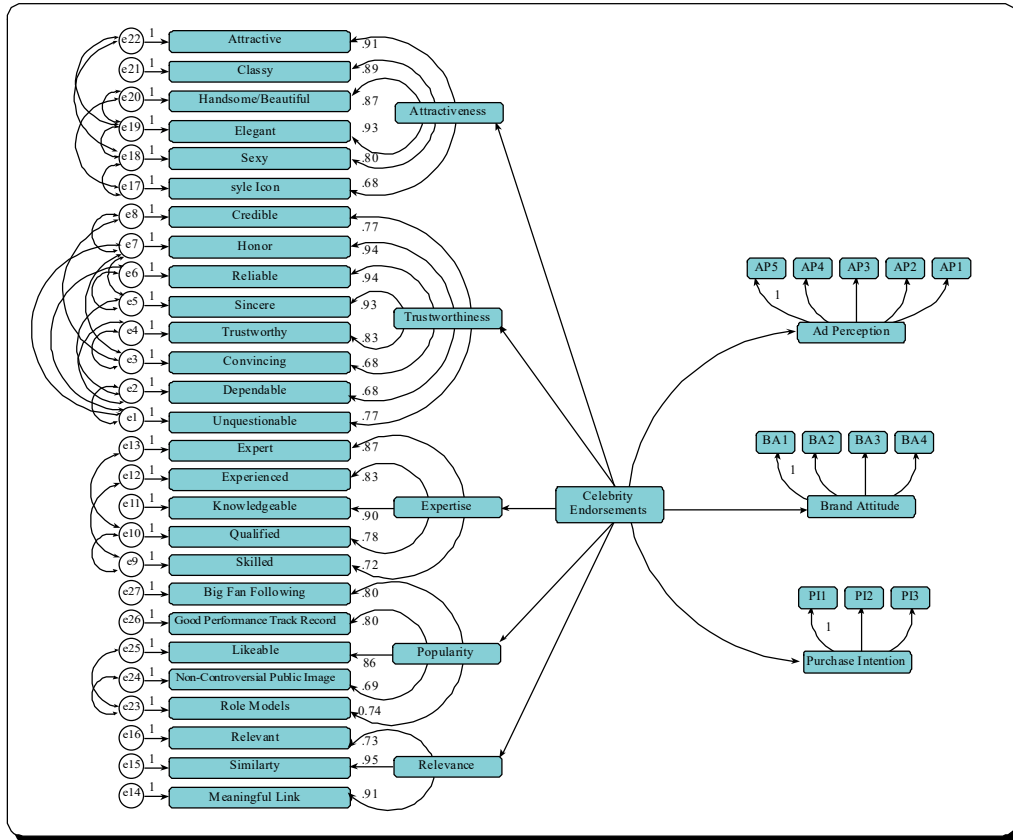


Figure 6.1: Model Proposed by the Study

Table 6.1: Zero-Order CFA Results

Constructs	Cronbach Alpha (a) <sup>1</sup>	AVE	IS $\alpha > AVE$	CFI <sup>2</sup>	GFI <sup>3</sup>
Attractiveness	0.933	0.7176	Yes	0.997	0.993
Trustworthiness	0.948	0.676	Yes	0.997	0.991
Experties	0.917	0.671	Yes	1.000	0.999
Popularity	0.890	0.595	Yes	0.996	0.994
Relevance	0.891	0.7447	Yes	1.000	1.000
Consumers Ad Perception	0.857	0.597	Yes	1.000	0.997
Brand Attitude	0.868	0.706	Yes	1.000	1.0000
Purchase iNtention	0.781	0.605	Yes	1.000	1.000

Notes:

1. Alpha volume of 70% or higher are considered acceptable (Nunnally, 1978)
2. CFI value of 0.9 and above testifies strong unidimensionality (Byrne, 1994)
3. GFI value of more than 0.9 shows best fit of model (Joreskog and Sorbom, 1990)

The convergent validity of a construct is established when the following three conditions are met.

- Cronobach Alpha >0.7
- AVE (Average Variance Extracted) > 0.5 and
- Cronbach Alpha > AVE

Table 6.1 reveals that all the three conditions of convergent validity are satisfied. Therefore, convergent validity is established for the zero-order CFA for all the constructs.

The results of the first order five factor CFA results are given in Table 6.2 and the model is depicted in figure 6.2

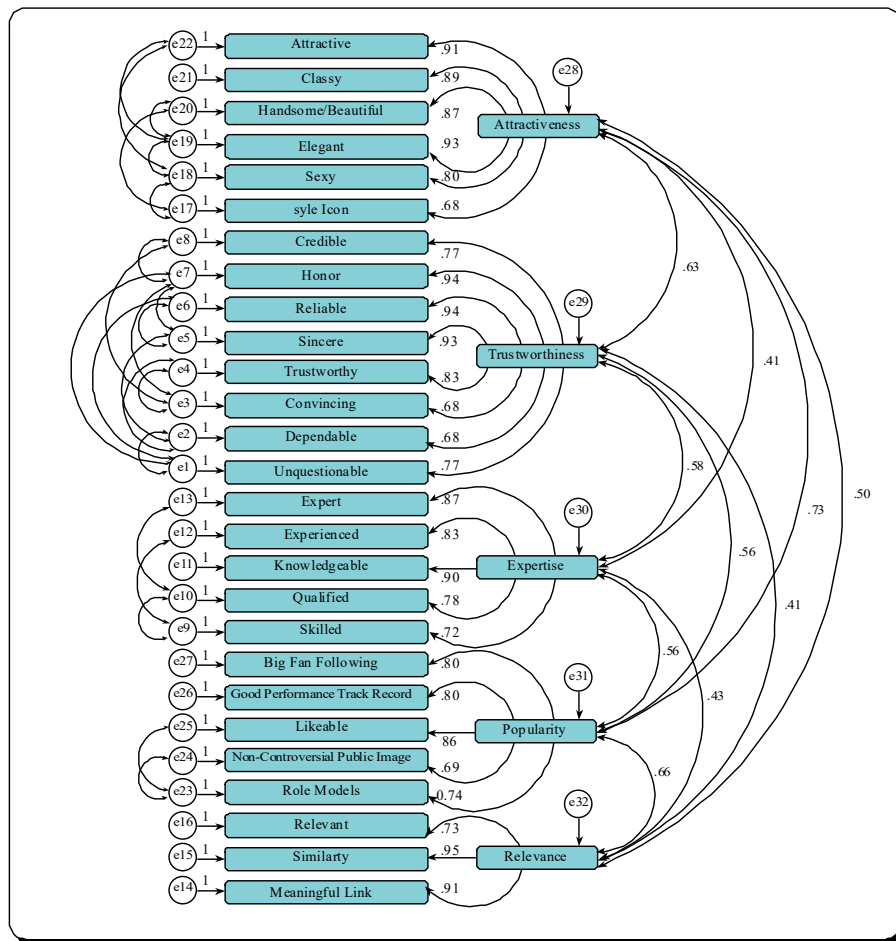


Figure 6.2: First-Order Five-Factor CFA

The second-order CFA (for the factor celebrity endorsements' with its five constructs-attractiveness, trustworthiness, expertise, popularity and relevance is revealed in Figure 6.3. For the second-order CFA Model,  $\alpha = 0.956$  and  $AVE = 0.657$ . Thus, convergent validity is established for the second order model also.

**Table 6.2: First-Order Five-Factor CFA Results**

Construct	Cronbach Alpha ( $\alpha$ )	AVE	MSV	ASV
Attractiveness	0.940	0.725	0.537	0.339
Trustworthiness	0.946	0.688	0.396	0.301
Expertise	0.913	0.678	0.331	0.251
Popularity	0.886	0.609	0.537	0.402
Relevance	0.901	0.755	0.442	0.262

Discriminant validity of a construct is established when  $MSV < AVE$  and  $ASV < AVE$  (where  $MSV =$  Maximum Shared Variance and  $ASV =$  Average Shared Variance). It is clear from Table 6.2 which provides first-order CFA results that the two conditions of discriminant validity are satisfied and thus, discriminant validity is established for the said model.

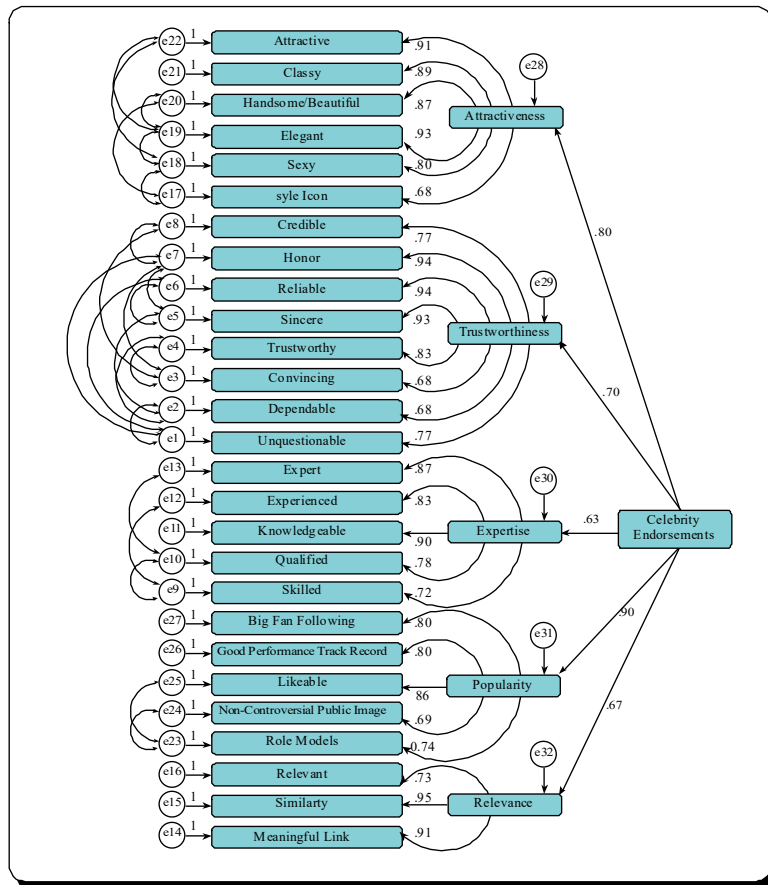


Figure 6.3: Second-Order CFA

The result of first-order four factor CFA model are given in Table 6.3 and the model revealed in Figure 6.4

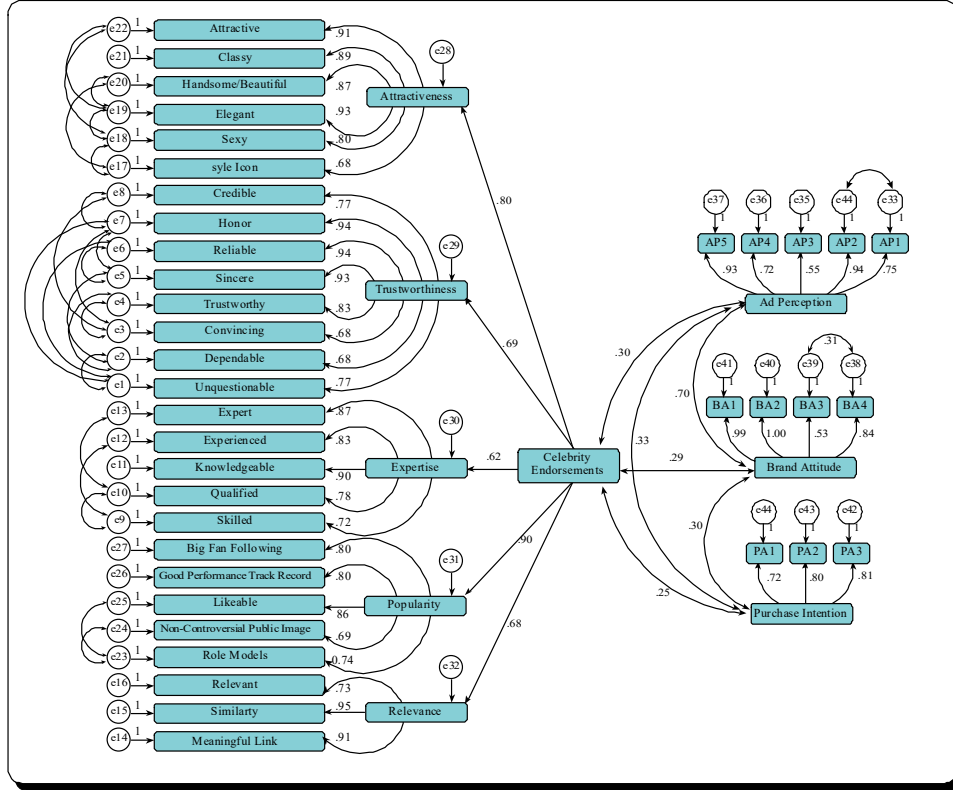


Figure 6.4: First-Order Four-Factor CFA

Table 6.3: First order-Four-Factor CFA Results

Construct	Cronbach Alpha ( $\alpha$ )	AVE	MSV	ASV
Celebrity Endorsements	0.860	0.556	0.088	0.078
Ad Perception	0.890	0.625	0.486	0.228
Brand Attitude	0.916	0.742	0.486	0.220
Purchase Intention	0.822	0.607	0.111	0.087

As for all the constructs, all the conditions of convergent validity are satisfied (as indicated by Table 6.3), therefore convergent validity is established for all the four constructs. Also, it is clear from Table 6.3 that the two conditions of discriminant validity are satisfied and thus, discriminant validity is also established for the said model.

### 6.3 Testing the proposed Model

The proposed model has already passed the test of unidimensionality, reliability, convergent validity and discriminant validity. Structural equation modeling is now applied on the proposed model to find out the impact of celebrity endorsements' on consumers' ad perception, brand attitude and purchase intention (Figure 6.5). Thereafter, the model is tested for goodness of fit. Table 6.4 shows the impact of celebrity endorsements' on ad perception, brand attitude and purchase intention in the proposed model.



**Table 6.4: Impact of Celebrity Endorsements on Ad Perception, Brand Attitude and Purchase Intention under the Proposed Model**

	Impact Ad Perception	Impact on Brand Attitude	Impact on Purchase Intention
Standardised Beta (r)	0.334 (***)	0.330 (***)	0.272 (***)

\*\*\* Significant at 95% confidence level

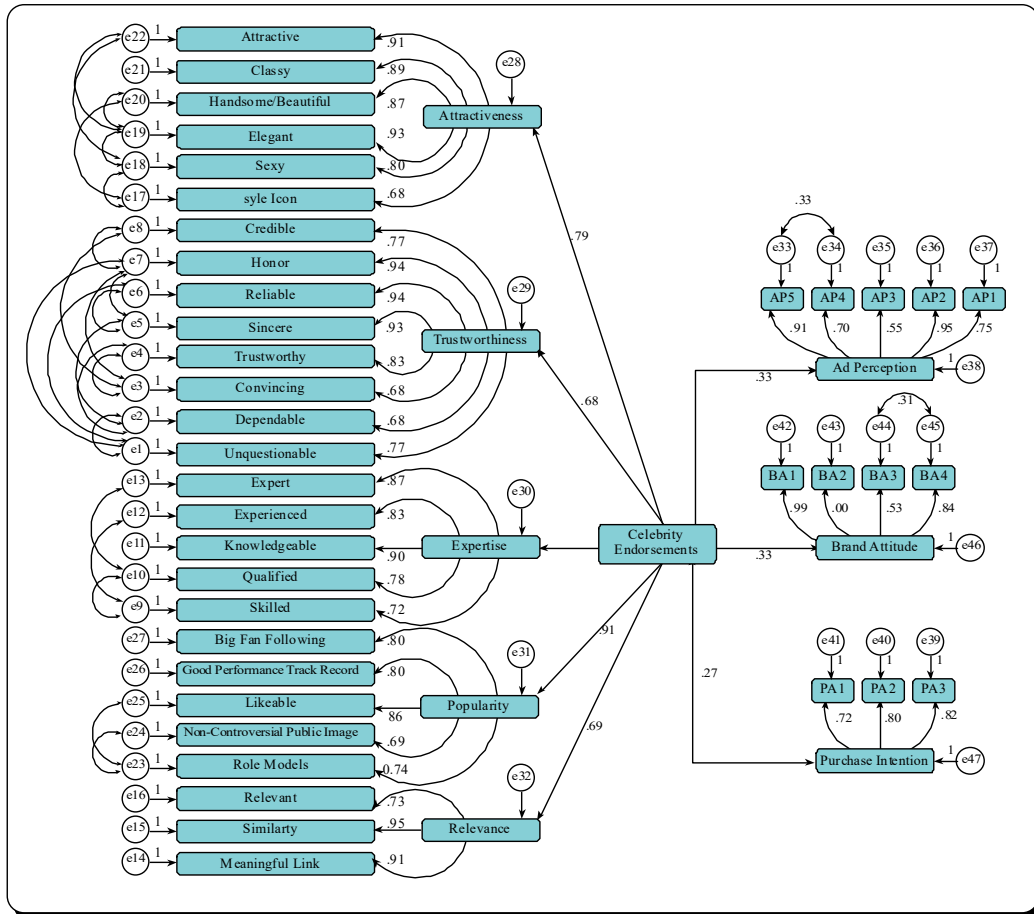


Figure 6.5: Proposed Model for finding out the impact of celebrity endorsements' on consumers' ad perception, brand attitude and purchase intention

Thus, the proposed model reconfirms that celebrity endorsements have a significant impact on consumers' ad perception, brand attitude and purchase intention. However, the beta coefficients reveal a low to moderate degree of correlation between celebrity endorsements and the impact variables (consumer ad perception, brand attitude and purchase intention).

**Model Fit**

Table 6.5 shows the overall fit indices for the model developed to measure the impact of celebrity endorsements on consumers' ad perception, brand attitude and purchase intention.

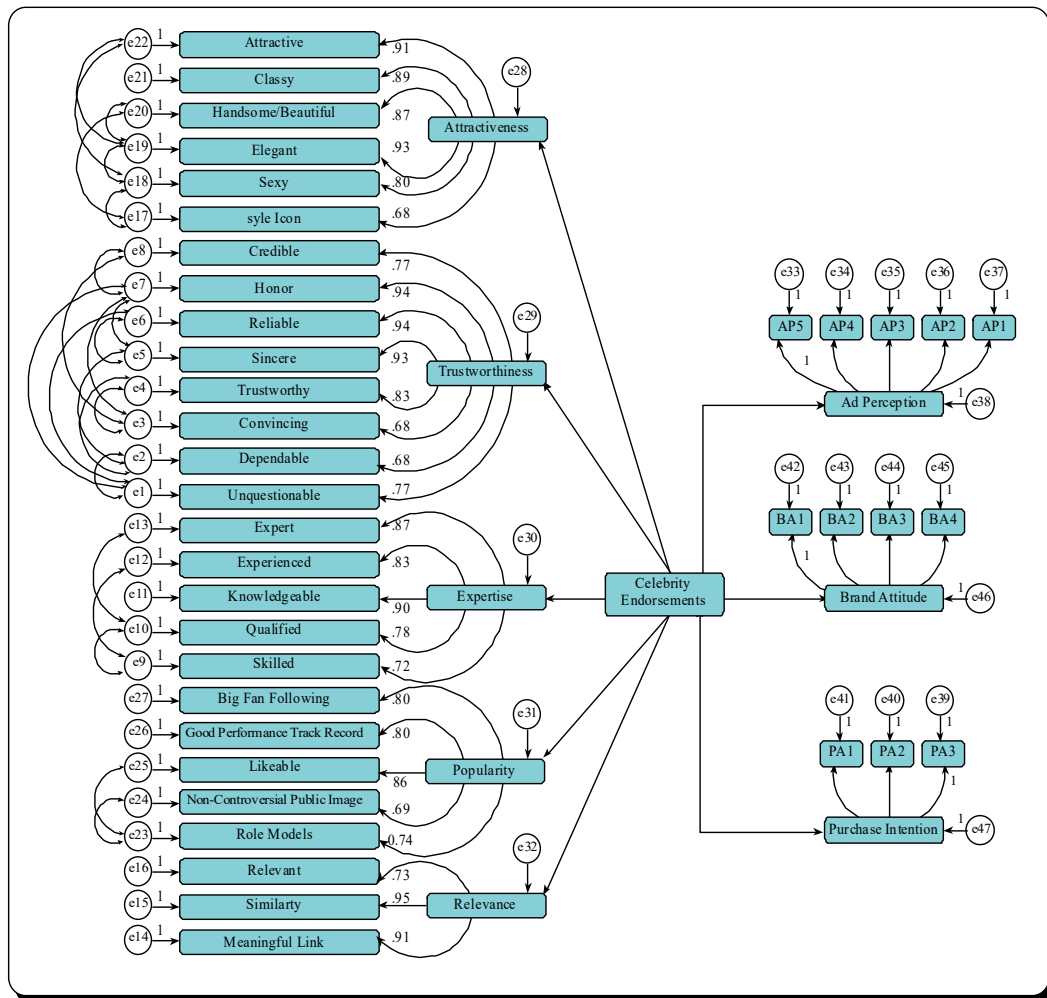


Figure 6.6: Validated model to find out the impact of celebrity endorsements on consumers' ad perception, brand attitude and purchase intention

Table 6.5: Overall Fit Indices for the Model Developed

Model Element	Values
Chi-Square ( $\lambda^2$ )	2425.686
Degrees of Freedom (df)	670
<b>Model Fit</b>	
CMIN/DF ( $\lambda^2/df$ )	3.620
GFI	0.854
AGFI	0.830
CFI	0.930
RMSEA	0.062

Notes:

1. CMIN/DF < 3 good; < 5 sometimes permissible (Hair, et al., 2010)
2. GFI > 0.8 is acceptable (Baumgarther and Homburg, 1996)
3. AGFI > 0.8 is acceptable (Baumgarther and Homburg, 1996)
4. CFI > 0.95 great; 0.90 traditional; >0.80 sometimes permissible (Hair, et al., 2010)
5. RMSEA < 0.05 good; 0.5-0.10 moderate; > 0.10 bad (Hair et al., 2010)

Thus, the proposed model passes the test of goodness of fit and can be used as a validated model for finding out the impact of celebrity endorsements on consumers' ad perception, brand attitude and purchase intention.

#### **6.4 Proposed Validated Model**

A validated model for finding out the impact of celebrity endorsements' on consumers' ad perception, brand attitude and purchase intention is revealed in figure 6.6. The model can be used in different cultures and countries to find out whether or not celebrity endorsements have a significant impact on consumers (in terms of their ad perception, brand attitude and purchase intention). The proposed model is expected help the future researchers to carry out research in the area of celebrity endorsements, more so because it also accommodated the newly constructed and validated scale of celebrity endorsements (with two new dimensions 'popularity' and 'relevance').



# 7

## UNIT

# CLOSING REMARKS

*In this pivotal chapter, we bring forth the culmination of the work, unveiling the degree to which the objectives have been successfully achieved. Notably, this contribution extends the current body of knowledge on the fundamental facets of celebrity endorsements and their profound influence on consumers. Moreover, we expound upon the managerial implications derived from this research, offering valuable insights and recommendations for practitioners. Lastly, we chart a course for future research endeavors, delineating promising directions for the continued exploration of this dynamic field.*

### 7.1 Introduction

This study sought to investigate the influence of celebrity endorsements on consumers, specifically focusing on their effects on ad perception, brand attitude, and purchase intention. To achieve this objective, the study began by developing and validating a celebrity endorsement scale that amalgamated previous research findings in the field, as well as the insights gleaned from an exploratory study conducted within this research project. Exploratory factor analysis was employed to unveil the underlying factor structure. The resulting scale was rigorously examined for unidimensionality, reliability, convergent validity, and discriminant validity through confirmatory factor analysis. The validated instrument comprised five dimensions of celebrity endorsers, encompassing attractiveness, trustworthiness, expertise, popularity, and relevance. Subsequently, this newly constructed and validated scale was deployed to assess the impact of celebrity endorsements on consumer ad perception, brand attitude, and purchase intention. Confirmatory factor analysis and structural equation modeling were harnessed for this analytical endeavor, with the ensuing findings expounded upon in the subsequent section.

### 7.2 Major Findings of the Study

#### 7.2.1 Findings related to Construction and Validation of Celebrity Endorsement Scale

A comprehensive review of the existing literature on celebrity endorsements highlighted that past research predominantly concentrated on the triad of attractiveness, expertise, and trustworthiness when evaluating celebrity endorsers. Roobina Ohanian's 1990 scale encompassed these three facets to gauge the

perceived expertise, trustworthiness, and attractiveness of celebrity endorsers. However, over time, scholars increasingly underscored the significance of other attributes, such as the celebrity's similarity to the endorsed product or brand, their relevance to it, and their popularity (Shimp, 2000; Blech and Blech, 2001; Osorio, 2002; Bergstro and Skarfstad, 2004; Ericsson and Hakansson, 2005; Shimp, 2007). Recognizing this evolving landscape, the study deemed it necessary to incorporate these three additional factors into a novel celebrity endorsement scale.

In the pursuit of developing this scale, an exploratory investigation was undertaken, involving a modest sample of 20 respondents. These participants offered invaluable insights into the essential dimensions of a celebrity endorser, yielding noteworthy findings:

- In tandem with attractiveness, trustworthiness, and expertise (as suggested by Ohanian in 1990), a new dimension, 'popularity,' surfaced as a crucial attribute during in-depth interviews and exploratory factor analysis (EFA).
- Various items, including 'big fan following,' 'non-controversial public image,' and 'stellar performance track record' of the celebrity, were pinpointed as noteworthy components that ultimately coalesced into the newly established construct, 'popularity.' Respondents also expressed the viewpoint that a celebrity should serve as a role model for others, which emerged as an item under the 'popularity' dimension.
- An additional facet of celebrities, namely 'style icon,' was identified and incorporated as an extra item under the 'attractiveness' construct. Likewise, 'unquestionable,' 'credible,' and 'convincing' were recognized as additional items within the 'trustworthiness' dimension.
- This study endeavored to amalgamate the findings of earlier research with insights garnered from exploratory investigations, leading to the development and subsequent validation of a scale intended to measure various dimensions of a celebrity endorser.

Ultimately, the study introduced a five-dimensional instrument consisting of attractiveness, trustworthiness, expertise, popularity, and relevance. This instrument encompassed 27-item Likert scale questions designed to assess the perceived attractiveness, trustworthiness, expertise, popularity, and relevance of celebrity endorsers. The proposed scale provides a valuable framework for decision-makers in the selection of celebrity endorsers, emphasizing the importance of these constructs or factors. The proposed scale exhibited high levels of reliability and validity. The newly constructed and validated five-dimensional celebrity endorsement scale is presented in Table 7.1.

**Table 7.1: A Five-Dimensional Celebrity Endorsement Scale Developed and Validated by the Study**

Attractiveness	Trustworthines s	Expertise	Popularity	Relevance
Sexy	Reliable	Qualified	Big Fan Following	Relevant
Classy	Honest	Experienced	God Performance Track Record	Similarity
Elegant	Sincere	Knowledgeable	Likeable	Meaningful Link
Handsome/Beautiful	Dependable	Skilled	Non-Controversial Public Image	
Attractive	Trusworthy	Expert	Role Model for Others	
Style Icon	Unquestionable			
	Credible			
	Convincing			

This study represents a substantial contribution to the field of celebrity endorsement by introducing a reliable and valid measurement instrument that combines the previously established constructs of expertise, trustworthiness, and attractiveness (as recommended by Ohanian in 1990) with two innovative constructs—popularity and relevance—and by incorporating new items within these constructs.

Moreover, the study sheds light on the comparative importance of these constructs in the decision-making process when selecting celebrity endorsers (as displayed in Table 7.2). Notably, the findings underscore that among the various dimensions of celebrity endorsers, the celebrity's popularity, with the largest associated beta value, emerges as the most pivotal factor in the choice of celebrity endorser. It is closely followed in importance by attractiveness, trustworthiness, relevance, and expertise. This implies that companies should prioritize signing popular celebrities as brand endorsers, as discerned from consumers' perceptions. To gauge the celebrity's popularity accurately, companies should consider factors such as the size of the celebrity's fan following, their performance track record, likability, their non-controversial public image, and their role model status (as conveyed by the various items within this construct).

Crucially, the study reveals that the newly introduced construct, 'popularity,' surpasses the already established constructs—namely, attractiveness, expertise, and trustworthiness, as proposed by Ohanian in 1990—in terms of importance when deciding on celebrity endorsements. This marks a significant contribution to the existing body of knowledge on the subject by introducing the pivotal dimension of 'popularity' to the established scales for evaluating celebrity endorsements. Simultaneously, the study underscores that 'relevance' of the celebrity is another crucial factor when selecting a celebrity endorser. Furthermore, the study reaffirms the enduring importance of attractiveness, expertise, and trustworthiness as dimensions for choosing celebrity endorsers, aligning with Ohanian's earlier proposal in 1990.

**Table 7.2: Relative Important of Constructs in Choosing Celebrity Endorsers**

SN	Constructs	Beta (β) values	Order of importance
1.	Attractiveness	0.80	2
2.	Trustworthiness	0.70	3
3.	Expertise	0.63	5
4.	Popularity	0.90	1
5.	Relevance	0.67	4

Thus, an important finding of the study is that popularity of the celebrities is the most important dimension of a celebrity endorser. In fact, this also supported by practical examples where, the top most celebrity endorsers in India rate very high in terms of popularity. In fact, from the scale developed, one may find out where each celebrity endorser stands in terms of his/her popularity, relevance, attractiveness, expertise and trustworthiness for a particular brand endorsement.

**7.2.2 Findings related to Impact of Celebrity Endorsements on Consumers' Ad Perception**

The present study aims at finding out the impact of celebrity endorsements on consumers' ad perception. In context of the aforesaid objective, and various attributes of celebrity endorsers (identified from literature and exploratory interviews), the following hypotheses were formulated for the proposed study.

- H1: Celebrity endorsements do not have significant impact on consumer ad perception
- H1a: Attractiveness of a celebrity does not have significant impact on consumer ad perception
- H1b: Trustworthiness of a celebrity endorser does not have a significant impact on consumer ad perception

- H1c: Expertise of a celebrity endorser does not have a significant impact on consumer ad perception  
 H1d: Popularity of a celebrity endorser does not have a significant impact on consumer ad perception  
 H1e: Relevance of a celebrity endorser does not have a significant impact on consumer ad perception

The present study employed exploratory factor analysis, confirmatory factor analysis and structural equation modeling to find out the impact of celebrity endorsements on ad perception of Indian consumers. For assessing the impact of celebrity endorsements on the said dimension, a five dimensional celebrity endorsement scale constructed and validated earlier was used. The survey instrument obtained 39 Likert scale questions in all. The survey instrument demonstrated high reliability and validity.

Using structural equation modeling, it was found that hypothesis H1, H1a, H1b, H1c, H1d and H1e were rejected, thereby confirming that celebrity endorsements have a significant impact on consumers' ad perception. Further, it is also proved that attractiveness trustworthiness; expertise, popularity and relevance of a celebrity endorser, all have a significant impact on consumers' ad perception. These results along with their respective r values are given below.

Hypothesis	r Value (At 95% Significance level)	Data support/do not support	Hypothesis Accepted/Rejected
H1: Celebrity endorsements do not have significant impact on consumer ad perception	0.29 (***)	Data do not support	Rejected
H1a: Attractiveness of a celebrity does not have significant impact on consumer ad perception	0.208 (***)	Data do not support	Rejected
H1b: Trustworthiness of a celebrity endorser does not have a significant impact on consumer ad perception	0.131 (***)	Data do not support	Rejected
H1c: Expertise of a celebrity endorser does not have a significant impact on consumer ad perception	0.155 (***)	Data do not support	Rejected
H1d: Popularity of a celebrity endorser does not have a significant impact on consumer ad perception	0.272 (***)	Data do not support	Rejected
H1e: Relevance of a celebrity endorser does not have a significant impact on consumer ad perception	0.285 (***)	Data do not support	Rejected

Thus, the results of the study revealed that celebrity endorsements have a significant impact on consumers' ad perception. However, as revealed by the beta coefficient (r), there exists a low degree of correlation between the two. Further, it is proved that various attributes of a celebrity endorsement - attractiveness, trustworthiness, expertise, popularity and relevance - have a significant impact on consumer ad perception. These results are in line with those of some earlier researches like McGuire (1985), Hovland and Weiss (1951), Kamins and Gupta (1994), McCracken (1986), Cooper (1984), Dean and Biswas (2001) and Bowman (2002). Thus, the findings of the present study reveal that celebrity endorsements can be an effective marketing tool available to the marketers as it is expected to have a significant positive impact on consumers' ad perceptions.

**7.2.3 Findings related to Impact of Celebrity Endorsements on Consumers'**

**Brand Attitude**

The present study aimed at finding out the impact of celebrity endorsements on consumers' brand attitude. In context of the aforesaid objective, and various attributes of celebrity endorsers (identified from literature and exploratory interviews), the following hypotheses were formulated for the proposed study.

- H2: Celebrity endorsements do not have a significant impact on consumers' brand attitude
- H2a: Attractiveness of a celebrity endorser does not have a significant impact on consumers' brand attitude.
- H2b: Trustworthiness of a celebrity endorser does not have a significant impact on consumers brand attitude
- H2c: Expertise of a celebrity endorser does not have a significant impact on. consumers' brand attitude
- H2d: Popularity of a celebrity endorser does not have a significant impact on consumers' brand attitude
- H2e: Relevance of a celebrity endorser does not have a significant impact on consumers' brand attitude

The present study employed exploratory factor analysis, confirmatory factor analysis and structural equation modeling to find out the impact of celebrity endorsements on consumers' brand attitude. For assessing the impact of celebrity endorsements on the said dimension, a five dimensional celebrity endorsement scale constructed and validated earlier was used. The survey instrument contained 39 Likert scale questions in all. The survey instrument demonstrated high reliability and validity.

Using structural equation modeling, it was found that hypothesis H2, H2a, H2b, H2c, H2d and H2e were rejected, thereby confirming that celebrity endorsements have a significant impact on consumers' brand attitude. Further, it is also proved that attractiveness, trustworthiness, expertise, popularity and relevance of a celebrity endorser, all have a significant impact on consumers' brand attitude. These results, along with their respective r values are given below.

Hypothesis	r Value (At 95% Significance level)	Data support/do not support	Hypothesis Accepted/Rejected
H2: Celebrity Endorsement do not have a significant impact on brand attitude	0.289 (***)	Data do not support	Rejected
H2a Attractiveness of a celebrity endorser does not have significant impact on consumers' brand attitude.	0.230 (***)	Data do not support	Rejected
H2b Trustworthiness of a celebrity endorser does not have a significant impact on consumers brand attitude.	1.140 (***)		
H2c Expertise of celebrity endorser does not have a significant impact ton consumers' brand attitude.	0.120 (***)	Data do not support	Rejected
H2d Popularity of a celebrity endorser does not have a significant impact on consumers' brand attitude.	0.284 (***)	Data do not support	Rejected
H2e Relevance of a celebrity endorser does not have a significant impact on consumers' brand attitude.	0.248 (***)	Data do not support	Rejected



Thus, the results of the study revealed that celebrity endorsements have a significant impact on consumers' brand attitude. However, as revealed by the beta coefficients ( $r$ ), it was found that there exists low to moderate degree of correlation between the two. Further, it is proved that attractiveness, trustworthiness, expertise, popularity and relevance of a celebrity endorser, all have a significant impact on consumers' brand attitude. These results are in line with the results obtained by various earlier researchers like Hovland and Weiss (1951), Hovland et al (1953), Dholakia and Sternthal (1977), Till and Busler (2000), Lafferty and Goldsmith (1999), Goldsmith, Lafferty and Newell (2000), Muda, Musa, Mohamed, Borham (2014). Thus, the findings of the present study reveal that celebrity endorsements can be an effective marketing tool available to the marketers as it is expected to have a significant positive impact on consumers' brand attitude.

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#### **7.2.4 Findings related to Impact of Celebrity Endorsements on Consumers'**

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##### **Purchase Intention**

The present study aimed at finding out the impact of celebrity endorsements on consumers' purchase intention. In context of the aforesaid objective, and various attributes of celebrity endorsers (identified from literature and exploratory interviews), the following hypotheses were formulated for the proposed study.

- H3: Celebrity endorsements do not have a significant impact on consumers' purchase intention
- H3a: Attractiveness of a celebrity endorser does not have a significant impact on consumers' purchase intention
- H3b: Trustworthiness of a celebrity endorser does not have a significant impact on consumers' purchase intention
- H3c: Expertise of a celebrity endorser does not have a significant impact on consumers' purchase intention.
- H3d: Popularity of a celebrity endorser does not have a significant impact on consumers' purchase intention
- H3e: Relevance of a celebrity endorser does not have a significant impact on consumers' purchase intention

The present study employed exploratory factor analysis, confirmatory factor analysis and structural equation modeling to find out the impact of celebrity endorsements on consumers' brand attitude. For assessing the impact of celebrity endorsements on the said dimension, a five dimensional celebrity endorsement scale constructed and validated earlier was used. The survey instrument contained 39 Likert scale questions in all. The survey instrument demonstrated high reliability and validity.

Using structural equation modeling, it was found that hypothesis H3, H3a, H3b, H3d and H3e were rejected, thereby confirming that celebrity endorsements have a significant impact on consumers' purchase intention. Further, it is also proved that attractiveness, trustworthiness, popularity and relevance of a celebrity endorser, all have a significant impact on consumers' purchase intention. However, data failed to reject H3c. This means that expertise of a celebrity endorser was not found to have a significant impact on consumers' purchase intention. These results, along with their respective  $r$  values are given below.

Hypothesis	r Value (At 95% Significance level)	Data support/do not support	Hypothesis Accepted/Rejected
H3: Celebrity endorsements do not have a significant impact on consumers' purchase intention	0.245 (***)	Data do not support	Rejected
H3a: Attractiveness of a celebrity endorser does not have a significant impact on consumers' purchase intention	0.203 (***)	Data do not support	Rejected
H3b: Trustworthiness of a celebrity endorser does not have a significant impact on consumers' purchase intention	0.131 (***)	Data do not support	Rejected
H3c: Expertise of a celebrity endorser does not have a significant impact on consumers' purchase intention	0.054 (***)	Data do not support	Rejected
H3d: Popularity of a celebrity endorser does not have a significant impact on consumers' purchase intention	0.251 (***)	Data do not support	Rejected
H3e: Relevance of a celebrity endorser does not have a significant impact on consumers' purchase intention	0.183 (***)	Data do not support	Rejected

The study's findings unveiled that celebrity endorsements exert a noteworthy influence on consumers' purchase intention. Nevertheless, it's important to note that the correlation between the two is rather weak, as indicated by the beta coefficient ( $r$ ). These outcomes are consistent with the research conducted by previous scholars, including McGuire (1985), Hovland and Weiss (1951), Atkin and Block (1983), Petty et al. (1983), Cooper (1984), Dean and Biswas (2001), Pornpitakpan (2003), and Chan, Leung Ng, Luk (2013).

Furthermore, the research confirmed that attributes such as attractiveness, trustworthiness, popularity, and relevance of a celebrity endorser play a substantial role in influencing consumers' purchase intention. However, it was found that the expertise of a celebrity endorser does not significantly impact consumers' purchase intention. Notably, these results stand in contrast to the findings of Ohanian (1991), who reported that attractiveness and trustworthiness of a celebrity endorser do not significantly affect purchase intention, while expertise was found to have a significant impact. Hakimi, Abedniya, and Zaeim (2011) also concluded that trustworthiness does not contribute to an increase in consumers' intention to try a brand. Nevertheless, the present study aligns with previous research by McGuire (1985), Hovland and Weiss (1951), Kamins and Gupta (1994), McCracken (1986), Atkin and Block (1983), Kanungo and Pang (1973), and Pornpitakpan (2003). Additionally, Till and Busler (2000) determined that 'expertise' does not lead to a heightened purchase intention.

In sum, the current study's findings underscore the potential of celebrity endorsements as a potent marketing tool for influencing consumers' purchase intentions. These positive intentions can be converted

into actual purchases with careful planning of other elements in the marketing mix. Consequently, the strategic utilization of celebrity endorsements can contribute to a favorable financial return for companies (Farrell et al., 2000; Erdogan, 2001).

### 7.2.5 Findings Related to Model Validation

The third objective of this study was to establish and validate a model designed to assess the influence of celebrity endorsements on consumers' advertisement perception, brand attitude, and purchase intention. To achieve this, the proposed model underwent rigorous evaluation to determine its goodness of fit. Additionally, path analysis was conducted to ascertain whether the influence of celebrity endorsements on consumers' advertisement perception, brand attitude, and purchase intention was statistically significant within the framework of the proposed model. Ultimately, the study successfully revealed a validated model (as illustrated in Figure 7.1) for comprehensively understanding the impact of celebrity endorsements on consumers' advertisement perception, brand attitude, and purchase intention. This validation not only confirms the model's robustness but also provides a sound foundation for the study's conclusions.

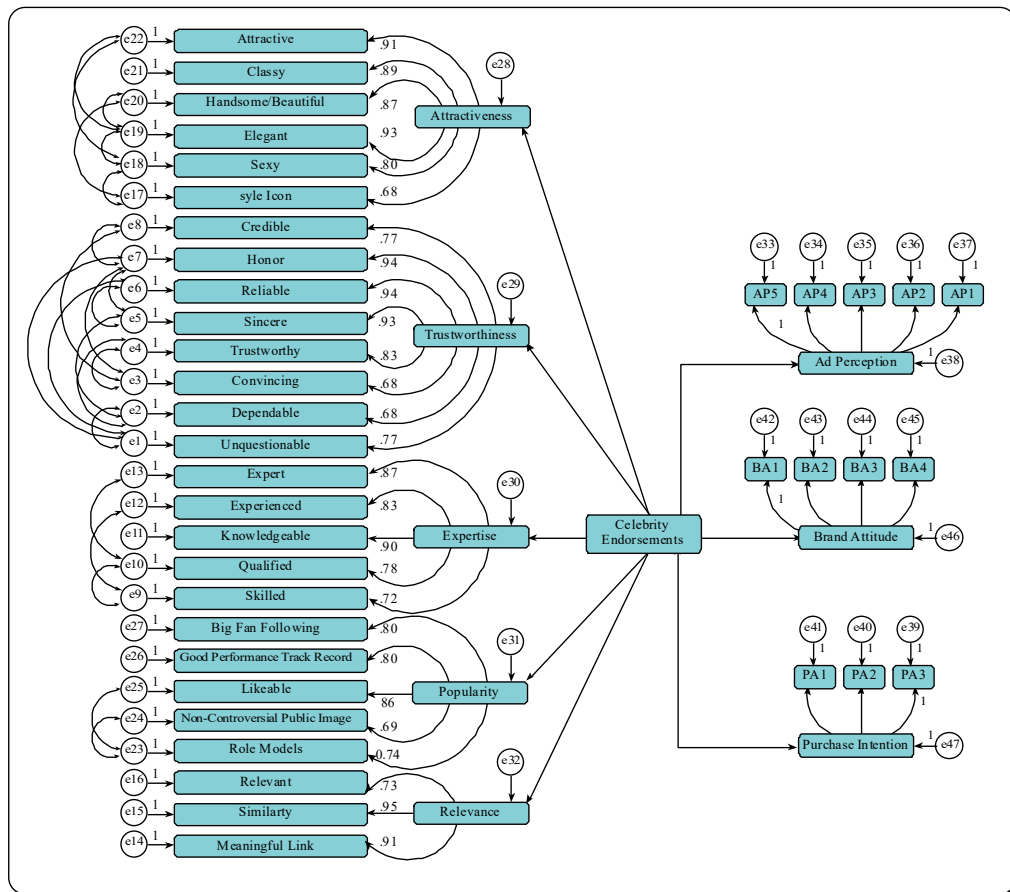


Figure 7.1: Validated model to find out the impact of celebrity endorsements on consumers' ad perception, brand attitude and purchase intention

### 7.3 Managerial Implications of the Study

The study offers several significant managerial implications, emphasizing its practical applications:

**Communication Platform for Business:** The study underscores the need for an independent communication platform where business professionals can directly convey their messages to society, with a strong emphasis on responsibility, accountability, and honesty. Additionally, the study introduces a reliable and validated scale that can assist marketing managers in selecting the most suitable celebrity endorsers for their products or brands. This scale delineates key factors to consider when making such choices, providing valuable guidance for making informed decisions.

**Focus on Specific Dimensions:** The study not only aids marketing managers in selecting celebrity endorsers but also offers insights into which dimensions deserve greater attention in the decision-making process. It highlights that among the various dimensions of celebrity endorsers, a celebrity's popularity should be of paramount importance, followed by attractiveness, trustworthiness, relevance, and expertise, in that order.

**Effectiveness Assessment:** The newly validated five-dimensional celebrity endorsement scale serves as a valuable tool for evaluating the effectiveness of various celebrity endorsements across these dimensions. It helps assess how specific celebrity endorsements impact attributes like attractiveness, trustworthiness, expertise, popularity, and relevance, enabling a deeper understanding of which factor(s) significantly contribute to a particular endorsement's success.

**Effective Marketing Tool:** The study's findings underscore the potential of celebrity endorsements as a potent marketing tool. When utilized effectively, celebrity endorsements are expected to have a substantial positive impact on consumer advertisement perceptions, brand attitudes, and purchase intentions. Hence, a well-executed strategy employing celebrity endorsements can yield positive results for companies.

**Focus on Popularity and Attractiveness:** The research reveals that popular and attractive celebrities not only exert a significant influence on consumer ad perceptions, brand attitudes, and purchase intentions but also exhibit stronger correlations with these impact variables compared to other dimensions of a celebrity endorser. Furthermore, the beta coefficients in the celebrity endorsement scale consistently rank popularity and attractiveness as the most critical dimensions when selecting a celebrity endorser. Therefore, marketers should give careful consideration to these factors in their decision-making process.

**Limited Impact of Expertise:** The study uncovers that the expertise of a celebrity does not significantly affect consumers' purchase intentions. While an expert celebrity may enhance brand attitudes and ad perceptions, it may not necessarily lead to increased purchase intentions for the product.

In summary, this study provides valuable insights and tools for marketing managers to make informed decisions regarding celebrity endorsements, emphasizing the importance of factors like popularity and attractiveness while highlighting the limited impact of expertise. It also underscores the potential of celebrity endorsements as an effective marketing strategy when applied judiciously.

### 7.4 Scope for Future Research

Here are some additional research scope related to celebrity endorsements and their impact on consumer behavior:

- Explore the impact of celebrity endorsements on consumers in other developing and developed economies, taking into account possible cultural differences that may influence the outcome of the study. This can provide a comprehensive understanding of the impact of celebrity endorsements on consumers across different cultures.

- Use the newly validated five-dimensional celebrity endorsement scale to determine the effectiveness of various celebrity endorsements on the dimensions of attractiveness, trustworthiness, expertise, popularity, and relevance. This can help in choosing the most appropriate endorser for a product.
- Investigate the causal relationship among the constructs of attractiveness, trustworthiness, expertise, popularity, and relevance. For example, does a celebrity endorser's attractiveness affect his/her popularity, which in turn influences his/her trustworthiness and expertise? What conditions moderate the order and impact of these variables? Answering these questions can provide insights for marketing managers and advertisers in selecting the most effective celebrity endorser.
- Test the validated model in different cultures and countries to determine whether celebrity endorsements have a significant impact on consumers in terms of their ad perception, brand attitude, and purchase intention. This is particularly relevant because the model accommodates the newly constructed and validated scale of celebrity endorsements with two new dimensions: 'popularity' and 'relevance'.
- Investigate the moderating influences of age and gender on the impact of celebrity endorsements on consumer ad perception, brand attitude, and purchase intention.
- Examine the impact of celebrity endorsements on products with varying levels of involvement. For example, do celebrity endorsements have a stronger impact on high-involvement products compared to low-involvement products? Answering this question can provide insights into the effectiveness of celebrity endorsements in different product categories.
- Study the impact of celebrity endorsements on brand equity and purchase intention in the context of green cosmetics among Chinese youth. This research can help in understanding the specific effects of celebrity attractiveness, trustworthiness, and cause fit on consumers' attitudes and purchase intentions.
- Investigate the role of non-celebrity endorsements and their effectiveness compared to celebrity endorsements. This can provide insights into the relative impact of different types of endorsements on consumer behavior.
- Examine the influence of various factors such as controversy, gender, and performance on the effectiveness of celebrity endorsements. This research can help in understanding the specific conditions under which celebrity endorsements are most effective.

The researcher also referred research in different other areas could be also linked with endorsement such as safety, material, operation, management, and many more would be new venue of research in Nepalese context (Mishra & Aithal, 2021 (a) & (b); Mishra & Shrestha, 2019; Misra et al. 2023; Mishra & Aithal, 2023; Mishra, 2019(a) & (b); Mishra & Chaudhary, 2018(a) & (b) & Mishra & Shrestha, 2017).

### **7.5 Concluding Remarks**

The research's dual focus on theoretical contributions and practical applications is a noteworthy feature. By advancing our understanding of celebrity endorsements and providing a useful tool for marketing managers, this research not only adds to the existing body of knowledge but also sets the stage for future investigations and improvements in marketing strategies. It represents a step forward in bridging the gap between theory and practice in the dynamic field of marketing.

This book is published after implementation of its outcome as WOW Talk i.e. Wisdom of Worthy Talk to Learn, Inspire and Grow in Life.

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### **Appendix-1: Wisdom of Worthy Talk Statement**

- There is a need to move towards a new symbiosis of Western Enlighten and Eastern Awakening to create a better world
- What is published should be given priority rather than where it is published.
- The development of a nation depends on the construction and operation of projects
- Struggle is a human action that aims to fit in a context to balance between luxury and necessity.
- Project management is about action and innovation for result-oriented outcomes for society
- Project Management is the luck of Nation
- Your project management capacity reflects your nation development status
- The more I know Buddha, the more I find him as a researcher
- Do not do that on repetition of the same, you do not like
- Complexity of relationship can be solved by n-variable regression model

***By A.K. Mishra***

1. Successful people don't do great things; they only do small things in a great way.
2. Man is still the most extraordinary computer of all
3. for one who has no objective, nothing is relevant
5. Drink nothing without seeing it, sign nothing without reading it.
6. When mouse laughs a cat, there is a hole nearby.
7. To a friend's house, the road is never long
8. Some books are to be tasted, others to be swallowed, and some few to be chewed and digested.
9. Kindness is a language the deaf can hear and the blind can see. Kind words never hurt the tongue.
10. The buyer has need of a hundred eyes, the seller of but one.
11. It is surely a good thing to know how to command as well a how to obey.
12. A good neighbor doubles the value of house.
13. Hospitality must be extended even towards an enemy who comes to your house; the tree does not withdraw its shade from the woodcutter.
14. Had no shoes, and murmured, till I met a man who had no feet.
15. Leaders must be seen to be up front, up to date, up to their goal and up early in the morning.
15. If you would know the value of money, go and try to borrow some.
17. Language is the dress of thought.
18. Ability without dependability, responsibility and flexibility is a liability.
19. Healthy pride is a feeling of the pleasure of accomplishment with humility. Ego gives a swollen head while pride gives a swollen heart.
20. A sense of humor makes a person likeable and attractive. Laughter is a nature tranquillizer for people all over the world.
21. He who has a good friend has no need for a mirror.
22. If you want to make something believable, whisper it.
23. Force rules the world - not opinion; but it is opinion that makes use of force.
24. Never answer a letter while you are angry.



25. Rudeness is the weak man's imitation of strength.
26. Our costliest expenditure is time.
27. If there is one thing that builds any kind of relationship, at home, at work or society, it is integrity.
28. Plans are nothing, planning is everything.
29. If your children are bad they should not inherit any property; if they are good they need none.
30. Silence and modesty are very valuable qualities in the art of conversation.
31. Talking and eloquence are not the same, to speak and to speak well, are two things. A fool may talk, but a wise man speaks.
32. The five Ds for quality of work - Dedication, Devotion, Discipline, Discrimination and Determination.
33. A man who has committed a mistake and does not correct it, is committing another mistake.
34. People who drink to drown their sorrow should be told that sorrow knows how to swim.
35. You can never plan the future by the past.
36. A straight path never leads anywhere except to the objective.
37. Vision is the art of seeing things invisible.
38. A broken friendship may be mended, but it always sounds cracked.
39. Great minds discuss ideas, normal minds discuss events, small minds discuss people.
40. The wise learn many things from their foes.
41. Better dabble with work than not work at all.
42. Treat people with respect on your way up, because you will be meeting them on your way down.
43. An ounce of loyalty is worth more than a proud of cleverness.
44. A liar is not believed when he speaks the truth.
45. You must learn to obey before you command.
46. He who does not understand your silence will probably not understand your words.
47. Think much, speak little, and write less.
48. Life is meaningless, but we give meaning to it through sensible activities.
49. May your right hand always be stretched out in friendship, but never in want.
50. Necessity turns lion into a fox.
51. A cat that is locked up may turn into a lion.
52. A man is as old as he feels, and a woman as old as she looks.
53. Grey is a sign of age, not wisdom.
54. Much travelling teaches how to see.
55. Silence is emotional turmoil and a soothing balm. It is healing all ailments.
56. Never laugh at others' falls; the road ahead is slippery.
57. The mills of the God grind slowly, but they grind exceedingly fine.
58. Never trouble trouble, till trouble troubles you.
59. Daggers and spears are not as sharp as tongues.
60. Laughter can be heard farther than weeping.
61. It is beautiful to be famous. It is glorious to be rich. It is heavenly to be loved
62. The world is full of willing people, some willing to work, and the rest willing to let than.

63. Success is not measured by how high we go up in life, but by how many times we bounce back when we fall down, it is this bounce back ability that determines success.
64. Don't be afraid of a loss, than you will get a profit.
65. To read without reflecting is similar to eating a lot without digesting what is eaten.
66. Blessing never come in pairs, misfortunes never come alone.
67. To have friends is good, but not to have to use them is better.
68. It's only the people with push that have pull.
69. Don't buy the house, buy the neighbor.
70. A man of virtue, judgment and prudence speaks not until there is silence.
71. Silence is more eloquent than words.
72. Less words, more action.
73. It is disgraceful to stumble twice against the stone.
74. Any fool may make only, but it takes a wish man to keep it.
75. He who has not tasted bitter doesn't know what is sweet.
76. Proverbs are the daughters of daily experience.
77. A nail may save a horse shoe, a horse show a horse, a horse rider, and a rider, a country.
78. Every time you forgive a man, you weaken him and strengthening yourself.
79. A listener needs more intelligence than a speaker.
80. You give money with your hand, but go after it with your feet.
81. He who does not climb will not fall.
82. For him who is luck even the cock layers eggs.
83. No one has so big a house that he does not need a good neighbour.
84. Man is received according to his clothes, but seen according to his mind.
85. Good things are sought after, bad things are found.
86. Do you love life? Then do not squander time for that's the stuff life is made of .
87. What you are, speaks so loudly that nothing you say can be heard.
88. The liar tumbles much sooner than the lame man
89. Put a frog on a chair of gold, and it will jump back into the swamp.
90. If you lend, you either lose the money or gain an enemy.
91. The wound from a knife heals the wound from a tongue never.
92. Good order is the foundation of all good things.
93. It is always easier to talk about change than to make it.
94. Without the past, the pursued future has no meaning.
95. Errors, like straws, upon the surface flow / He who would search for pearls, must dive below.
96. Think well, feel good.
97. He who fondles you more than usual has either deceived you or wishes to do so.
98. The heaviest burden on road is an empty purse.
99. The whole of science is nothing more than a refinement of every day thinking.
100. Man's mind is his basic means of survival - his only means of gaining knowledge.
101. The wife of a careless man is almost a widow.

102. You can never plan the future by the past.
103. Even the lion has to defend himself against flies.
104. Tears are a language; only he who weeps understands them.
105. New opinions are always suspected, and usually opposed, without any other reason but because they are not already common.
106. Never stand begging for what you have the power to take.
107. A piece of bread eaten in harmony, is enough to feel a hundred persons.
108. The better you think you are doing, the greater should be your cause for concern.
109. Don't be too sweet, you won't be eaten; don't be too sour, you won't be spat out.
110. Books and friends should be few and good.
111. There is no pillow as soft as a clear conscience.
112. Fortune is accumulated by drops and is poured out by pails.
113. A good word travels far, a bad one farther.
114. Trust not a new friend, or an old enemy.
115. Flattery is like cologne, smell it, but don't swallow it.
116. He who clothes himself in another's garments is soon undressed.
117. When you go to buy, use your eyes, not your ears.
118. Riches take away more pleasure than they give.
119. If a man deceives me once, shame on him; if he deceives me twice shame on me.
120. Man learns little from success, but much from failure.
121. Good judgement comes from experience, experience comes from bad judgement.
122. However securely you climb, never say you cannot fall.
123. When the blind man carries the lame, both go forward.
124. Where the words are excessive, the quality is deficient.
125. It is good to give advice, but better to give me remedy.
126. With money in your pocket, you are wise and you are handsome, and you sing well.
127. To an ant, a few drops of rain is a flood.
128. He who has come through the fire will not fade in the sun.
129. The bitter taste of poor quality remains long after the sweet taste of low price is forgotten.
130. Only one digs the well, but many come to drink out of it.
131. When there is more than enough, more than enough is wasted.
132. Better face a danger once than be always in fear.
133. Admonish your friends in private, praise them in public.
134. Love lives for a short while, but hate lives for long.
135. On the day of victory no fatigue is felt.
136. By asking, one learns.
137. Waste not, want not.
138. Daggers and spears are not as sharp as tongues.
139. Never trouble trouble, till trouble troubles you.
140. A man without a smiling face must not open a shop.

141. When I did well, I heard it never, when I did ill, I heard it ever.
142. Anger is a wind which blows out the lamp of the mind.
143. Life is like a mirror. We get the best result when we smile at it.
144. Anyone can make a mistake, a fool insists on repeating it.
145. The diamond cannot be polished without friction, nor the man without trial.
146. Lies buzz like flies, but truth has the brilliance of the sun.
147. Time spent in laughing is time spent with God.
148. A man of character will make himself worthy of any position he is given.
149. Pay attention to your enemies, for they are the first to discover your mistakes.
150. A closed mouth catcheth no flies.
151. A wise man does first what a fool does last.
152. The pitcher that goes too often to the well is broken at last.
153. There are no menial jobs, only menial attitudes.
154. A candle by consuming itself, gives light to others.
155. A listener needs more intelligence than a speaker.
156. Fallen blossoms leave their perfumes behind.
157. Riches take away more pleasures than they give.
158. Choose what you say rather than say what you choose. That is the difference wisdom and foolishness.
159. The courteous learns his courtesy from the discourteous.
160. Be a friend to thyself and others will befriend you.
161. Even the prayers of an ant reach heaven.
162. It is not enough to do the right thing, it must be done at the right time and at the right place.
163. Brute force can't achieve what a gentle smile can.
164. Talent knows what to do; tact knows when and how to do it.
165. The greatest ability is dependability.
166. After love, help is the most beautiful verb in the world.
167. The crown of all facilities is common sense.
168. An optimist is a guy that never had much experience.
169. Hard work pays off in the future. Laziness pays off now.
170. It is the neglect of timely repair that makes rebuilding necessary.
171. To be vanquished and yet not surrender, that is victory.
172. Good name in man or woman is the immediate jewel of the soul.
173. Success always occurs in private, and failure in full view.
174. The law believes that language must be precise, leaving nothing to imagination.
175. No one is listening until you make a mistake.
176. Cash in hand is always worth two promises in the air.
177. The worst company anyone can keep for long is oneself.
178. Our sweetest songs are those that tell us saddest thoughts.
179. Values should be caught, not taught in the millennium.

180. He who listens learns.
181. Growing old is mandatory, growing up is optional.
182. Truth is one but the learned describe it in different ways.
183. Everybody is ignorant, only on different subjects.
184. There is no happiness in life greater than a clear conscience.
185. Ideas are more powerful than guns.
186. The greatest sin is to thing yourself weak.
187. Crime never takes a holiday.
188. Positive thoughts are wings of success.
189. Let noble thoughts come to us from all side.
190. Burn impurities instead of calories.
191. Turn vision into action.
192. Egos are strong and unbending.
193. Knowledge blossoms in silence.
194. Discretion is better part of valour.
195. Contentment is the biggest virtue.
196. Who is the enemy hard to be won? Yudhishtira replies.
197. Silence is gold, noise destructive to peace and happiness.
198. Successful people don't do different things they do things differently.
199. Tough time never lasts, but tough people do.
200. We cannot motivate people, but we can inspire people to motivate themselves.
201. A national that reads is a nation that leads.
202. Dignity comes to light during difficult times.
203. Break the walls that divide and build bridges that unite.
204. Your grace and diplomacy take you through difficult personal and professional situations smoothly.
205. The remedy for weakness is not brooding over weakness, but thinking of strength.
206. Strength does not come from physical capacity. It comes from an indomitable will.
207. It is beautiful to be famous. It is glorious to be rich. It is heavenly to be loved.
208. You are where your thoughts are. Replace the negative thoughts by positive ones.
209. Work is worship, worship is not work.
210. Great building stand on strong foundations. So does success.
211. The harder you work, the luckier you become.
212. It is impossible to find God outside ourselves. We are the greatest temple.
213. What a great man does, is followed by others. People go by the example he sets.
214. In times of adversity, it infinitely advantageous to be near a wise man.
215. To be free from despair is real happiness.
216. The good are never rendered arrogant by wealth.
217. Give love, give help, give service, give any little thing you can, but keep out barter.
218. Skilfulness in action is called Yoga.

219. A loving relationship flowers into commitment.
220. Work develops ability, fortifies self-confidence and enhances the sense of self-esteem.
221. Work saves us from three great evils - boredom, vice and need.
222. Learn to pull together and not pull apart.
223. Strength does not come from physical capacity. It comes from an indomitable will.
224. Visioning is a means of determining our own future.
225. Life is about reaping what you have sowed.
226. Faith is the nectar of life. It engenders power, zeal and self-confidence.
227. A wise man hears one word and understands two.
228. Keep your words soft and tender because tomorrow you may have to eat them.
229. If fortune turns against you, even jelly breaks your teeth.
230. The wise man pauses, while the fool crosses the stream.
231. Acquire a good reputation and go to sleep.
232. Wise people learn from other peoples mistake.
233. He conquers twice who conquers himself in victory.
234. The five Ds for quality of work - Dedication, Devotion, Discipline, Discrimination and Determination.
235. The angry man defeats himself in battle as well as in life.
236. The desire and anger lead to error, so gain mastery over yourself.
237. I want to know how God created this world.
238. Most men would rather say a smart thing than do a good one.
239. Opportunity never knocks twice at any man's door.
240. Never laugh at others' falls; the road ahead is slippery.
241. Hope is the physician of every misery
242. Change what you can and accept what you cannot change .
243. Words are like weapon, use them with caution and care.
244. If you don't drive your business you will be driven out of business.
245. Suffering ennobles you. It makes you a better person.
246. The family that eats together stays together.
247. Modesty pays, arrogance costs. Be modest and be winner.
248. Borrow their virtue and reject their error.
249. Brevity is the real key to success. Why not economise on words.
250. Happy is the country which in time of peace thinks of war.
251. The worst prison would be a closed heart.
252. Don't eat fast - haste makes waste.
253. Unless you love yourself, you love no one.
254. One kind word can warm three winter months.
255. Good judgement comes from experience - and experience comes from poor judgement.
256. Cultivate health instead of treating disease.
257. Never put too much trust in friends, learn how to use enemies.

258. He who hesitates is lost.
259. Never give advice unless asked.
260. Riches take away more pleasures than they give.
261. Books and friends should be few and good.
262. Tell your friend a lie, and if he keep it secret tell him the truth.
263. Let us never negotiate out of fear, but let us never fear to negotiate.
264. Where secrecy or mystery begins, vice or roguery is not far off.
265. Beware of a silent dog and still water.
266. Superstition is the relation of feeble mind.
267. Keep cool; anger is not an argument.
268. If a tree is firm, why should it fear the storm?
269. The greatest thing in the world is to know how to be self-sufficient.
270. To tear is easy, and to sew is difficult.
271. Where words are excessive, the quality is deficient.
272. Small faith will take you to heave but great faith will bring heaven to you.
273. Love truth, but pardon error.
274. To have a grievance is to have a purpose in life.
275. Learning is a treasure which accompanies the owner.
276. Let us make our work a source of joy to ourselves and to others.
277. To be trusted is a greater compliment than to be loved.
278. To bow the body is easy; to bow the will hard.
279. Better a thousand enemies outside the house than one inside.
280. What use is a jewel if it is not polished.
281. Don't drop out of school ... a little knowledge is a dangerous thing.
282. Envy eats nothing but its own heart.
283. If you run after two hares you will catch neither.
284. Punishment does right a wrong, but it prevents hundred others.
285. Don't be afraid of a loss, then you will get a profit.
286. A listener needs more intelligence than a speaker.
287. Keep a green tree in your heart and perhaps a singing bird will come.
288. Confidence, like the soul, never returns to us whence it has once departed.
289. When wisdom is called for, force is of little use.
290. The greatest of evils and the worst of crimes is poverty.
291. Vice and virtues are products like sulphuric acid and sugar.
292. Study the past, if you would divine the future.
293. If poverty is the mother of crime, stupidity is its father.
294. People don't grow old. When they stop growing, they become old.
295. There is no evil in the atom, only in the men's souls.
296. Patience is bitter, but its fruit is sweet.
297. Behold, the kingdom of God is within you.

298. What is action? What is inaction? - As to this even the wise are bewildered.
299. Footprints on the sand of time are not made by sitting down.
300. Heaven is blessed with perfect rest, but the blessing of earth is toil.
301. Friends are made by many acts - lost by only one.
302. The foundation of truth is self-restraint and dedicated work.
303. Giving and forgiving must be done intelligently, to prevent exploitation.
304. Opportunities are usually disguised as hard-work, so most people don't recognize them.
305. Fame is the food that dead men eat.
306. Hard-work has a future pay off, laziness pays off now.
307. Execution of law is more important than the making of them.
308. Work is much more fun than fun.
309. Inflation is a sin; every govt denounces it and every govt practices it.
310. If a free society cannot help the many who are poor, it cannot save the few who are rich.
311. God! defend me from my friends, from my enemies I can defend myself.
312. Nothing is so exhausting as indecision, and nothing is so futile.
313. Knowledge, like religion, must be experienced in order to be known.
314. Public opinion is always in advance of the law.
315. If one sticks too rigidly to one's principles one would hardly see anybody.
316. In nature there are neither reward nor punishment - there are consequences.
317. They, who know the great in man, know the supreme being himself.
318. Within Hastinapur, we are five and the Kauravas 100. But to an outsider, we are 105.
319. Your faith is what you believe, not what you know.
320. Duty is what one expects from others, it is not what one does oneself.
321. An ass can swim in seven ways, but when he sees water, he forgets them all.
322. The problem with you, Watson, you seen, but not observe.
323. Forgiveness is perfect when the sin is not remembered.
324. No one can make you inferior without your consent.
325. If the beginning is good, the end must be perfect.
326. Scatter with one hand; collect with both.
327. Where there is no vision, people perish.
328. Praise the wise man behind the back, but a woman to her face.
329. Justice without force is powerless; force without justice is tyrannical.
330. We make our fortunes and call it fate.
331. A man consists of the faith that is in him. Whatever his faith is, he is.
332. Admonish you friends in private, praise them in public.
333. Learning preserves the errors of the past, as well as its wisdom.
334. Laws are like cobwebs, which may catch small flies, but let wasps and hornets break through.
335. Always respect that hand that works rather than the mouth that preach.
336. The lottery is a tax on people who are bad at math.
337. A fine is a tax for doing wrong. A tax is a fine for doing well.



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338. He who is too busy doing good, finds no time to be good.
339. God gives each person a hook with which to pluck his fruit.
340. To have money is to be virtuous, honest, beautiful and witty. And to be without is to be ugly, boring, stupid and useless.
341. The patient must combat the disease along with the physician.
342. He who has thousand friend has not a friend to spare, and he who has one enemy shall meet him everywhere.
343. When I see through men I find in the divine incarnation.
344. There is a limit to a violent action, and it can fall. Non-violence knows no limit and it never fails.
345. Some comrades apparently find it hard to understand that democracy is just a slogan.
346. A banker is a man who lends you an umbrella when the weather is fair, and takes it away from you when it rains.
347. All laws are important, but some are more important than other s.
348. He that falls by himself never cries.
349. The more you speak of yourself, the more you are likely to lie.
350. how is it that little children are so intelligent and men so stupid? It must be education that does. its.
351. Why fear death? It is the most beautiful adventure in life.
352. A rain of tears is necessary for the harvest of learning.
353. When I did well, I heard it never: When I did ill, I heard it ever.
354. There are those who despise pride with a greater pride.

*(Adopted from Management in the 21st Century by K. Narindar Jetli)*

**Appendix -2: Frequency of Celebrity Appearances in Advertisements**

Advertisement Category	Celebrities in Advertisement				Total
	Yes		No		
	Frequency	%	Frequency	%	N
	37	43.0	49	57.0	86
	36	46.8	41	53.2	77
Website	17	39.5	26	60.5	43
	11	36.7	19	63.3	30
Clothing	16	55.2	13	44.8	29
Household goods	11	45.8	13	54.2	24
	10	47.6	11	52.4	21
	7	35.0	13	65.0	20
Household Applications	10	83.3	2	16.7	12
Building Construction Material	7	53.8	6	46.2	13
Household Furnishing	4	44.4	5	55.6	9
	3	37.5	5	62.5	8
	3	50.0	3	50.0	6
Agriculture Product and Material	2	66.7	1	33.3	3
Musing CDS	0	0.0	3	100.0	3
	2	100.0	0	0.0	2
	0	0.0	1	100.0	1
Luggage Bag	1	100.0	0	0.0	1
Anti-Virus Software	0	0.0	1	100.0	1
Floor Cleaner	0.	0.0	1	1.00.0	1
Laser Printer	0.	0.0	1	1.00	1
Solar Power System	0.	0.0	1	1.00	1
Water Pump	0.	0.0	1	1.00	1
Total	177	44.9	217	55.1	394

### Appendix-3: Profession of Celebrities used in Advertisements

Advertisement Category	Film Industry Celebrities		TV Actors		Sports persons		Professional Experts		Business Owners		Yoga guru and businessman		Multiple endorsers		Total
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	
Automotives	9	81.8	2	18.2	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	11
Beauty and Personal Care Products	22	61.0	6	16.7	0	0.0	0	0.0	0	0.0	2	5.6	6	16.7	36
Clothing	13	81.3	0	0.0	1	6.2	0	0.0	0	0.0	0	0.0	2	12.5	16
Foods and Beverages	15	40.5	5	13.5	1	2.7	2	5.4	4	10.8	4	10.8	6	16.3	37
Household Goods	5	45.5	5	45.5	0	0.0	0	0.0	0	0.0	0	0.0	1	9.09	11
Household Appliances	7	70.0	0	0.0	3	30.0	0	0.0	0	0.0	0	0.0	0	0.0	10
Gadgets	2	66.7	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1	33.3	3
Healthcare	5	50.0	3	30.0	0	0.0	0	0.0	0	0.0	1	10.0	1	10.0	10
Services	2	28.6	3	42.8	1	14.3	0	0.0	0	0.0	0	0.0	1	14.3	7
Agricultural Products and Methods	2	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	2
Foot wears	3	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	3
Building Construction Material	5	71.4	1	14.3	0	0.0	0	0.0	0	0.0	0	0.0	1	14.3	7
Websites and Mobile Apps	11	64.7	3	17.7	0	0.0	1	5.8	0	0.0	0	0.0	2	11.8	17
Stationery	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0
Household Furnishing	4	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	4
Jewelry	2	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	2
Luggage Bag	0	0.0	0	0.0	1	100.0	0	0.0	0	0.0	0	0.0	0	0.0	1
Anti-virus Software	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0
Cow Feed	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0
Liquid Floor Cleaner	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0
Music CDs	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0
Laser Printer	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0
Solar Power System	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0
Water Pump	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0
<b>Total</b>	<b>107</b>	<b>60.5</b>	<b>28</b>	<b>15.7</b>	<b>7</b>	<b>4.0</b>	<b>3</b>	<b>1.7</b>	<b>4</b>	<b>2.3</b>	<b>7</b>	<b>4.0</b>	<b>21</b>	<b>11.8</b>	<b>177</b>

**Appendix-4: Production and Celebrity Matching-Based on Celebrity Profession, Age and Gender**

Gender	Age	Nature	Product category
<b>Sport Person</b>			
1. Male	36	Cricketer	Clothing
2. Male	36	Cricketer	Household Appliances
3. Male	45	Cricketer	Household Appliances
4. Male	29	Cricketer	Luggage Bag
5. Female	28	Badminton Player	Services
6. Female	23	Badminton Player	Foods and Beverages
<b>Professional Expert</b>			
1. Male*	54	Chef	Foods and Beverages (2 brands)
2. Female	59	Chef	Websites and Mobile Apps
<b>Yoga Guru and Businessman</b>			
1. Male*	52	Yoga Guru and Businessman	Healthcare
			Beauty and Personal Care Products (2 brands)
			Foods and Beverages (4 brands)
<b>Business Owner</b>			
1. Male	94	Businessman	Foods and Beverages
<b>Film Industry Celebrities</b>			
1. Male*	75	Film Actor	Agricultural Products and Methods
			Automotives
			Building Construction Material
			Websites and Mobile Apps (2 brands)
2. Male*	50	Film Actor	Automotives
			Beauty and Personal Care Products
			Clothing
			Building Construction Material
			Building Construction Material
			Clothing

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3. Male*	52	Film Actor	Foot wears
			Beauty and Personal Care Products
4. Male*	44	Film Actor	Clothing
5. Male*	32	Film Actor	Foods and Beverages (2 brands)
6. Male	47	Film Actor	Clothing
7. Male	32	Film Actor	Clothing
8. Male	41	Film Actor	Clothing
			Automotives
9. Male	49	Film Actor	
		Rapper and Music Composer	Automotives
10. Male	32		
11. Male	62	Film Actor	Automotives
12. Male	47	Film Actor	Automotives
13. Male	46	Film Actor	Automotives
14. Male	64	Film Actor	Automotives
			Beauty and Personal Care Products
15. Male	32	Film Actor	
			Beauty and Personal Care Products
16. Male	33	Film Actor	
17. Male	28	Film Actor	Building Construction Material
18. Male	58	Film Actor	Clothing
19. Male	44	Film Actor	Clothing
20. Male	31	Film Actor	Clothing
21. Male	50	Film Actor	Foods and Beverages
22. Male	67	Film Actor	Foods and Beverages
23. Male	45	Film Actor	Foods and Beverages
24. Male	52	Film Actor	Foot wears
25. Male	51	Film Actor	Gadgets
26. Male	32	Film Actor	Gadgets
27. Male	49	Film Actor	Healthcare
28. Male	54	Film Actor	Healthcare
			Healthcare
29. Male	73	Poet, Lyricist and Screenwriter	
30. Male	65	Film Actor	Household Appliances
31. Male	35	Actor and Film Producer	Household Appliances
			Household Furnishing
32. Male	44	Film Director, Screenwriter, Producer, Actor, Playback Singer and Television Host	
33. Male	52	Film Actor	Household Furnishing
			Household Furnishing
34. Male	35	Actor or/and Film Producer	
35. Male	44	Actor	Household Goods
36. Male	51	Film Actor	Household Appliances
			Household Goods
37. Male	48	Actor, Writer and Film Producer	
38. Male	48	Film Actor	Jewelry
39. Male	56	Film Actor	Jewelry
40. Male	50	Actor	Services
			Services
41. Male	63	Actor, Thespian and Politician	Websites and Mobile Apps

42. Male	35	Film actor and Anchor	Websites and Mobile Apps
43. Male	37	Comedian, Presenter, Actor and Producer	Websites and Mobile Apps
44. Male	45	Singer	Websites and Mobile Apps
45. Female*	37	Film Actor	Beauty and Personal Care Products (2 brands)
46. Female*	44	Film Actor	Beauty and Personal Care Products Foot wears
47. Female*	28	Film Actor	Beauty and Personal Care Products Foods and Beverages
48. Female*	29	Film Actor	Beauty and Personal Care Products (2 brands)
49. Female*	60 (Died on May 18, 2017)	Film Actor	Foods and Beverages Household Goods
50. Female	52	Film and TV Actor	Automotives
51. Female	44	Film Actor	Beauty and Personal Care Products
52. Female	30	Film Actor	Beauty and Personal Care Products
53. Female	25	Film Actor	Beauty and Personal Care Products
54. Female	50	Film Actor	Beauty and Personal Care Products
55. Female	31	Film Actor	Beauty and Personal Care Products
56. Female	30	Film Actor and Producer	Beauty and Personal Care Products
57. Female	43	Film Actor	Beauty and Personal Care Products
58. Female	35	Film Actor	Beauty and Personal Care Products
59. Female	31	Film Actor	Beauty and Personal Care Products
60. Female	37	Film Actor	Beauty and Personal Care Products
61. Female	39	Film Actor	Beauty and Personal Care Products
62. Female	39	Film Actor	Clothing
63. Female	25	Film Actor	Foods and Beverages
64. Female	43	Film Actor	Foods and Beverages
65. Female	78	Film Actor	Foods and Beverages
66. Female	30	Film Actor	Foods and Beverages
67. Female	44	Film Actor	Foods and Beverages
68. Female	29	Actor	Foods and Beverages
69. Female	35	Film Actor	Healthcare
70. Female	43	Film Actor	Healthcare
71. Female	25	Film Actor	Household Appliances
		Actor, Writer, Lecturer, Director, Producer,	Household Appliances

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72. Female	69	Dancer and Politician	
73. Female	43	Actor	Household Goods
74. Female	31	Actor and Singer	Household Goods
75. Female	53	Actor	Services
76. Female	34	Model and Actor	Websites and Mobile Apps
77. Female	24	Singer	Websites and Mobile Apps
78. Female	46	Actor	Websites and Mobile Apps
<b>TV Actors (N=28)</b>			
1. Male	34	Actor	Automotives
2. Male	35	Actor	Beauty and Personal Care Products
3. Male	44	Actor	Building Construction Matreial
4. Male	50	Actor	Household Goods
5. Male	31	Actor	Services
6. Male	45	Actor	Healthcare
7. Female	37	Actor	Websites and Mobile Apps
8. Female	16	Actor	Automotives
9. Female	32	Actor	Beauty and Personal Care Products
10. Female	32	Model	Beauty and Personal Care Products
11. Female	17	Actor	Beauty and Personal Care Products
12. Female	30	Actor	Beauty and Personal Care Products
13. Female	36	Actor	Beauty and Personal Care Products
14. Female	30	Actor	Foods and Beverages
15. Female	29	Actor	Foods and Beverages
16. Female	40	Actor	Foods and Beverages
17. Female	33	Actor	Foods and Beverages
18. Female	28	Actor	Foods and Beverages
19. Female	62	Actor	Healthcare
20. Female	32	Actor	Healthcare
21. Female	36	Actor	Household Goods
22. Female	29	Actor	Household Goods
23. Female	91	Actor	Household Goods
24. Female	34	Actor	Household Goods
25. Female	32	Actor	Services
26. Female	24	Actor	Services
27. Female	36	Actor	Websites and Mobile Apps
28. Female	46	Actor	Websites and Mobile Apps
<b>Multiple endorsers in one ad</b>			
1. 1 Female and 1 Male	31 and 62	TV Actor and Film Actor	Beauty and Personal Care Products
2. 2 Males	52 and 45	Yoga Guru and Businessman	Beauty and Personal Care Products Foods and Beverages Household Goods
3. 1 Female and 1 Male	32 and 52	Film Actor and Film Actor	Beauty and Personal Care Products
4. 1 Female and 1 Male	35 and 34	Film Actor and Film Actor	Beauty and Personal Care Products

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5. 1 Female and 1 Male	43 and 49	Film Actor and Film Actor	Beauty and Personal Care Products
6. 1 Male and 4 Females	52, 54 (died in 2018), 73, 51 and 32	Film Actors	Beauty and Personal Care Products
7. 1 Female and 1 Male	46 and 47	Film Actors	Building Construction Material
8. 2 Males	49 and 59	Film Actors	Clothing
9. 1 Female and 1 male	67 and 47	Film Actors	Clothing
10. 1 Female and 1 male	25 and 26	Film Actor and TV Actor	Foods and Beverages
11. 1 Female and 1 male	70 and 52	Film Actor and Yoga guru	Foods and Beverages
12. 1 Female and 1 male	29 and 54	Film Actor and chef	Foods and Beverages
13. 1 Female and 1 male	28 and 36	Film Actor and Cricketer	Gadgets
14. 1 Female and 1 male	31 and 39	Film Actors	Healthcare
15. 4 Females and 3 Males	32, 22, 23, 31, 24, 33 and 25	TV Actors	Websites and Mobile Apps
16. 3 Females	30, 31 and 33	TV Actors	Services
17. 2 Females	38 and 41	TV Actors	Foods and Beverages
18. 2 Females	33 and 38	TV Actors	Websites and Mobile Apps
19. 1 Female and 1 male	75 and 34	TV Actor and Film Actor	Foods and Beverages

**Note:** \*Celebrities endorsing multiple brands



**Appendix-5: A Comparison of Celebrity Endorsement used by Domestic and Foreign Companies**

Product category	Nature of Company							
	Domestic company				Foreign Company			
					cy			
		%		%		%		%
Automotives		53.3		46.7	11	73.3		26.7
Beauty and Personal Care Products	34	51.5	32	48.5	7	63.6	4	36.4
Clothing	10	38.5	16	61.5	3	100.0	0	0.0
Foods and Beverages	26	44.8	32	55.2	23	82.1	5	17.9
Household Goods	11	52.4	10	47.6	2	66.7	1	33.3
Household Appliances	2	18.2	9	81.8	0	0.0	1	100.0
Gadgets	2	66.7	1	33.3	3	60.0	2	40.0
Healthcare products	9	50.0	9	50.0	2	66.7	1	33.3
Services	12	63.2	7	36.8	1	100.0	0	0.0
Agriculture Product and Method	1	33.3	2	66.7	0	0.0	0	0.0
Foot wears	1	25.0	3	75.0	2	100.0	0	0.0
Building Construction Material	6	50.0	6	50.0	0	0.0	1	100.0
Websites and Apps	10	55.6	8	44.4	16	64.0	9	36.0
Stationery	1	100.0	0	0.0	0	0.0	0	0.0
Household Furnishing	5	62.5	3	37.5	0	0.0	1	100.0
Jewelry	0	0.0	2	100.0	0	0.0	0	0.0
Luggage Bag	0	0.0	0	0.0	0	0.0	1	100.0
Anti-virus Software	1	100.0	0	0.0	0	0.0	0	0.0
Cow Feed	1	100.0	0	0.0	0	0.0	0	0.0
Floor Cleaner	1	100.0	0	0.0	0	0.0	0	0.0
Music CDs	0	0.0	0	0.0	3	100.0	0	0.0
Laser Printer	1	100.0	0	0.0	0	0.0	0	0.0
Solar Power System	1	100.0	0	0.0	0	0.0	0	0.0
Water Pump	1	100.0	0	0.0	0	0.0	0	0.0
<b>Total</b>	<b>144</b>	<b>49.5</b>	<b>147</b>	<b>50.5</b>	<b>73</b>	<b>70.9</b>	<b>30</b>	<b>29.1</b>

### Appendix I - Questionnaire

Name (optional): \_\_\_\_\_

- Age:  Less than 25 years  
 25-45 years  
 More than 45 years

- Gender:  Male  
 Female

Please provide your opinion on the following statements about celebrity endorsements and put a tick mark (√) in one of the seven boxes that best describes your response towards the given statement

SN	Statement	Strongly Agree	Agree	Slightly Agree	Neutral	Slightly Disagree	Disagree	Strongly Disagree
1.	A celebrity endorser should be attractive.							
2.	A celebrity endorser should be classy.							
3.	A celebrity endorser should be handsome/beautiful.							
4.	A celebrity endorser should be elegant.							
5.	A celebrity endorser should be sexy.							
6.	A celebrity endorser should be a style icon.							
7.	A celebrity endorser should be credible.							
8.	A celebrity endorser should be honest.							
9.	A celebrity endorser should be reliable.							
10.	A celebrity endorser should be sincere.							
11.	A celebrity endorser should be trustworthy.							
12.	A celebrity endorser should be convincing.							
13.	A celebrity endorser should be unquestionable.							
14.	A celebrity endorser should be dependable.							
15.	A celebrity endorser should be an expert.							
16.	A celebrity endorser should be experienced.							
17.	A celebrity endorser should be knowledgeable.							
18.	A celebrity endorser should be qualified.							
19.	A celebrity endorser should be skilled.							
20.	A celebrity endorser should have a big fan following.							
21.	A celebrity endorser should have a good performance track record.							
22.	A celebrity endorser should be likable.							
23.	A celebrity endorser should have a non-controversial public image.							
24.	A celebrity endorser should be role model for others.							
25.	A celebrity endorser should be relevant to the product he/she is endorsing.							
26.	There should be some similarity between the product/brand and the celebrity endorser endorsing it.							
27.	There should be a meaningful link between the product/brand and the celebrity endorser endorsing it.							

Appendix-7: Wisdom of Worthy Talk Photograph



The poster features a dark background with three spotlights illuminating the central text and a circular portrait of Dr. Anjay Kumar Mishra. The text is white and includes the event title, guest name, title, date, and venue. There are decorative elements like circles, dots, and plus signs.

# Wow Talk

STAR GUEST

**DR. ANJAY KUMAR MISHRA**  
RESEARCH DEAN CPU AND RESEARCH PROFESSOR,  
KATHMANDU COLLEGE OF MANAGEMENT

**15TH SEP, 2023**

VENUE  
HOTEL TAJ PALACE, DELHI

For query call us at 9910161234

















**Dr. Anjay Kumar Mishra** is doctorate in Project Management from Kanpur University on Project Performance Assessment in Terms of Time, Cost and Quality of Bridge Construction Projects and has continued his postdoctoral Research as Doctorate of Science on Safe Building Project Operation. He has 10 years' experience in Teaching and Research and 6 years' experience in Academic Administration and Consulting service. He is Research Professor at Srinivas University, India. He is also a regular visiting faculty and Thesis Supervisor and Research professor at Myagnung Campus

Teraththum Institute of Engineering, Puichowk, Dharan, Lumbini Engineering, Gaurishanker Campus, Apex College, Kathmandu College of Management, United Technical College, Pokhara University and Management Science College, (Rupandehi). He has worked as associate professor and research Director at Joint Constituent College of Pokhara University. He is Editor in Chief of DV Publication, India and 6 more journals published from Colleges of Nepal and member of editorial board of Different international Journals. He has been providing Consulting services to many organization such as Nepal Government, Ministry of Education Science and Technology, Department of Water Supply and Sewerage Management (DWSSM), Beton Infra tech LLP, Pune, He is member of Different Scientific society such as South Asia Institute of Science and Engineering(SAISE), Fellow members of SAS Society, Member of Operation Research Society of Nepal, Country Coordinator of International American Council for Research and Development (IACRD) and many more. He has been rewarded for his Excellency as researcher, academician and scientist by different national and international organizations. He has published 11 international reference books and produced many conferences as chief guest, organizer, speaker and advisor. He has 20 Intellectual Property Rights from the government of India. He has published more than 200 peer review research articles, Presented in 15 international conferences and many national conferences. He has been supervising Thesis of different universities such as Lincoln University, Malaysia, Srinivas University, India and Tribhuvan and Pokhara University of Nepal. He has been serving as External examiner for research work of many universities and Keynote speaker of conferences at local and international level. He gives continuous editorial to the journals of different universities. His research projects are supported by different governmental and private organizations of Nepal. He is an advisory board member of different international journals published from universities.

#### You can reach him

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