CONSUMER PERCEPTION TOWARDS CELEBRITY ENDORSEMENT IN TELEVISION ADVERTISING FOR RETAIL BRANDS IN MIDDLE CLASS SEGMENT OF LUCKNOW CITY

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Certificate of Supervisors

This is to certify that the thesis, entitled **Consumer Perception Towards Celebrity Endorsement in Television Advertising for Retail Brands in Middle Class Segment of Lucknow City** submitted by **Raj Kumar Mishra** for the award of Degree of Doctor Philosophy by Babu Banarasi Das University, Lucknow is a record of authentic work carried out by him under our supervision. To the best of our knowledge, the matter embodied in this thesis is the original work of the candidate and has not been submitted elsewhere for the award of any other degree or diploma.

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Declaration by the Candidate

I, hereby, declare that the work presented in this thesis, entitled **Consumer Perception Towards Celebrity Endorsement in Television Advertising for Retail Brands in Middle Class Segment of Lucknow City** in fulfillment of the requirements for the award of Degree of Doctor of Philosophy of Babu Banarasi Das University, Lucknow is an authentic record of my own research work carried out under the supervision of **Dr. Sushil Pande, Professor, School of Management, Babu Banarasi Das University, Lucknow.**

I also declare that the work embodied in the present thesis is my original work and has not been submitted by me for any other Degree or Diploma of any university or institution.

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PREFACE

With the beginning of celebrity endorsements, many industries have started believing that celebrities can build brands, as well as the company's image. Celebrity endorsement is a panacea for all marketing woes. It serves as an aid to expedite brand recall and influence consumer behavior and purchase but it can also be a big flop if not accompanied by a powerful idea and flawless positioning. In Indian market especially, where advertising plays a vital role in influencing consumer perception and behavior towards products (brands), it becomes pertinent for the advertiser to invest all possible measures to motivate consumers and instill in them the desire to purchase through effective advertisement drives. Producers and retailers always prefer to use celebrity endorsements to sell their products or brands, as only the presence of celebrities in the advertisements affect the purchase decision of consumers positively. Studies reveal that use of attractive celebrities tends to enhance awareness of a company's advertisement, create positive feelings towards brands and are perceived by consumers as more amusing.

The research on celebrity endorsements is highly documented in academic literature, but all the research work related to consumer perception about celebrity endorsement is done in major metropolitan cities of India and foreign countries, no such study has been conducted in Lucknow city (capital of U.P) to understand the customer psychology of the emerging cities. The present study aims to minimize this gap in existing literature. Secondly no study has been done exclusively to understand the perception of middle class consumers about celebrity advertising for retail brands, as our

country is the second most populated country in the world where large number of population belong to service class and small traders i.e. middle class, creating a large section of people falling under the consumer market, thus making it an important element for the study. The objective of my research is to discover answer to following questions. Firstly to gain familiarity with the concept of celebrity endorsement in television advertisement for retail brand, its effect on the middle class and to achieve new insights into it. Secondly, to portray accurately the characteristics of middle class consumers individually as well as collectively in group and in different situations, thirdly to test the hypothesis of a casual relationship between variables.

For conducting this study descriptive research design is used it is more so because it includes survey and fact finding enquires of different kinds, description of the state of affairs as it exists at present as there have been no control over the variables, in the study only report of what has happened or what is happening is specified. Further I have taken middle class population of Lucknow city, capital of Uttar Pradesh as Universe. In view of very large size of universe in term of area and population, it was not feasible to cover the entire universe for the survey so few areas has been selected with the representative character of the universe. I had selected Nirala Nagar, Vrindavan Colony and Sadar Cantonment areas for my research which resembles the entire middle class population of the Lucknow city. From the practical point and cost consideration view it was also not possible to cover entire areas so sampling has to be taken recourse to, and it is known that a sample design is a definite plan for obtaining a sample preferably a representative one from a given population. As this research is essentially a

social research consisting of middle class consumers with varied behaviour, the sampling technique used for this research was judgement sampling with the representative character of the universe. For investigative continence, our sample unit was individual. As for its size, I had selected a sample of 300 individual. The sample will include middle class consumers of the urban area, males and females from different age groups and belonging to different income and occupational groups of Nirala Nagar, Vrindavan Colony and Sadar Cantonment of Lucknow. While deciding about the method off data collection to be used for the study, I have to keep in mind two types of data viz., primary and secondary. I have used interview schedule for collecting primary data from three hundred individuals and secondary data sources that had been used are various publications from the government agencies, books, newspapers, reports prepared by research scholars, universities, economists etc., in different field, research papers in the area of research topic, and other public records and statistics, historical documents and various government official websites.

The major finding of this research were that television advertisements has been the best medium for spreading the awareness about the product as most of the population spends almost about two hour in a day on watching television. Celebrity is the governing factor that influences the purchase decision of middle class population both at individual and family level. Celebrity endorsed television advertisement has a positive impact on the buying behaviour of the consumers. Celebrity endorsed advertisement has a major effect in purchase decision by the consumer of middle class population, and gender has no effective role playing in it while people whose earning is between 4-6 Lacs and 8-10

Lacs and age group 31-40, 41-50 and 51-60 years are majorly affected groups. Film stars and sports stars are the most effective celebrities while endorsing products in television advertisement and celebrity having impressive appearance and a good public image can affect the preference of consumer during purchase of the product. Quality, price and brand loyalty are the most important factors other than celebrity personal factor that influence the purchase of the product by middle class consumers.

Celebrity endorsed advertisement has also affected the children of the families and there has been a change in their attitude and have become over demanding and budget of the families has also grown over the period as well. Not only children it has also affected the females of the society positively for being more independent and career oriented. Television advertisement is the best medium that helps in recall of products and people were able to recognize celebrity endorsed advertisement easily than non celebrity based advertisement whereas celebrity must be able to connect effectively the product to the consumer for effective brand recall. Consumers do not switch their regular brands just because that it is now no more endorsed by their favourite celebrity. This research work also has scope for further studies which may be stated as follows, this research is confined to define the characteristics, attitude and buying behaviour of middle class population only, which leaves the scope of taking this study a step forward and find out the buying behaviour of the other classes of people prevailing in the society.

The study is limited to define the Consumer perception towards celebrity endorsed advertisement in television media; its effect on consumer perception from any other media like print media, radio, internet etc can also be studied. My study was

restricted to Lucknow city capital of Uttar Pradesh. A comparative study of other states will be of interest area to analyze the regional variations in multi linguistic and multi cultural, diversified country like India, to have a clear and broader generalization. Following are the published papers which supports the findings of my thesis. "Effect of celebrity based advertisement on the purchase attitude of Consumers towards retail products", "The Effects of Celebrity Endorsed Television Advertising on Children's Social and Moral Behavior" and "Celebrity Endorsed Television Advertisements Affecting Purchase Decision of Middle Class Consumers in Lucknow City".

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CHAPTER 1

INTRODUCTION

Businesses require distracting and attracting the attention of prospective customers that live in a world of escalating commercial bombardment. Everyday consumers are exposed to various voices and images in magazines, newspapers, billboards, internet, radio and television. Every brand tries to grab at least a fraction of an unsuspecting person's time to make him or her aware of the amazing and different attributes of the product, because of the constant media saturation that masses experience daily they eventually become immune to the usual marketing techniques. The challenge of the marketer is to find a hook that will grapple the consumer's attention, also from a marketing communications perspective it is significant that firms must formulate strategies that help them to gain differential advantage for the firm's products or services. Accordingly, marketing communications activities support other elements in the marketing mix such as designing, branding, packaging, pricing, promotion and place.

The use of advertising has changed over the past 150 years, from classical to the modern school. In modern advertising strategies different appeals are included such as sexual, shock, emotional, fear and humour. The main rationale of these appeals is to convey the information that the company tries to send to gain high brand awareness and brand recognition among large audience. However, for this a person either unknown or in most of the case a well-known public figure is used. According to McCracken (1989), a well-known person have a greater impact on the buying behaviour of the consumer, this is because the consumer will tend to identify

himself with that particular person. McCracken also stated that celebrity endorsement advertising has been recognised as an omnipresent feature of modern thinking.

In today's dynamic and extreme competitive market situation survival of the fittest is the common phenomenon. There has been a deviation from the traditional theory of "Seller's market" to the new and emerging theory of "Buyer's market". In today's context customer has the supreme power of acceptance and rejection of the product. In India both the foreign and domestic players have left no stone unturned to associate their brand with their target prospects. There has been a drastic shift from the conventional promotional mix elements to a new and emerging, "Integrated Marketing Communication Concept". With brands becoming me-too in terms of characteristics and quality, it has become significant for all marketers and their advertising agencies to induce the Unique Selling Proposition (USP) in their brand and communicate it strongly in their marketing communication. The phenomenon of using stars in television advertisement is creating a lot of buzz in the world and in Indian context the situation is same.

Today marketers spend large amounts of money annually on celebrity endorsement on the belief that celebrities are the effective spokesperson for their products or brands. Celebrity Endorsement is viewed as a multimillion business in today's time. (Kambitsis, 2002). Various companies are signing deals with celebrities in the hope that by using celebrities they can achieve an exclusive position in the minds of the consumers. The concept of Celebrity Endorsement is increasingly being used across various industries irrespective of the product type it is known to be playing the role of a signaling strategy.

Everything that is said and done, one should always weigh the potential risks vs. the potential rewards, as celebrity endorsement deals are always at high-risk and high-reward situation and there is always a human element present that you might not know about.

Before moving further towards our topic i.e. "Consumer Perception towards Celebrity Endorsement in Television Advertising for Retail Brands in Middle Class Segment of Lucknow City" one should have clear understanding of the various terminologies for having a better understanding of the topic and combining them to make a clear picture of our research topic in the mind of reader.

1.1   CONSUMER

The ancient man moved from place to place to hunt for food. He ate whatever he could find, such as fruits, nuts, beans, sweet-roots, and flesh of animals. He made use of timber and dry leaves from forests to make fire to keep him warm and also to tenderize the meat he hunted. Today man has evolved into a seasoned producer and consumer of a large variety of goods and services. At present some people produce the goods and provide services required by others in exchange for money in a well-developed market system. Thus, the concept of consumer, who may be described as a person buying a product or obtaining services from the market for his own use or consumption, has come into existence.

A consumer can be understood as a person who buys goods and services and makes use of public utilities as well as natural resources like air and water in its most basic sense it refers to those who use goods and services for the fulfilment

of their personal wants thus excluding purchasers who purchase for further manufacturing purposes or for resale.

1.1.1 Consumer as defined under Consumer Protection Act, 1986:

According to Central Government Act Section 2(1) (d) in "The Consumer Protection Act," the word "consumer" has been defined separately for "goods" and "services."For the purpose of "goods," consumer means a person fit in to the following group:

i) Person who buys or agrees to buy any goods for a consideration which has been paid or pledged to pay or partly paid and partly pledged or under any system of delayed payment.

ii) It includes any user of such goods other than the person who actually buys goods and such use is made with the approval of the purchaser.

For the purpose of "services" a "consumer" means a person belongs to the following group:

i) Person who appoints or avails of any service or services for a consideration which has been paid or pledged to pay or partly paid and partly pledged or under any system of delayed payment.

ii) It includes any beneficiary of such service other than the one who actually hires or avail of the service for consideration and such services are availed with the approval of such person.

According to an Amendment made in the Act in 1993, commercial purpose does not include use by a consumer of goods bought and used entirely for the

purpose of earning his or her living, by means of self- employment. Thus, a widow who buys a sewing machine or small cottage industrialists who buy equipment's for the purpose of earning' a living are consumers according to the recent amendment. The main characteristics of the definition of consumer can be stated as follows:

i) A consumer is one who consumes either goods or hires or avails 'of any services.

ii) The word 'Consumer' is defined separately for the purpose of goods and services.

For the purpose of goods, a consumer means a person belonging to any of the following two categories:

i) One who buys any goods for a consideration?

ii) One who uses such goods with the approval of the buyer?

For the purpose of services, a consumer means a person belonging to any one of the following:

i) One who hires any service or services for a consideration?

ii) One who is beneficiary of such service?

A person who buys goods for commercial purposes is not a consumer. In other words a person who buys goods for private use or conception only is a consumer. Definition of consumer includes:

a) One who buys goods for personal use

b) One who gets goods on hire, purchase or lease

c) One who uses such goods with the consent of buyer of goods

d) One who buys goods entirely for purpose of earning his lively hood as self-employment

e) One who hire/ avails of any services for a consideration

f) One who uses the services with consent of person who has hired the services

g) One who obtains the services on delayed payment basis.

1.2   PERCEPTION

Perception in simple sense can be understood as a process by which an individual becomes conscious and interprets information received from the surroundings. Whatever we know about the world around us is because of our perception. Sensory inputs such as light, sound, and pressure must be perceived and cognitively organized into meaningful patterns before they can be acted upon. Sensation from the outside worlds are changed by previous learning, memories, expectations, attitudes, values, beliefs and personality beyond the pure stimulus. The notion of perception is very closely associated to the personality of a person. It is essentially a psychological process whereby a person initially selects and systematizes and then interprets sensory stimulations into some meaningful information about their work environment (S. P. Robbins, 2009).

Thus, perception could be explained as the way in which a person experiences the world, it is a process by which a person organize, interpret and experience ideas and use stimulus in the environment so that they fulfill their needs. Perception is the process by which we organize, identify, and interpret

sensory information in order to formulate a mental representation through the process

of transduction, which sensors in the body convert signals from the environment into

preset neural signals (Eve C. Johnstone, 2014).

The sub process of perception is presented as below:
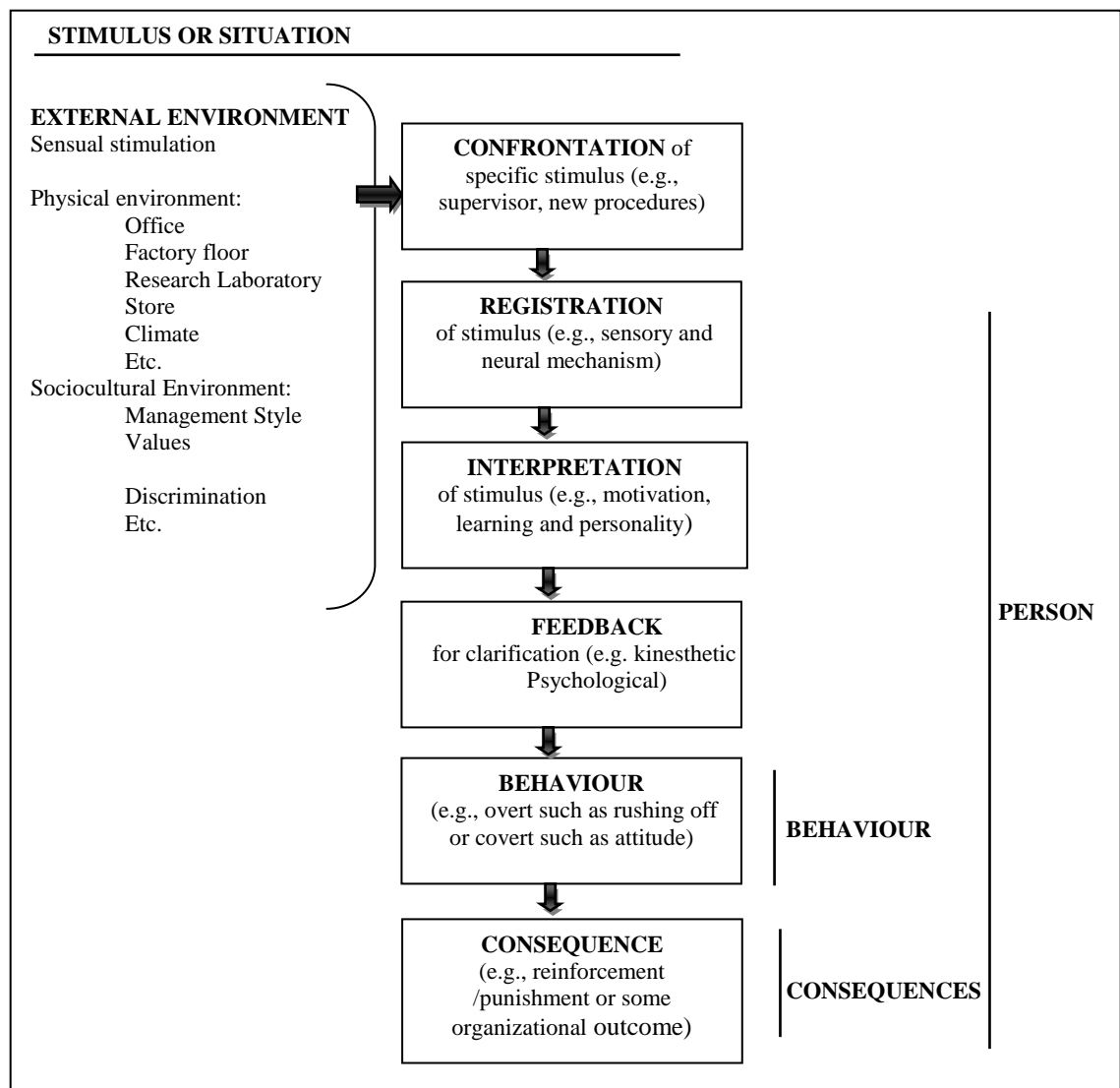
Figure No. 1.1: The Sub Processes of Perception
Source-"Organizational Behaviour An evidence based approach" by Fred Luthans, Mc. Graw Hill International Publication, 12th edition, page no- 137

Cognition and cognitive process leads to perception. Cognition is an act of knowing an item of information. Cognition precedes behavior. It provides input into a person's thinking and perception. Information can be known from the stimulus like overt and covert physical factors, social and cultural factors, technological and mechanical factors, environmental factors, and the international factors. Information can be known through the sensory organs like eyes, ears, nose, mouth, and skin.

Perception is not inevitably just what we see with our own eyes or what we listen with our own ears. Perception is a unique interpretation of the situation not an exact recording of it.

1.2.1 Components of Perception

According to Alan Saks and Gary Johns, (2011) Perception has three parts – a perceiver, an aim that is being perceived, and some situational context in which the perception is happening.

I. **The Perceiver-** The perceiver's personal experience, motives, and emotions can affect his or her perceptions.

   i. **Experience-** One of the most significant influences on perception is experience - our previous experiences directs us to develop expectations which in turn affects the current perceptions.

   ii. **Motivational State-** At a given moment differences in our needs and our motivational states influence our perception and interpretation of the proceedings.

iii.   **Emotional State-** Emotional state refers to specific emotions that a person feels at a given time. Emotions like anger, happiness, or apprehension can and do affect our perceptions.

II.   **The Target-** Our perceptions are also influenced by the sample's social status and uncertainty. Ambiguity or lack of information about a sample leads to a large need for interpretation.

III.   **The Situation**- The context of the situation can greatly influence our perceptions by adding information about the sample.

1.3   CONSUMER PERCEPTION

Consumer perception utilizes the theory of sensory perception for marketing and advertising, because sensory perception relates to how humans perceive and process their sensory stimuli through their five senses. Consumer perception depends on how individuals form opinions about companies and the products they are offering through the purchases they make. Sellers apply consumer perception theory to find out how their buyers perceive them. They also use consumer perception theory to create marketing and advertising strategies with the intention to retain present customers and attract new ones. Consumer perception theory tries to explain consumer behaviour by analyzing their motivations for buying or not buying any particular items. There are three aspects that relate to consumer perception theory i.e. self perception, price perception and perception of a benefit to quality of life.

1.3.1 Self Perception

Self perception theory was introduced by psychologist Daryl J. Bem in 1965, his theory explains that every individual infer their own attitudes, opinions, and other internal states partially by observing their behavior and the situations in which that behavior occurs. As per the theory, introspection is a poor guide to one's internal states, because internal stimuli are weak and vague, and a person is in the similar position as an outside observer, who depends on outward behavior for interpreting another's internal states.

In other words self perception tries to explain how individuals create an understanding of motivations behind their own behavior. Self perception by customers is related to the values and motivations that drive buying behavior which is also a significant feature of consumer perception theory. For example, a study done by researchers at the University of Massachusetts discussed the way in which self perception formed consumers buying behavior. The study considered the question of whether the consumers believed that their buying decisions had an actual effect on issues such as environmental impact.

The findings of the research concluded that consumers self perception was a driving factor in whether or not they placed a priority on socially aware purchase and consumption practices. Customers who view themselves as socially aware tends to place more weight on environmental impact when making their buying decisions than the customers who did not hold similar views for themselves.

1.3.2 Price Perception

Price perception is a marketing strategy used by companies to increase their total sales. Although the practice does not necessarily disguise the products being sold, it is often considered hidden or slightly undercover approach. The success of this strategy is dependent on consumer psychology because the message should convince consumers that expensive items are not that far away in price from less costly products. Ultimately, it is upon the customers to decide that whether or not products justify their investment. While mass merchandisers such as Wal-Mart stresses on low prices as an inherent virtue, the expensive vendors attempt to stress on quality and value for money in order to appeal to the potential consumers.

Researchers at the School of Business Administration at LaSalle University and LeBow College of Business at Drexel University considered various factors, including price perception for a research, in this they tried to find that whether consumers believed that they were being charged fair prices in deciding whether online shoppers will purchases again through the same website or not. The researchers concluded that price perception plays a major role and strongly influences the customer's satisfaction with their purchases and about making their future purchases. The two factors that shaped price perception are

1. The perceived quality of the products or services in question

2. Price comparisons with the vendors offering similar products or services.

1.3.3 Benefit Perception

Perceived benefit refers to the perception of the positive results that are caused by a particular action. In behavioral sense, the term perceived benefit is regularly used to explain an individual's motives of performing a particular behavior and taking on an intervention or treatment. Researchers try to measure positive perceptions because they believe that a behavior is guided by an individual's cognition in terms of acceptability, motives, and attitudes toward such behavior, particularly if positive.

For example many consumers are familiar with the common phrase "It's good, and it's good for you" commonly linked with foodstuff advertising. Researchers from Marquette University, Louisiana State University and the University of Arkansas investigate consumers to find out how nutrition claims associated with food affects the perception of consumers for nutritional value in food. The researchers found that consumers are more likely to reject common, unsupported claims of improved nutrition, particularly concerning very high nutritional value for foods that are conventionally viewed as unhealthy. The researchers also put forward that consumers would exhibit an inclination toward applying more scrutiny towards nutrition claims and would demand more precise and detailed information about the foods they purchase.

Consumer perception is an attempt to understand how a consumer's perception influences their behaviour towards the product or service. Some study consumer perception in order to understand, why consumers make such decisions and how to influence these decisions. Usually, consumer perception theory is used by marketers

while designing an advertising campaign for a particular product or brand. However, some study consumer perception in order to understand their psychology in more generalised sense.

1.4 CELEBRITY

Now lets us understand that who is a celebrity. Celebrity comes directly from the Latin word celebritatum, meaning famous, and is related to the verb celebrate which means to honour something with the proper ritual. A celebrity can be understood as an individual, who has a well-known profile and commands high degree of public attraction and influence in day-to-day media, with great popular appeal, reputation in a particular field, and is easily acknowledged by the general public. Celebrity is assigned with major task to make customers aware about the product and services and form favorable image to buy that product. So a celebrity is a person who grabs greater recognition of the common segment of the society and he uses this recognition for various advertisements and making the customers aware about product (McCracken 1989). They are usually known among the section of the people for their impeccable achievement in their professions which differs from the product or services endorsed by them (Friedman & Friedman 1979). The use of celebrity endorsement in marketing communication is not a new incident. Celebrities have been used to endorse products and services of corporate firms for more than decades. The British actress Lillie Langtry was the world's first celebrity endorser when she appeared on Pears Soap package in 1893.

As celebrities are also human beings they can also have some negatives points, they can fail in their field. When this happens, the brand has to suffer because

of the celebrity even though the product is the best in the market. However, the corporate should always keep in mind that the objective is to build the brand and not the celebrity. It is also important to note that just because an individual is famous and assumed as celebrity he /she might not necessarily become an effective endorser. As it is said earlier celebrity endorsement is always a two-edged sword and it has a number of positivity's – if properly matched it can do wonders for the company and if not it may boomerang.

1.5 ENDORSEMENT

Endorsement is derived from French word and it refers to transfer of bill to the third party by the drawer who transfers his right of receiving payment from the drawee to the third person who get the right to receive the payment against the bill from the drawee on the due date which was fixed between drawer and drawee at the time of bill generation. A person who endorses the bill is called "endorser" and the person to whom the bill is endorsed called" endorsee". The endorsee may be anyone who has been authorised by the drawer of the bill to receive the payment against the bill on due date.

From the marketing point of view, an endorsement is a written contract where a company give endorsee money to promote their products. The practice of celebrities being used for providing services other than performing their real job either as an actor or an athlete is known as endorsement that has multiplied over time. Regardless of the cost and the risks involved with this technique of advertising, it is been used quite comprehensively in the present time.

1.6 CELEBRITY ENDORSEMENT

Everyday consumers come across thousands of voices and images in magazines, newspapers, and on hoardings, internet, radio and television. In this situation celebrity endorsement has been recognized as one of the most popular tools of advertising in current time. Celebrity endorsement has nowadays become a widespread element in advertising and communication management. It has become a trend in market and has been viewed as a winning formula for product marketing and brand positioning. India is a country known for loving its stars and Indians adore their favourite stars (actors, cricketers). The advertisers perceive it as an opportunity to grasp and work on so as to extend their operations and promote their product.

Endorsement serves as a channel of brand communication in which a celebrity behaves as the brand's spokesperson and certifies the claims that brand hold by extending his/her personality, popularity, stature in the society or expertise in the field. In a market with a very high production of local, regional and international brands, celebrity endorsement was thought to provide a discrete differentiation. Celebrity endorsement, the idea itself is recognised by marketers because it has an effect that influence the message (brand), the company is trying to send from someone that the consumers feel a sense of similarity with. Consumers tends to assess information from a communicator (celebrity), which they have similar a goal, interest or lifestyle with greater than someone they do not. Furthermore, celebrities have the potential to transfer their image to a specific product which is being advertised.

A celebrity endorsement is a particular type of advertisement which includes a famous person from film fraternity, athletes, sports and modelling world etc. It

helps in promoting the product brand and also increasing the sales of the product. The concept of Celebrity endorsement is not new; it is being used from the past so many years for promoting the products. McCracken's (1989) definition of a celebrity endorser is, "any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement".

It is useful because when celebrities are represented in marketing communications celebrity endorsements deals they bring their own culturally related meanings, irrespective of the required promotional role. This type of marketing approach is used to promote the merchandise and has proved itself a boon in the advertising world. It is mainly used to persuade the consumer who comes across these advertisements as it is easily recalled in the consumers mind for many days even after the advertisements. It is very costly to endorse a celebrity for a product but in the long run it facilitates increase in the sales of the product.

Celebrities also have a keen interest in endorsing themselves in the product as they get payment for it and their image is been developed significantly. Businesses have long sought to divert the interest of the perspective customers that live in a world of escalating commercial bombardment. Every brand tries to steal a part of a perspective customer's valuable time to update him or her of the astounding and different attributes of the products. Because of the stable media saturation most people experience every day, they eventually become insensitive to the common marketing practices. The challenge in-front of the marketer is to find a hook for the perspective customer's attention. Also from the marketing communications point of view, it is crucial that company should devise strategies that help to emphasize on competitive differential benefits for the firm's product or services.

In India, probably the first ad to cash in star power in a strategic, long-term, mission statement kind of way was Lux soap, a brand which has perhaps as a result of this, been among the top three in the country for much of its life-time. In recent times, we had the Indian cine star Shahrukh Khan – Hyundai Santro campaign with the objective of justifying the hurdle that an unknown Korean brand faced in the Indian market. Think of great cricket star Sachin Tendulkar he means Pepsi in soft drinks, Boost in malted beverages, MRF in tyres, Fiat Palio in cars, TVS Victor in two-wheelers, Colgate Total in toothpastes, Britannia in biscuits, Visa in credit cards, Airtel in mobile services. Businesses are always on a voyage of distracting and attracting the attention of potential customers that live in a world of ever-increasing commercial shelling.

1.6.1 History of Celebrity Endorsement

The use of celebrities in marketing communication is not a new phenomenon. Celebrities have been endorsing products since the late nineteenth century. Such an example from the early days of utilization involves Queen Victoria in association with Cadbury's Cocoa (Shennan 1985). The emergence of cinema played a pivotal role in broadening the scope of endorsement as an advertising technique, even though its present day popularity is indebted much to the growth of commercial radio in the 1930s and commercial television in the 1950s (McDonough 1995). Formerly availability of 'stars' (i.e. potential endorsers) was limited (Kaikati 1987) because celebrity endorsement was viewed apprehensively and 'stars' thought that they should not invest their esteem on the flickering cathode ray tube as mere 'brand presenters', for this reason advertisers were constrained in their search for celebrity that were exactly right, due to their lack of availability. From the late 1970's, the

availability of celebrities has comparatively increased because of mushrooming of fresh celebrities. This has lead to acceptance of the concept of endorsement by those celebrities who had previously refused to cloud their image with endorsements. As the number of film and television roles has expanded, any perceived embarrassment in commercial exploitation has greyed, which in turn allows advertisers better choices in the selection process of celebrity.

In 1979 in U.S.A celebrity endorsers' use in commercials was estimated as one in every six advertisements (Howard 1979) but by 1988, estimates were one in five (Motavalli 1988). (Shimp 1997) claimed that around 25% of all US-based commercials utilize celebrities.

Traditional explanations of celebrity endorsement persuasion effects are based on the source effects literature and find that

- Celebrity endorsement amplifies the attention paid to an ad (Buttle, Raymond, and Danziger 2000).

- Celebrities are usually good-looking, which helps in persuading, when customers are concerned about social acceptance and others' belief (DeBonoand Harnish 1988) or when the product is attractiveness-related.

- Celebrities may be trustworthy sources if they have expertise in a particular area, such as an athlete endorsing shoes, health drinks (Ratneshwar and Chiaken 1991) or a beautiful model endorsing make-up and apparels.

- Celebrities are often well-liked, possibly guiding identification and consumer persuasion in an attempt to search for some type of relationship with the celebrity (Belch and Belch 2007).

In traditional dual process models, celebrities are most often considered a marginal cue: they are important in persuasion only when customers are not involved in the product category or in interpreting the advertisement. However, celebrities may provide essential information when a feature of the celebrity matches the product. Also, as affective marginal cues in celebrity endorsements lead to media weight and have an impact on sales in mature categories. (MacInnis, Rao, and Weiss 2002).

1.6.2 Growth of Celebrity Endorsement

Using stars can facilitate companies to create distinctive ads and stimulate a positive effect on the attitude and sales intention towards the brand. Celebrity endorsement has been functional for many years. The practice of using celebrity as endorser has increased in the last few decades and at the same time also the subsequent cash flows grew. In the year 1996 US based companies spend more than 1 billion dollar on celebrity endorsers for endorsement deals (Lane, 1996). The procedure of using celebrities and their contracts and payments continued to increase with sponsors keep rising over the years. Endorsement of celebrities is not expected to change because people and western culture have been obsessed with celebrities. This is originated from the fact that media overloads the people with news and graphics about celebrities and gives them an entertainment function (Choi & Rifon, 2007).

When we look at the celebrity endorsements for different brands across product and service categories in Indian market, we found that the increase in celebrity endorsements has been exceptional in the last decade till 2010. In, India in 2001 25 % of all TV advertisements carried a recognized face. By 2008, this had

grown to 60 % and maintained the growth (The Economic Times, 3 February, 2010). In the year 2007, total number of brands that were using celebrities was 88, while in 2008, 98 brands used celebrities to drive their products (The Economic Times, 25 March, 2009). In the last few years companies like Hero Motocop, Airtel and Pepsi employed multiple star to endorse their product. The rush in celebrity advertisements in India is different from the advertising scene in United States where despite of increase in prevalence of celebrity advertising; only about 25% of advertisements feature celebrities (Money et al., 2006). Persistent use of celebrities in endorsement deals in rising markets like India recommend that celebrity endorsement is likely to prove a successful advertising strategy in these types of markets. Recent research on celebrity endorsement suggests that the percentage of celebrity advertisements out of the total number of advertisement displayed is 25-30% in western countries (Shimp 2000) and around 60% in India (Shashidhar 2008). With this in mind, it's not unexpected that the celebrity endorsement phenomenon has attracted the attention from marketers and academicians over the last three decades.
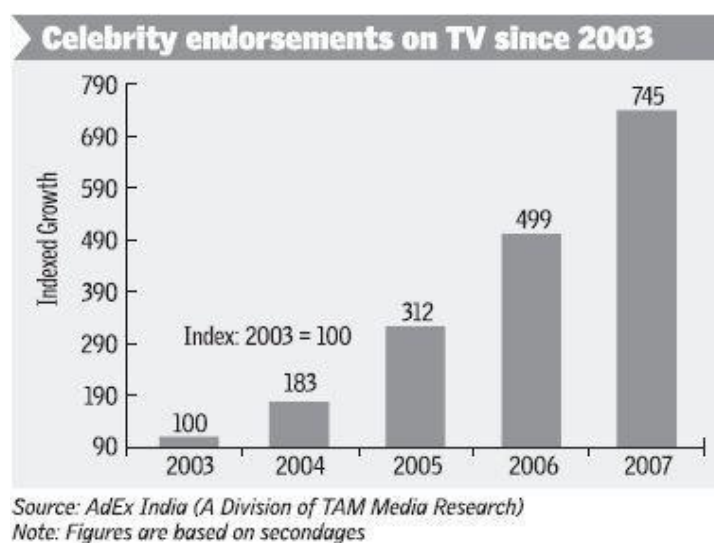
Figure No 1.2: Celebrity Endorsements on Television since 2003 -2007
Source: www.thehindubusinessline.com

In the Indian context it would not be valiant to state that celebrity endorsements can boost the overall brand. For example - Coke advertisement demonstrates the claim, this advertisement featured India film star Aamir Khan endorsing the brand. The result was a universally appealing Aamir cheekily stated *Thanda matlab Coca Cola*. Secondly, the Parker pen brand which by itself commands justness used Amitabh Bachchan to rejuvenate the brand in India. According to Pooja Jain, Director, Luxor Writing Instruments Ltd (LWIL), post Bachchan's advertisemnt, Parker's sales have increased about 30 per cent (Katyal, 2007).

According to a saying by Confucius "All people are the same. It's just the habits that are different", the taste and preferences of the Indian customer and the way they treat their celebrity is different as compared to other countries like United States of America and the United Kingdom. Hofstede (1991) in his research classified all the countries into five basic cultural dimensions, in his analysis Hofstede rank India in having high Collectivism, having a more collective behaviour and individuals having close attachment with each others. Along with this Hofstede also placed India's name in having high power Distance Index, this means that the society lead more stress on the differences between citizen's power and wealth. Relating Hofstede's finding to why Indians look up to their stars and want to be like them, will give a better understanding.

1.6.3 Models on Effectiveness of Celebrity Endorsement Strategy

Temperley and Tangen (2006) in their research stated that it is seriously important decision for the marketers to make a choice of celebrity they decide upon. Selecting celebrity endorsers is a difficult job; many scholars have made an effort to

construct various models to assist in the selection of celebrity endorsers. One of the earliest models contributed by Hovland et al (1953) is the Source Credibility Model. Consequently, the Source Attractiveness Model (McGuire, 1985), the Product Match-Up Hypothesis (Forkan, 1980; Kamins, 1989, 1990), and the Meaning Transfer Model (McCracken, 1989) was put forward through observed researches in turn.

1.6.3.1 Source Credibility Model

This model argues that the efficiency of a message depends upon the perceived level of expertise and reliability in an endorser (Dholakia and Stemthai 1977; Ohanian 1991; Solomon 1996). Information from a credible source (celebrity) can influence the beliefs, opinions, attitudes and behaviour through a process called initialization, which occurs when receivers accepts a source influence in terms of their personal attitude and value structures.

Trustworthiness refers to the honesty, reliability and believability of an endorser. It depends on perception of the target audience. Advertisers take benefit on the value of credibility by selecting endorsers who are generally regarded as truthful, realistic, and reliable. Smith (1973') state that consumers view unreliable celebrity endorsers as questionable message sources, regardless of their other qualities. Friedman, et al. (1978) reasoned that trustworthiness is the major deciding factor of source credibility and then tried to find out which source attributes are correlated with trust. The findings showed that likeability was the most important factor of trust and as a result of their findings, authors advocated advertisers to select endorsers who are well liked by the audience.

Expertise is defined as the level to which a communicator is perceived to be a cause of valid declarations. It refers to the knowledge, experience or skills owned by an endorser. It does not really matter whether an endorser is an expert in its field or not; all that matters is how the target audience views the endorser. Expert sources influence perceptions of the product's quality. A celebrity who is more expert in his field has been found to be more convincing and generates more intention to buy the brand (Ohanian 1991).

Although source credibility is vital factor for advertisers while selecting the endorsers, since trustworthiness has been proved to have a significant and direct effect on attitude and behavioural intention, it is not the only factor that should be considered in selecting celebrity endorsers.

1.6.3.2 Source Attractiveness Model

Advertisers have selected celebrity endorsers on the basis of their charisma to gain from dual effects of celebrity status and physical appeal. In order to distinguish the importance of attractiveness, a person has to watch television or view at print advertisements. Most advertisements represent attractive people. Consumers have a tendency to form positive stereotype about attractive people and in addition research has shown physically attractive endorsers are more successful in manipulating beliefs and generating purchase desires than fresh models. It is argued that the effectiveness of a message depends on similarity, familiarity and liking for an endorser (McGuire 1985). Similarity is defined as a believed resemblance between the endorser and the recipient of the message, familiarity is defined as experience of the endorser through exposure and likability means liking for the endorser as a result of the source's physical appearance and behaviour. Attractiveness does not mean merely physical

attractiveness, but it also comprises of any number of skilful characteristics that customers might perceive in a celebrity for example, intellectual skills, personality characteristics, lifestyles, or athletic competency.

An indiscriminate application to advertising has been suggested that physical attractiveness of an endorser determines the effectiveness of persuasive communication through a process called identification, which is supposed to occur when information from an attractive source (celebrity) is accepted as a result of wish to identify with such endorsers. One of Aristotle's well known quote says "Beauty is a greater recommendation than any letter of introduction," appreciates the perspective which portrays the effectiveness of physical attraction. This indicates that western societies place a high quality on physical attractiveness. People tend to assume that people who are good looking are smarter and so on.

The above phenomenon is coined as 'halo effect' where, people who rank high on one aspect are assumed to excel in other aspects as well. Henceforth, attractive celebrity endorsers undoubtedly enhance attitudes towards advertising and brands.

The impact on creating purchase intentions by such endorsers is uncertain. Based on majority of studies, attractive celebrity endorsers are not able to initiate behavioural intent, while other studies found that celebrities are able to influence purchase intentions.

1.6.3.3 Product Match-Up Hypothesis

The Product Match-up Hypothesis says that messages communicated by celebrity image and the product's message should be similar for successful advertising (Forkan 1980; Kamins 1990). The sources of the match between the star

and brand depend on the level of perceived 'fit' between brand (brand name, attributes) and celebrity image (Misra and Beatty 1990).

Advertising a product through celebrity endorser who has comparatively a high product matching image leads to greater advertiser and celebrity believability, relative to an advertisement with a less fitting product-spokesperson image.

According to Kahle and Homer (1985), the Match-up Hypothesis of celebrity selection fits well with Social Adaptation Theory according to this theory; the adaptive significance of information will determine its impact. Similarly, Kamins (1990) urges that an attractive models insertion in an advertisement may in some consumer minds basically put the idea that use of a brand endorsed by a celebrity will improve attractiveness as it did for the celebrity hence, provide adaptive information. Studies report that consumers also expect compatibility between celebrity endorsers' perceived images and products they endorse (Callcoat and Phillips 1996). Thus, it can be said that all parties - practitioners, and consumers - occupied in the process and anticipate some degree of compatibility between celebrities and brands.

On the other hand, the lack of association between celebrity endorsers and products endorsed may lead consumers to the belief that the celebrity has been procured i.e. attractively paid to endorse the product or service. Evans (1988) argue on the use of celebrities that if celebrities do not have a distinct and definite relationship to the product they are endorsing, it tends to produce what he called the 'vampire effect' which happens when the viewers remembers the star, but not the product or service. Celebrities start sucking the income of the product until it dries"

when a distinctive and definite relationship does not exist between the product and the celebrity.

In this context DeSarbo and Harshman (1985) are of the view that neither the source credibility, attractiveness - nor the match-up research is adequate in providing interest for appropriate celebrity endorser selection. There are three problems associated with these models:

- They do not provide procedures to deal with multidimensionality of source effects.

- These approaches do not consider sense/meaning/interactions in between the celebrity and the product endorsed.

- There is a lack of quantified empirical basis for purposed dimensions.

As a result it is clear that Source Effect Models and the Match-up Hypothesis fail to explain important aspects about celebrity endorsement, because of the restrictions in the related dimensions. The real world application of the Matchup Hypothesis is also limited. Since, being unable to recognize and measure which dimensions are appropriate for a particular product, it is more or less impossible to develop the needed match-up between a product and a celebrity. Although the Match-up Hypothesis recovers some of the drawbacks of Source Effectiveness Models, such as any celebrity who is attractive, credible and likeable can sell any product, but it still pay no attention to the impact of a celebrity endorser's cultural meanings in endorsements. While considering counteractive findings and opinions, it becomes clear that the Match-up Hypothesis should be extend beyond attractiveness and credibility towards matching the complete image of the celebrity with the endorsed brand and the target audience.

1.6.3.4 The Meaning Transfer Models

Celebrity endorsers attach their own symbolic meanings to the endorsement process. The cultural sense existing in a celebrity surpasses the person and moves on to the product. The number and variety of meanings contained in celebrities are broad. Difference of status, class, gender and age as well as personality and lifestyle are represented in the pool of celebrities who present a diverse and delicate palate of meaning potentially at the disposal of the marketing system. According to Fowles (1996), advertisers' basis for employing celebrities to endorse products is that people imitate celebrities and thus the advertisers' hope that in same way people will also consume products associated with celebrities. Similarly, Fortini-Campbell (1992) argues that as people, products also have personalities and people consume brands which are equal to their own personality characteristics or equal to the ones whom they desire to possess.

Celebrity endorsements are special examples of a more general process of meaning transfer. In this process, there is a straight path for the transfer of cultural meaning in consumer societies. This process involves three stages; firstly, the creation of celebrity image, secondly, transfer of meaning from celebrity to product and finally from product to consumers. Hirschman (1980) argues that symbolic meanings are formed and introduced into the consuming division by the production process. This production process engages many participants. For example, public introduction of new apparel would include the designer, producer, and retail store purchasers. Fashion trade media, the mass media, advertising agencies, and retail sales workers etc are the ones playing peripheral roles in the assignment. Similarly, McCracken (1986) argues that advertising is one of the ways to transfer meanings

from culture, to consumers, to goods, this movement is fulfilled by the efforts of promotional agencies and advertising works as a method of meaning by bringing consumer needs and the representation of the culturally constituted world together within the frame of a particular advertisement. Consumers learn meanings by interpreting product definitions, which in this case are implied in promotional content. The second stage of meaning movement is from celebrity to product – it shapes the product's personality. The consumer, who must glance in a moment of recognition an essential similarity between the elements and the product in the advertisement, performs transferring meanings from celebrities to products. Once meanings have been moved into goods, they further should be moved into consumers. Levy (1959) argued that consumers are able to recognize specific properties of products and transfer them into meanings for themselves. Similarly, McCracken (1989) claims that the transfer of meanings from consumer goods to the individual consumer is done by the efforts of consumers who must take ownership of these meanings and put them to work in the construction of their self-image. In other words, meaning movement from goods to consumer is achieved through rituals. Ritual is a kind of social action dedicated to manipulate the cultural meaning for purposes of collective and individual communication and classification. Ritual is an opportunity to assert, remind, assign or revise usual sign of cultural order. McCracken (1986) argues that four types of ritual are used to transfer cultural meaning from goods to consumers; exchange service, ownership rituals, preparation rituals, and devotement rituals.

McCracken' model of meaning transfer from celebrities to consumers. In stage 1, Endorsement gives the advertisement right to use a special category of

person; it makes available individuals loaded with detailed and powerful meanings. In this regard celebrities are very different from unknown models. Celebrities have particular set of meanings that are drawn from the roles they presume in television, movies, sports, daily soaps etc. They possess these meanings because they have formed them on the public stage by impression of strong and frequent performances. In stage 2, firstly, an advertising agency has to determine the representative properties required for the product and then they have to select a celebrity who represents the proper representative properties. Once a celebrity is selected an advertising campaign must classify and convey these meanings to the product. The advertisement should be designed to suggest vital similarity between the celebrity and the product so that the consumer can take the second step of meaning transfer.
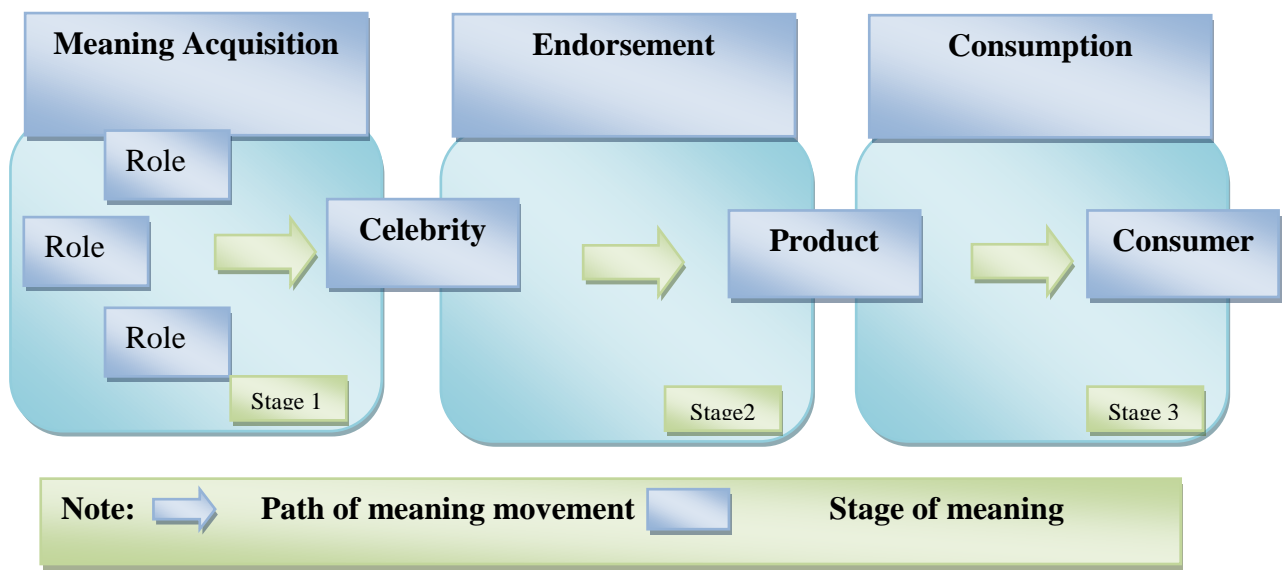
Figure No. 1.3: Meaning Movement and the Endorsement Process

Source: Meaning Movement and the Endorsement Process (McCracken 1989), pp. 45

In stage 3, celebrities play a major role in the final stage of meaning transfer because they have formed the self. They have done it publicly in the first stage out of knick

and knacks of every role in their careers. The well-created self-image makes the celebrities a kind of epitome, a motivating figure to consumers. People aspire to improve their sense of self and behave in ways that are uniform with their image or their encouraging models. Batra, et al. (1996) states that people look upon their belongings as part of themselves and acquire or reinforce their identities (self) through goods they buy and what these goods symbolically represent. In other words, consumers themselves constantly move the symbolic properties from consumer goods into their own lives to create characteristic of self-image. It is not surprising that consumers like celebrities who have mastered themselves in construction of self-image well. In a sense, consumers are trying to prepare their own stage for construction of the self-image out of meanings provided by previous and present roles and potential meanings available to them.

Consumer goods, loaded with cultural significance, serve as dramatic assistance and meaning sources. They provide ideas of gender, class, age, or lifestyle to individuals. McCracken (1987) admits that some products lend themselves to particular meanings (e.g. chocolates and social sentiments), but he argues that advertising is such a powerful mechanism of meaning transfer that any product can take any meaning. Advertisers should search the symbolism that includes a celebrity to find out whether these meanings are needed for brands, since the effectiveness of the endorser depends on the meanings they bring to the endorsement process. The meanings chosen for the product will depend on the participants (e.g. client account executive, research team, and creative groups).

When a celebrity is positively perceived by the consumer, automatically a feeling of trust is developed towards the celebrity and the attitude of consumers will

increase. Secondly, the source attractiveness model is essential. When consumer finds out that a endorser has a high degree of attractiveness, the brand recall will be higher, thus attractiveness creates a positive attitude. The source attractiveness model is most useful when consumers are low concerned as they apply simple decision-making behaviour. When the endorser is seen as attractive the product will also be considered attractive. Physical attractiveness of the endorser is very influential. Thirdly, the process of a celebrity endorsement is demonstrated by the meaning transfer model. Celebrities are useful because they offer their meaning, charismatic power from their public-known roles and lifestyle into the product endorsement which increases the attitude. Meaning transfer is most effective when there is a perfect match-up between celebrity and brand. When celebrities have endorsement for multiple brands, their credibility goes down and their match-up congruence and meaning transfer becomes cloudy. Furthermore, the meaning transfer is most effective for low-involved consumers because if they like the celebrity they will automatically like the brand, which will positively influence their attitude.

1.7 ADVERTISEMENT

Advertising is an influential communication force, highly observable, and one of the most important tools of marketing communications that helps to sell goods, services, ideas and images etc. Advertising is a sign of growth, progress and an indicator of attempts at the betterment and excellence. Advertisement plays a key role in every walk of life. The divergent fragment of the society needs advertisements for a variety of reasons from information sharing to consumer persuasion to choice making. There is a direct fundamental connection between the

attitude towards an advertisement and the attitude and behaviour towards a product. The opinion stimulate by an advertisement can create or influence an attitude towards the product directly as well as indirectly, through evaluation of the value of the advertisement's extraordinary features.

'Necessity is the mother of invention' is an old saying. But now-a-days the reverse of it is more, true. In modern business, invention' is mother of necessity. In this era of machinery, novel things are created every day. Marketplace is formed for these things through advertisement Businessmen promote their goods in various ways and try to spread knowledge for their goods and services among the customers. It is through advertisement that common people begin to feel a need for even those goods and services of which they had never taken notice of before. Advertisement creates demand; it is the spine of commerce and Industry. No company can stay in the business world without advertisement. Thus, the business world revolves on the pivot of advertisement. In the year 2010, the advertising industry witnessed growth of 14.3% and stood at INR 247.5 billion as compared to INR 216.5 billion in 2009. In the last four years, the industry recorded an overall growth at a CAGR of 11.4%.
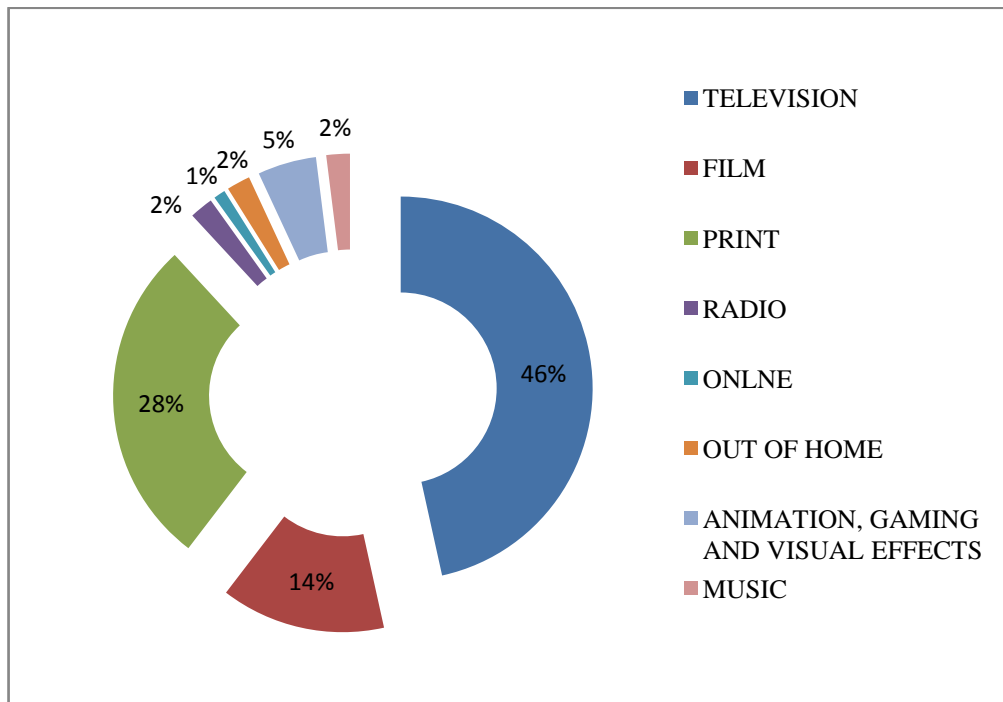
Figure No 1.4: Segment-Wise Break-Up of the Advertisement Industry (2015)

Source: PwC Global Entertainment & Media Outlook 2011-2015, PwC Estimates

From the above figure it is depicted that the industry will be dominated by TV, print and films.

1.8 TELEVISION ADVERTISING

Television is an ideal advertising medium which has ability to combine visual images, sound, motion and color presents the advertiser with an opportunity to create the most creative and imaginative request of any medium. However, television does have some problems that limits or prevent its use by many advertisers. The advantages that television had as media of advertisements are:
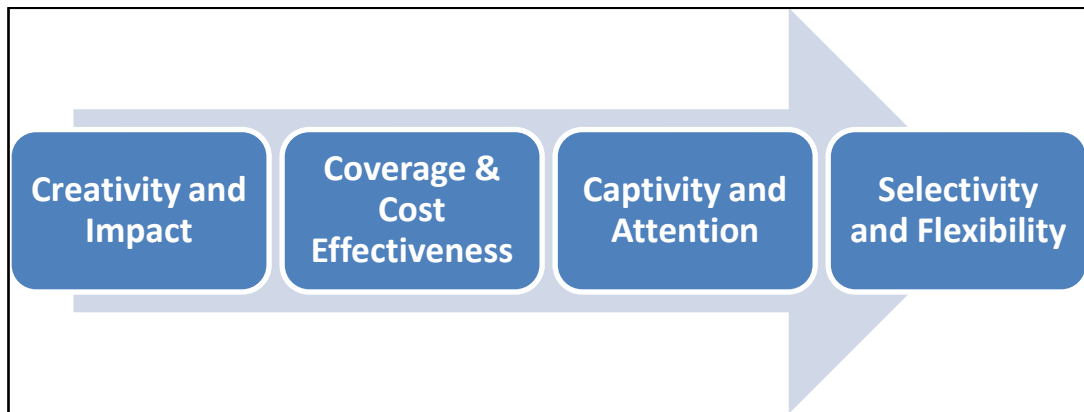
Figure No 1.5: Advantages of Television Advertisement

- **Creativity and Impact:** Communication of vision and sound offers incredible creative flexibility and makes possible dramatic life like representations of products and services which is used to convey a mood or image for a brand and to create an emotional or entertaining appeal that makes a dull product appear interesting. Television is an excellent medium for representing a product or service.

- **Coverage and Cost effectiveness:** Television advertising makes it possible for marketers to reach large audiences around the globe. Mostly everyone, regardless of age, sex, income or education level watches television which gives marketers opportunity for appealing to wide target audiences. Television lets the mass marketers to reach large audiences in a cost-efficient manner. Television is a popular medium among companies selling large consuming products.

- **Captivity and Attention***:* Television commercials compel themselves to viewers, as viewers watch their favorite programs in between these programs advertisements are forced to be watched down. Everyday thousands of advertisements are being viewed by people. The low involvement nature of

consumer learning and response processes means television advertisement has an effect on consumers simply through heavy recurrence and exposure to appealing slogans and jingles.

- **Selectivity and Flexibility***:* Television now has offered selective slot timing for different category of products to be advertised to a particular defined market section on different channels and programs giving the flexibility to the advertisers.

1.8.1 Current Scenario of Television Advertising in India

Television advertising is one of the largest divisions in the total advertising in India. With the economic turnaround it bounced back to double-digit growth in line with the growth of the total advertisement market. Television advertisement consists of revenue from advertisers spending on terrestrial, satellite as well as mobile TV. Mobile TV advertising though is still emerging in India. In 2010, the TV advertisement industry grew to INR 101.5 billion recording a growth of 14% over INR 89 billion in 2009. The comparative past growth figures are as follows:

Table No. 1.1: Television Advertisement Growth for 2006-2010

INR billion	2006	2007	2008	2009	2010	CAGR
Television advertising	66.2	78	84.2	89	101.5	11.30%
% change	21.5	17.8	7.9	5.7	14	
% of total television industry	35	35	34	34	33	
% of total advertising industry	41	40	39	41	41	

Source: PwC Analysis and Industry Estimates

The television advertising industry is the third of total television industry revenue and 41% of the total advertising industry. With increased revenues expected in future, it is likely to strengthen its position going forward. Television advertising market in different countries is as follows:

Table No. 1.2: Global Television Advertisement Market 2010

Country	Television advertising market (USD million)
USA	70693
Canada	3558
UK	5541
China	9115
India	2255

Source: PwC Global Entertainment & Media Outlook 2011-2015, PwC Estimates

India at 2.2 billion USD was the fourth-largest television advertising market in Asia. Globally the share of television advertisement in all the format of advertisement spends has remained approximately 35% as compared to 41% in India. (PwC Global Entertainment & Media Outlook 2011-2015)

With the economic revival in the year 2010 advertisers came back on television. While the top three categories remained the same, i.e. toilet soaps, cellular phone services and social advertisements, the prominent inclusion among the top 10 categories was cellular phones. There was a visible effect in the advertising spend with the cellular phones market boosting in India because of entry of number of new players. Since many companies are also looking to make money from the market,

cellular phones are likely to remain among the top categories in upcoming years.

Table No. 1.3: Top Sectors Advertising on Television

2009	% share	2010	% share
Toilet soaps	4	Toilet soaps	4
Cellular phone service	4	Cellular phone service	3
Social advertisement	3	Social advertisement	3
Aerated soft drinks	2	Shampoo	3
Shampoo	2	Cellular phones	2
DTH service providers	2	Aerated soft drinks	2
Two-wheelers	2	Toothpastes	2
Toothpastes	2	Corporate/brand image	2
Cars/jeeps	2	Fairness creams	2
Life insurance	2	DTH service providers	2

Source: (TAM) Television Advertisement Measurement report 2010.

According to Television Advertisement Measurement (TAM) food and beverages was at the top of the advertising sector on television followed by personal care & hygiene services in the year 2010. FMCG players Hindustan Unilever Ltd, Reckitt Benckiser (India) Ltd and Cadbury India Ltd were the top three advertisers on TV in 2010 as the list was dominated by the FMCG sector. These are the top three companies that account for 13% of the overall advertisement spend share.

1.8.2 Future Trends in Indian Television Advertising

- **New channels to drive growth-** With over 250 licenses pending for sanction government has lift the ban on the application for new channel licenses, we look forward to see flood of new TV channels. This also

means larger advertising slots leading to addition in advertising volumes. On the other hand this would also mean that average advertising rates may take a knock and decrease. Larger players will maintain to command a premium but new channels may charge lesser rates to fill up their inventory. What would also conclude the increase in volume are- the level of digitization and the capability of the distribution platform to carry new channels?

- **Second TV set in a family-** Increasingly; there is a growing fashion in urban India of having two Television sets in families to accommodate to different viewing preferences. This is a motivating trend as it allows increasing viewership even while the number of Television family unit may show minor growth.

1.8.3 Role of Celebrity in Television Advertising

Celebrities play different roles for the marketers in television advertisement. A detail of different roles are as follows-

- **Role as a Spokesperson -** A celebrity can be considered as the source of the message a company seeks to send to their target audience. When talking about the involvement in communicating a marketing message, it can be done directly by the celebrity who function as a spokesperson and who send out the information that the company wants to deliver to their target audience. Marketers spend huge amount of money on celebrity endorsement deals based on the belief that celebrities are effective speaker for their products or brands.

- **Role as an influencer** – Celebrities also act as an influencer for customers easily recall the product which is attached with the famous actor or any celebrity. Lin in 2008 said that any celebrity used in advertising is like an expert person who reflects the opinion, belief, and personal familiarity concerning a certain product or service in commercials. They take benefit due to their recognition in public. While a person with a renowned social status due to his/her line of work, special training, or extraordinary experience that permits him/her to provide an edge to manipulate consumer beliefs.

- **Role as a form of aspiration reference group** - Celebrities are known to be effective endorsers as because the charisma of their symbolic aspirational reference group association. Assael in 1984 put forward that the success of the celebrity endorsement depends on the capability of celebrity to hit into the consumer's representative group with its aspirational reference group. Reference groups among customers is seen as a critical source of brand meanings as it helps them to evaluate their viewpoint about the world particularly with others who share the same thinking or are akin on relevant dimensions. Consumers form links between reference groups and the brands they use and for transferring this meaning from brand to self Celebrity Endorsers are the one of the most reliable sources of reference group.

- **Role as an authenticator/credible source -** The effectiveness of a communication commonly depends to a considerable extent upon who is delivering it. The expression source credibility is used commonly to

involve the communicator's positive attributes that affect the recipient's acceptance of a message. Information from a reliable source such as a celebrity has the power to influence the opinions, belief, attitude and behaviour through a process called internalization based on the supposition that the information which has been delivered from the source is accurate.

- **Role as a Brand Promoter** – According to Friedman and Friedman, a "celebrity endorser is an individual who is known by the public for his or her achievements in areas other than that of the product class endorsed". Compared to other types of endorser, famous personality always attaches a greater degree of attention, recall and loyalty to the product. This is why many advertisers make celebrities as brand ambassadors of their product. Celebrities play the role of brand promoters by relating themselves with the brand on televisions advertisement and persuading consumers to purchase the product.

In a market where advertising plays a crucial role in coordinating consumer purchases, it becomes relevant for companies to use all possible measures to influence motivate and install in the customer the desire to purchase through an effective advertising campaign. The increasing pressures of highly competitive marketing environments make it essential for the firms to understand consumers, in particular, consumer's decision making, for the survival and growth of firms, to gain competitive advantage, in a competitive economic system, a form requires an accurate knowledge about consumers i.e. how they buy, why they buy and where they buy as well as just what they buy. Most of the corporate firms that spend large

sums of money as promotional budget for their products or services usually use celebrities in supporting their corporate image in the eyes and minds of their audience. Some of these firms invest significant sum of money to put together the image of their organizations with some particular endorser's qualities such as attractiveness, likeability, and trustworthiness. Advertisers all over the world have a confidence that the qualities of celebrities which somehow operate in a transferable way, which can help generate pleasing campaign that is worth the budget allocated for a particular campaign for product or service.

1.8.4 Limitations of the Celebrity Endorsed Television Advertisement

More number of celebrity endorsements may ruin the actual essence of the brand. Another very prominent drawback of celebrity endorsements is the "Vampire Effect" or the celebrity overshadowing the brand. This happens when the audience forgets about the brand which is being advertised and concentrates more on the celebrity endorsing the brand. Cooper (1984) as per his study states, that the product should be the star not the celebrity. Similarly, another problem is celebrity greed and overexposure, when a celebrity becomes an endorser for many divergent products.

1.9   RETAIL

Retailing is the medium between the producer and the consumer who make purchases available for personal consumption. This prohibits direct interface between the manufacturer and customers. A retailer is one who stocks the manufacturer's goods and is involved in the activity of selling it to the individual consumer, at a margin of profit. Retailing is the last link that bonds the individual consumer with the manufacturing and distribution chain. Retail industry in India is one of the emerging

sectors in the economy. AT Kearney, a well-known international management consultancy, recently recognized India as the second most striking retail destination globally from among thirty developing markets. It has made India the grounds of good deal of excitement and became centre of attraction for many foreign eyes. With a contribution of 14% to the national GDP and employing 7% of the total employees (only agriculture employs more) in the country, the retail industry is definitely one of the strongest pillars of the Indian economy. Trade or retailing is the only largest component of the service sector in terms of contribution to India's GDP. Its immense share of 14% is just double the figure of the next largest economic activity in this sector. (See Table 1.4)

Table No. 1.4: Components of Service Sector in India

Components	Share % in GDP (2002-03)	Growth during 2002-03
Construction	5.3	7.3
Trade	14.0	4.5
Hotels & Restaurants	1.1	4.0
Railways	1.1	5.7
Other Transport	4.3	6.0
Storage	0.1	7.8
Communications	3.5	22.0
Banking & Insurance	6.9	11.6
Real Estate, Business/Legal Services	6.1	5.9
Defence	5.9	5.3
Other Community & Social Services	7.8	6.2
Total	56.1	7.2

Source: Presentation to FICCI by MBN Rao (Chairman, Indian Bank): "Strategy for Financing Service Sector" (Sept. 15, 2004)

The retail industry is divided into two sectors i.e. organised and unorganised.

- **Organized retailing** refers to trading activities done by licensed retailers, licensed retailers are ones who are registered for sales tax, income tax, etc.

these includes the hypermarkets backed by corporate, retail chains and also the privately owned large retail businesses.

- **Unorganized retailing** refers to the conventional formats of low-cost retailing, like local kirana shops, general merchant's stores, paan shops, convenience stores, hand cart and footpath vendors, etc.

Retailers can simply be classified as:

- **Store Retailers** – Store retailers are those engaged in the sale of products from physical locations like warehouses and display merchandise with the intention of attracting customers to make purchases on site.

- **Non-Store Retailers** – Non-store retailers are those who sell their products using marketing methods which do not comprise of physical location. The examples of non-store retailing include: Infomercials, Direct Response television advertising, Catalogue Sales, In-Home Demonstrations and Vending Machine

1.10 BRAND

Brand is a sign or a mark that helps a customer in instant recalling of particular product and differentiating it thereby from the competing product of a similar nature. According to American marketing association, "A brand name is a part of a product consisting of a word, letter or group of words / letters to identify the goods or services and to differentiate them from those of the competitors". A brand differentiates a product or service from similar offerings on the basis of unique features identified by the consumers.

1.10.1 Types of Brands

- **Individual Brand name** – Each product has a special and unique brand name such as: Surf, Parker pen, Bournvita, Aspro etc. The manufacturer has to promote each individual brand in the market separately.

- **Family Brand** – Family name is limited to one line of product i.e. products which completes the sales cycle e.g.: Amul for milk product, Dippy's for fruit squashes and syrups and Ponds or Lakme for cosmetics etc. Family brand name can help combined advertising and sales promotion.

- **Umbrella Brand** – For all products we may have a name of the company or the manufacturer. All the products such as soaps, textiles, engineering good, automobiles etc. manufactured by the TATA concerns have the TATA's as one umbrella brand, such a device will also get a low promotion cost and minimise marketing efforts.

- **Combination Device**–Tata house is using a combination device. Each product has an individual name but it also has the umbrella brand to indicate the business house producing the product, example Tata's Tej. Under this method, side by side with and the product image we have the image of the organisation also. Many of the companies use this method profitably.

- **Private or Middleman's Brand**– Branding can be done by manufacturers or distributors such as wholesalers, large retailers in India this practise is popular in the woollen, hosiery, sports goods and such other industries. It helps small manufacturers who have to rely on the middleman for marketing. It is also used by the big manufacturer who wants to focus on production and need not to worry about marketing.

1.11 RETAIL BRAND

The word Retail Brand has been defined in different ways in different research papers some literature explain retail brands as retailers personal brand or home brand which are manufactured and sold by retailer themselves. Retailer's home brands are generally sold at lower price than manufacturer's brands because of low cost strategy. This is the reason why these retailer's spend very less on advertisements or endorsements deals for their brands and they also have a limited circulation. Whereas other literatures describes retail brand as, all the brands that are kept, marketed and sold with the help of retailers as a middleman to the end users irrespective of its manufacturing by them are known as retail brand. It includes organised single brand stores, multi brand stores, supermarkets, departmental store and unorganised shops like kiranas and sole trader's shops who keep different brands in same product line at their shops and sell directly to consumers, they only helps the manufacture in distribution of the product and do not involve in manufacturing of it. In this research the world retail brand has been used as all the brands that are kept, marketed and sold with the help of retailers as a middleman to the end users.

1.12 INTRODUCTION TO SOCIAL CLASS

Inequality in the sociology literature is reviewed through stratification and has traditionally focused on castes, class, status, gender and age. A social class is a cluster of people with almost equal status, commonly sharing comparable level of belief, power and wealth. In sociology, social classes are being explained as one form of social stratification. Social classes refer to grouping of people, who are similar in their behaviour based upon their financial position in the market.

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Social Classes have several characteristics which are as below:

- The same social class persons have similar behaviours, as well as similar preferences for garments, home, fixtures and fitting, leisure services, mass media etc.

- Depending on the social class to which they are connected with decide people lower or higher positions in society,

- Person belonging to a social class is determined by several variables (such as occupation, income, possessions, education, etc.).

- Person can shift from one class to another.

Though we see social class is often measured in terms of social status by many writers (social stratification) but both concepts are not equivalent. Status means the rank of an individual in a social system as perceived by other members in a particular society. The classification of consumers into upper, middle or lower class implies that certain members of society rank higher than others in prestige and power, For example: one person with a Ph.D. in Physics is a professor in a university and the second person with a Ph.D. in Physics is an assistant professor in the same department. The professor draws a salary of Rs. 1, 00,000 per month and the salary of the assistant professor is Rs. 40,000. The professor will have a higher status or rank than the assistant professor, though both may be members of the same social class. Besides, an individual's personal contributions to society are also an important factor.

The criteria of social class may vary from country to country. In one country, educators may be accorded the greatest prestige, in another politician or business

people may be the choice. The values stressed by a particular society determine the criteria used and their relative weights. Important features that decide the status in most societies include: power over others, political, economical, armed forces or religious power, ownership of property, income, occupation, lifestyle and consumption patterns, education, public service, ancestry and connections.

1.12.1 Components Of Social Class

Nine variables were identified in an influential synthesis of social class investigation by Gilbert and Kahl, (1982) who grouped them in the following manner:

- **Economic variables** - Occupation, income and possessions are of vital importance because what actions a person carry out for a livelihood not only decides how much the family has to spend, but is very important in determining the deference given to family members.

- **Interaction variables** - Personal reputation, association and socialization is the soul of social class.

- **Political variables** - Authority, class consciousness and mobility are important in understanding the political portion of stratification systems.

1.12.2 How Social Class Influence the Consumer Behaviour

Social class status not only implies to face-to-face influence as it happens in the case of peer groups or family. It is a sign of common values and similar buying patterns. For example, people of upper-middle class group give more value to education and fashion and are less inclined to brand loyalty. The kind of resemblance

in norms, values and buying patterns indicates that social classes are frame of reference for customers buying behaviour is a certain social class.

Social classes are based on many constituents, not only on income and occupation, though income and occupation influence the purpose of social class in many developed and developing economies. Since certain professions are seen as more prestigious, a person's profession gives a fairly good sign about social class and is believed to be the best single indicator available. Housing is another important factor for determination of social class. Marketers generally believe "You are identified as where you live". Social classes are hierarchical that is from high status to low status, as per the status parameters individuals may be placed within a class on this hierarchy. Social classes limit behaviour and interaction between the classes is limited. Normally, members of a particular social class feel more comfortable and find reinforcement of shared values and behaviour patterns. So, the members of the same class are inclined to relate and interact with each other. Social classes are vivacious and social structure can be of two types. In a 'closed system people are born into a particular social class and cannot leave it as they inherit a status. On the other hand in an open system, people have the opportunity to move upward or downward from one social class to another. For example, closed system is furnished by India where caste system has existed for thousands of years. United States is said to have an open class system that offers moderate opportunity for mobility and people can work to raise their status.

The members of particular social class have common values and ways of thinking, speaking and behaving. Accordingly, consumers interrelate mostly with the

people of their own social class because each class has the same values and patterns of behaviour. Therefore, marketers must respond specially to different groups to get the knowledge of different groups. Marketers look at social class from a global point of view. In some societies such as India and Brazil class distinctions are very clear, and status differences are great. In others such as Denmark and Canada differences are less clear.

In the countries with strong class differences, they see where people live, which cars they possess, the types of clothing they wear, how much they travel and where they go to study are largely determined by social class. Social class also influences their shopping place. Low status people prefer local, face to face places where they get friendly service and easy credit, generally in the neighbourhood. Upper middle class customers feel more confident in their shopping ability; they explore new places to shop and will range throughout a store to find what they want.

1.12.3 Social Class Categories

There are some agreements among sociologists on how many different social class divisions are essential to properly describe the class structure in most developed and developing countries. It is almost impossible to point out a clear line of differentiation where one class changes to another, there is some blurring and overlapping of social strata. Even if the ancient system of castes is used as a single denominator of social class in India, the problem still remains quite complicated because the four castes are said to have further sub-groups numbering nearly 3000. Most early studies in the United States divided specific communities into five or six social class structures. The most important and earliest effort to describe American

class structure was proposed by W Lloyd Warner in 1941. He identified six social classes:

1. Upper Upper
2. Lower Upper
3. Upper Middle
4. Lower Middle
5. Upper Lower
6. Lower Lower

1.13   CONCEPT OF MIDDLE CLASS

The **middle class** is defined as the people belonging in the middle section of a societal hierarchy. The term middle class is an over-used expression and it is very difficult to explain, because it is defined not just in terms of income but also values, cultural affinities, lifestyles, educational attainments and service sector employment are taken into consideration. While, using income as one way of defining middle class, it is checked that how much of income is left over for discretionary expenditure, after spending for food and shelter. If more than one-third of the income is left, then it succeeds one for inclusion in the 'middle class'. Here is a figure from Morgan Stanley India Summit (by Nitin Paranjpe of Hindustan Unilever). This figure compares the income per household distribution in 2003 and 2013. Most notably this chart shows that within the next few years most of India's household will be a part of the aspiring middle class.
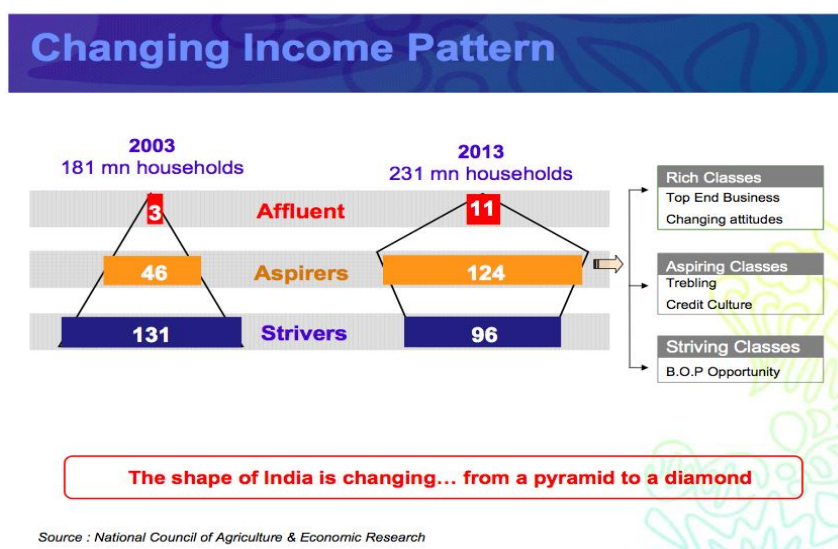
Figure No 1.6: Changing Economic Pattern

Source: National Council of Agriculture and Economic Research

Middle class is composed of primarily white-collar workers at managers, reasonably successful professionals such as medical practitioners, legal consultants, senior educators, owner of medium sized businesses and graduates who are likely to reach occupational-status levels within a few years. This type of class category is generally large, particularly in developing countries and also includes highly paid non-managerial workers and owners of healthy small-scale businesses.

The motivations of this class focus on achieving success in their careers and achieving higher income levels. They want to do the right thing and want to be judged respectable in their personal behaviour and desire to live in well-maintained homes. As a result, they like to send their children to public schools and spend money on education, shop at relatively expensive clothing stores with quality brand names and stick with liked brands. In India, middle class is the largest consuming class. An interesting distinguishing feature of middle class is that members of this

group look to the upper class for guidance on certain behaviour such as apparel selection and leisure activities. They can be either politically and culturally liberal or more conservative and traditional.

1.13.1 Who Constitutes the Middle Class in India?

In India there is no authorized definition of the middle class. Indian middle class is not only classified on the basis of income group, but also on political and social class. Thus, enumerate that this demographic group can yield varying results. India's National Council of Applied Economic Research (NCAER) has been in the front position of shaping this debate. NCAER's current definition describes that the middle class comprise of two sub-groups: 'seekers' with annual household income between Rs. 200,000 and Rs. 500,000 and 'strivers' with annual household income between Rs. 500,000 and Rs. 10,000,00 at 2001/2002 prices. A McKinsey Global Institute study using National Council of Applied Economic Research (NCAER) data discussed that 50 million people exist in this group in the year 2005 if using the definition of real annual household incomes between 200,000 and 1 million rupees. McKinsey data estimate that while the total population will increase almost 30% between 2005 and 2025, the middle class population will increase approximately 10 times or almost 1000% during this time.

Assuming an average household size of 5 people and converting into constant 2005 purchasing power parity (PPP) dollar, these numbers would be about $8 to $20 per capita per day for seekers, and $20 to $40 per capita per day for strivers. Most recently, NCAER applied this definition to a proprietary household survey conducted in 2004/2005, the National Survey of Household Income and Expenditure (NSHIE).

In a NCAER-CMCR publication, Shukla (2010) recycled this survey using national accounts data and finds that the Indian middle class has doubled in size over the last few decades, growing from 5.7 percent of all Indian households in 2001/02 to 12.8 percent of all households in 2009/2010. This corresponds to about 28.4 million households with a total of 153 million people.

A report by National Council for Applied Economic Research's (NCAER) Centre for Macro Consumer Research said by 2015-16, India will be a country of 53.3 million middle class households, translating into 267 million people falling in the category. Further ahead, by 2025-26 the number of middle class households in India is likely to more than double from the 2015-16 levels to 113.8 million households or 547 million individuals.

A huge market is being created for the white goods and automobile makers. Shukla (2010) argues that the growth in the total number of middle class households will transform into huge demand for the products such as automobiles, electronic goods (televisions, computers, air-conditioners, microwave ovens) and credit cards etc. Interestingly in this context according to NCAER research findings, the middle class that stand for only 13.1% of India's population currently owns 49 % of total number of cars in India, 21 % of TVs, 53.2 % of computers, 52.9 % of ACs, 37.8 % of microwaves and 45.7 % of credit cards. The report indicates that typical Indian middle class household spends about 50 % of the total income on everyday expenditure with the remaining income kept for savings. This means that a middle class family has strong purchasing power to spend on durables and other items. If India's planning commission estimates are used. In 2004-2005, 27.5% of the total

population was under the poverty line, then even the most liberal estimates of Indian middle class puts it on par with or likely smaller than the size of the poor population.

A Research done by Deutsche Bank in 2010 discloses that the middle class of India is not yet the largest segment of India's total population. The report says that all the attention focused on India's middle class in recent years, it is essential to keep a proper perspective on its size and possible purchasing power. Thus, the rich and the poor combined far override the Indian middle class. So, the importance of the middle class remains in the fact, that it is the fastest growing section of the Indian population.

The world is in the agony of major extension in the middle class, mainly in rising Asia. Middle classes are an important key driver of growth, as the income stretches for durable goods and services for middle class consumers is greater than one. China and India are in the front position of the growth of the global middle class. The world's economy can be estimated to increasingly rely on the middle classes of these two Asian powers as key sources of universal demand. Regardless of which estimate is used, it is important to keep a correct perspective on the potential of the middle class. The middle class in India has created remarkable interest from the media and multinational corporations searching for new market demographically. However, regardless of its predictable growth, the middle class is still a minority segment of the total population. The importance of the middle class comes from the fact that it is emerging at a faster pace than the overall population, so it will represent itself as an increasingly biggest market for multinational corporations and new challenges for policymakers.

CHAPTER 2

REVIEW OF LITERATURE

The Legacy of the past is the foundation of the present. Two major reasons exist for reviewing the literature. The first, the preliminary search that help you to generate and refine your research ideas, the second, often referred to as the critical review (Sharp and Howard, 1996). Project assessment criteria usually demonstrate awareness of the current state of knowledge in your subject, its limitations and how research fits in this wider context (Gill and Johnson, 1997). In Jankowicz's (2000:159) words: Knowledge doesn't exist in a vacuum and your work only has value in relation to other people. A research work and its findings will be significant only to the extent that they are the same as or different from other people's work and findings. It is therefore required to establish what research has been published in the chosen area and to identify any other research that might currently be in progress. This process is called critically reviewing the literature.

Eric D. Bainhocker, Diana Farrell, Adil S. Zainulbhai through his research "Tracking the growth of India's middle class" published in The McKinsey Quarterly report, 2007 has predicted that over the next two decades, the country's middle class will grow from about 5% of the population to more than 40% and create the world's fifth largest consumer market. A Study by the McKinsey Global Institute in 2007 suggests that if India can achieve 7.3 percent annual growth which is a reasonable assumption if economic reforms continue consumer spending will increases from about 17 trillion rupees in 2005 to 70 trillion rupees in 2025. The dramatic growth in India's middle class from 50 million to 583 million people will power this surge. Spending patterns will shift

dramatically as expenditure will grow rapidly on discretionary items which include products ranging from personal products to consumer electronics items. Incumbents will have to fight to retain their market dominance, while attackers could find lucrative ways to exploit the evolving tastes of India's massive new middle class. A paper titled "The Emerging middle class in developing countries" published by Homi Kharas in Brookings on June 20, 2011 has concluded that the world is in the throes of a major expansion in the middle class, particularly in emerging Asia.

The global middle class is expected to grow from under 2 billion consumers today to nearly 5 billion within two decades. Middle classes are an important key driver of growth, as the income elasticity for durable goods and services for middle class consumers is greater than one. China and India are at the forefront of the expansion of the global middle class. The world economy can be expected to increasingly rely on the middle classes of these two Asian powers as key sources of global demand. An article published by Indian express on March 24, 2009 on who are the middle class in India. The 'middle class' is an over-used expression and difficult to pin down, since it is defined not just in terms of income, but also as values, cultural affinities, lifestyles, educational attainments and service sector employment. Using income, one way of defining middle class is in terms of how much of income is left over for discretionary expenditure, after paying for food and shelter. If more than one-third is left, that qualifies one for inclusion in the 'middle class'.

The Economist recently defined middle class, and quoted Surjit Bhalla's informative work (The Middle Class Kingdoms of India and China) to the effect that a third wave of middle-class emergence is currently under way globally. The first was in nineteenth century Western Europe, the second was in the baby boomer (1950-80) generation in developed countries, and the third is the consequence of income growth in countries like India and China. In the Deutsche Bank Research report published in February 15, 2010 on The Middle class in India- Issues & opportunities.

They have given data on middle class a growing consumer market and verified that middle class is not (yet) the biggest segment of India's overall population and education improvements are needs of the growing middle class and the growing Indian economy. In the Report of ASSOCHAM published by ASSOCHAM Research Bureau on February 6th 2011, with the title Economic Review of the Indian middle class, and a report by National Council for Applied Economic Research's (NCAER) Centre for Macro Consumer Research whispered by 2015-16, India will be a country of 53.3 million middle class households, translating into 267 million people falling in the category, thus providing a great market opportunity for firms. The study undertake individual income criterion. (As per 2000-01 prices, middle class classification was based on individual annual income of Rs 2-10 lakh.). Mc Kinsey Global Institute suggests that middle class comprise of two categories i.e. seekers (earning Rs. 2,00,000.00 – 4,99,999.00)   and the strivers (earning 5,00,000.00 – 10,00,000.00). Currently India has 31.4 million middle class households (160 million individuals). Further ahead, by 2025-26 the number of middle class households in India is likely to

more than double from the 2015-16 levels to 113.8 million households or 547 million individuals. Interestingly, as per NCAER findings, the middle class that represents only 13.1 per cent of India's population currently owns 49 per cent of total number of cars in India, 21 per cent of TVs, 53.2 per cent of computers, 52.9 per cent of ACs, 37.8 per cent of microwaves and 45.7 per cent of credit cards. The report revealed a typical Indian middle class household spends about 50 percent of the total income on daily expenses with the remaining goes into savings. As the finding says the percentage of the middle class in the country's total population will increase to 20.3 per cent by 2015-16 and 37.2 per cent by 2025-26. As discussed above middle class is the fastest growing segment in India and people belonging to this class has discretionary income to spend which is attracting the advertisers. So the objective, to identify the concept of middle class and study about their characteristics becomes the need of the study.

Consumer Perception has been explained by Joseph Reitz as "Perception is the process by which people organize, interpret and experience ideas and use stimulus materials in order to give meaning to their environment so that they satisfy their needs". Fred Luthans has stated in his book "Organisation behaviour" about the sub processes of perception as confrontation, registration, interpretation feedback, behaviour and consequences. Perception includes all those processes by which an individual receives information about his environment. Thus, perception basically refers to the manner in which a person experiences the world, it is a process by which a person organize, interpret and experience ideas and use stimulus materials in the environment so that they satisfy their needs.

Over a period of time marketer has tried each and every strategies to influence the consumer's perception positively in the favour of his brand. In those methods of promotion advertisement has a special significance that was used by marketers. As per the American Marketing Association in 1963 proposed the definition of advertisement as it is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor". Advertisement plays a major role in every walk of life. The divergent sections of the society may need advertisement for a variety of reasons from information sharing to consumer persuasion to decision making. There is a potential for a direct causal link between the attitude towards an advertisement and the attitude and behaviour towards a product. The changes that are occurring in television industry are important as they are having a profound impact on the primary form of entertainment in the most households as well as the largest advertising medium.

As per FICCI-KPMG Indian Media and Entertainment industry report 2012 India in 2011, had approximately 146 million TV viewing households, making it the third largest TV market after USA and China. The total number of TV channels in India was estimated at 623 in 2011. The larger number of people who watch televisions are important to the TV networks and stations because they can sell time on these programs to marketers who want to reach that audience with their advertising messages. Moreover, the qualities that make TV a great medium for news and entertainment also encourage creative ads that can have a strong impact on customers.

Television advertisement makes it possible to reach larger audiences. Nearly everyone regardless of age, sex, income, or educational level watches at least some TV.

Mostly people do on regular basis. According to FICCI-KPMG Indian Media and Entertainment industry report 2012 approximately 60% household penetration translates to about 146 million TV watching households in India, which in turn explains a total of about 116 billion spent on TV by Indian advertisers in 2011. An average Indian household spends about 154 minutes viewing television. Ability to reach larger audiences in cost effective manner, TV is a popular medium among companies selling mass consumption products. Companies with wide spread distribution and availability of their products and services use TV to reach the mass market and deliver their advertising messages at a very low cost per thousand. Television has become indispensable to larger consumer packaged-goods marketers, telecommunication companies, carmakers, and major retailers.

According to ADEx India, October 2011 report in India, consumer packaged goods of FMCG advertisers dominate TV advertising with 43% share of the total ad volume. After analysing the above literature it is inferred that television advertisement is the strongest medium for marketers which can play a major role in affecting the consumer buying behaviour. Thus, the objective to analyse the consumers buying attitudes regarding television advertisements, selected for this research becomes necessary.

Over the passage of time the growth of businesses has intensified the competition to sell. All the manufactures started using advertisement as the medium for attracting the consumers. Every day we are exposed to thousands of voices and images in magazines, newspapers, and on billboards, websites, radio and television. Ads of all varieties pop up

everywhere on streets, in stores and restaurants, and on public transportation. Each of these ads attempts to steal at least a fraction of an unsuspecting person's time to inform them about the amazing and different attributes of the product at hand. Because of the constant media saturation that most people experience daily, they eventually become numb to standard advertising. The challenge of the advertiser is to find a hook that will hold the subject's attention and keep them from changing the channel or turning the page.

One of the well-established & used approaches for differentiating the promotional strategy for a brand is celebrity endorsements. Advertisers believe that using celebrity endorser will foster, in the mind of the consumer, a match or connection between the celebrity endorser and endorse brand (Costanzo, Paul J 2005). From a marketing communication perspective, it is vital that firms design strategies that help underpin competitive differential advantage for a firm's products or services. In helping achieve this, use of celebrity endorsers is a widely used marketing communication strategy. Companies invest large sums of money to align their brands and themselves with endorsers. Such endorsers are seen as dynamic with both attractive and likeable qualities (Atkin and Block 1983) and companies' plan that these qualities are transferred to products via marketing communication activities (Langmeyer and Walker 1991a, 1991b; McCracken 1989; Walker et al. 1992).

Furthermore, because of their fame, celebrities serve not only to create and maintain attention, but also to achieve high recall rates for messages in today's highly cluttered environments (Croft et al 1996; Friedman and Friedman 1979; Kamen, et al.

1975; Kamins, et al. 1989; Ohanian 1991; O'Mahony and Meenaghari 1997). The use of celebrities in marketing communication is not a recent phenomenon (Kaikati 1987). Celebrities have been endorsing products since the late nineteenth century. Such an example from the early days of utilisation involves Queen Victoria in association with Cadbury's Cocoa (Shennan 1985). In those days, supply of 'stars' (i.e. potential endorsers) was limited (Kaikati 1987), as it was viewed askance that 'stars' should invest their prestige on the flickering cathode ray tube as mere 'brand presenters'. For this reason, advertisers were restricted in their search for 'stars' that were exactly right due to their lack of availability.

From the late 1970's, the availability of celebrities has comparatively increased because of mushrooming of fresh celebrities. This has lead to acceptance of the concept of endorsement by those celebrities who had previously refused to cloud their image with endorsements. (Thompson 1978). As the number of film and television roles has expanded, any perceived shame in commercial exploitation has faded, which in turn, allows advertisers greater choice in the celebrity selection process. McCracken's (1989) definition of a celebrity endorser, "any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement (marketing communications); is useful, because when celebrities are depicted in marketing communications they bring their own culturally related meanings thereto, irrespective of the required promotional role.

In order to assess the economic worth of celebrity endorsers, Agrawal and Kamakura (1995) and Mathur, Mathur and Rangan (1997) conducted two interesting

studies. The authors tried to assess the impact of celebrity endorsement contracts on the expected profitability of a firm(s) by using Event Study Methodology, which is used in order to identify the valuation effects of marketing decisions (Mathur, et al. 1997). Both study findings emphasised the effectiveness of use of celebrity endorsers. In a study "The economic value of celebrity endorsements" by Anita Elberse and Jeroen Verleun published in Journal of Advertising Research in June 2012, explain the study of athlete endorsements finds there is a positive pay-off to a firm's decision to sign an endorser, and that endorsements are associated with increasing sales in an absolute sense and relative to competing brands. Furthermore, sales and stock returns jump noticeably with each major achievement by the athlete.

In a dissertation prepared by the Ms. Rajni Surana in 2008 on "The Effectiveness of celebrity endorsement in India" as a part of MA degree in Marketing from University of Nottingham is another study that unveils the increasing demand of the celebrities being used for rendering services other than performing their actual job as either an actor or an athlete, despite the cost and the risks involved with this technique of advertising it is been used quite extensively in the present era. A paper published by Annadurai Pughazhendi, & Dr. Sudharani Ravindran, PSG Institute of Management, Coimbatore, India with the title "A Study on Consumer Buying Behaviour on Celebrity Endorsement and Brand Building of Automobile Industry in Tamil Nadu, India" in the European Journal of Social Sciences is a study that aims to examine consumer buying behaviour on celebrity endorsement and brand building in automobile industry. It was concluded in the article that the brand name and celebrity endorser are two factors that affect the

purchase decision of automobile vehicle. Clinton Amos of Augusta State University, Gary Holmes of Drury University and David Strutton of University of North Texas in their paper "Exploring the relationship between celebrity endorser effects and advertising effectiveness- A quantitative synthesis of effect size" investigated about the relationship between celebrity endorser source effects and effectiveness in advertising. The Kruskal-Wallis non- parametric test is used to identify the most influential celebrity endorser source and its effectiveness.

The source credibility model composed of celebrity trustworthiness, celebrity expertise, and celebrity attractiveness appears to capture the three most influential source effects on purchase intentions, brand attitudes and attitudes towards the advertisement. Above mentioned various literatures on celebrity endorsement shows that celebrity endorsement is a widely used marketing strategy by the companies, although it is very expensive affair but then to advertisers prefer celebrity endorsed advertisements over others marketing communication strategies. Therefore, the objective to find out the effectiveness of celebrity endorsed advertisement on middle class consumers having different age, income group and gender becomes significant.

In the article "The Impact of Celebrity Endorsement on Indian Market, by M. Gayatri Devi & Dr. C. Ramanigopal published in Journal of Applied Sciences & Social Sciences has explained about the celebrity endorsement that there is a myth that celebrity endorsement is used to give a brand advantage over its competitors. The main purpose of the paper is to find why marketers use celebrities to promote their brand. Is there a real need to associate a celebrity with product? Results suggest significant effect

for both. A factorial experimental design was used to find endorsement & sponsorship cues with endorsement affecting perceived quality, uniqueness, esteem & sponsorship affecting only citizenship. Article also explains celebrity attributes; most important attribute for celebrity endorser is the trustworthiness target audience must trust that celebrity second attribute is likeability. Popular image coupled with exact product image match enhances the consumer attention resulting in greater brand recall. The bond of similarity between the endorser & the receiver increases the level of persuasiveness.

In the article "Celebrity Endorsement in India–Emerging Trends and Challenges" by Supriyo Patra and Saroj K. Datta in Journal of Marketing & Communication, in her paper she aimed at understanding firstly, the emergence of celebrity endorsement in India under globalization and secondly, highlighting the emerging trends and challenges regarding celebrity endorsement and suggesting techniques and models to overcome the challenges associated with selecting an Indian celebrity for brand endorsement. The paper clearly highlighted the fact that celebrity endorsement started gaining prominence in India since 1980. The research paper is aimed at contributing to the existing body of theoretical knowledge by highlighting the emerging trends noticed in celebrity endorsement in India and challenges faced by advertisers in India to successfully connect their brand to their target audience. In the article Impact of Celebrity Advertisements: Bollywood Vs Cricket Stars by S.K. Dubey and Pradeep Agrawal published in Journal of Marketing and communication, Dr. Dubey & Agrawal has emphasized on defining a way to measure the potential of the Indian Celebrities as brand endorsers through their level of popularity and suitability among the respondents who

are familiar with the celebrities. After all the findings in the end it was concluded that in the age of intense competition, where registering a position in the consumers' mind space is extremely tough, celebrity endorsements give an extra edge to the companies for retaining the viewers' attention. A good celebrity-product association can capture a viewer's attention, increases the consumer awareness about the product, and induce consumer's behavior to purchase endorsed product.

Ms. Varsha Jain, Ms. Mari Sudha and Ms. Aarzoo Daswani, 2009 in their article has discussed about the perception of consumer for the retail brands endorsed by celebrity through the article "Customer Perception about Celebrity Endorsement in Television Advertising for Retail Brands" Retail brands need to be positioned for this segment, and one of the strategies used is celebrity endorsement. Television Audience Measurement (TAM) Media Research found a 49% growth in celebrity advertising in 2007. The findings of her study revealed that customers prefer female celebrities over male celebrities. The preference for celebrities was more for sensory products than cerebral products. Customers want celebrities to entertain them as well as give information pertaining to the products in the advertisements. The factors that customers perceived to be important in selecting the celebrities for retail brands were proficiency, reliability, pleasantness, elegance, distinctiveness, approachability and non-controversial.

In the research article Celebrity Endorsement and Its Impact on Sales: A Research Analysis Carried out in India published in Global Journal of Management and

Business Research, 2011. Dr. Vipul Jain has concluded that celebrity endorsement helps in brand promotion & celebrity brings brand equity to the product.

The findings of a Research Paper "How celebrities are used in Indian Television commercials" by Varsha Jain, Subhadip Roy, Aarzoo Daswani and Mari Sudha suggested that 64% of the commercial used the implicit mode (physical & verbal communication is used by the celebrity in commercials) of celebrity portrayal for different product categories, usage of film celebrity is more than sports celebrity, Male celebrity dominated on food, beverages, automobiles & consumer durables advertisement and female on beauty products.

A study on Impact of Celebrity Advertisement on Customers Brand Perception and Purchase Intention published in Asian Journal of Business and Management Sciences by Qurat-Ul-Ain Zafar & Mahira Rafique discussed about the customers' attitude toward brand image and their purchase intention towards celebrity's advertised products. The major finding of his research shows that celebrity endorsement has reasonable impact on customers as per their attitude and purchase intention. Celebrity endorsement has come out as not only an influential factor but rather a causal factor in the results of this paper. Physical attractiveness, credibility and congruence of celebrity with reference to the endorsed advertisement all have impact on the customer's perception about the advertised product. Celebrity endorsement has positive or negative impact on the brand is a debate that is open to interpretation but till corporate world continues to foot fancy bills of celebrity endorser and till consumer continues to be in awe of the stars, the party is not likely to breakup. As it is clear from previous literatures

that celebrity endorsement is widely used concept in which celebrity plays a pivot role. Thus to understand the personal factor need to be present in the celebrity while endorsing the brands becomes crucial.

"Impact of celebrity endorsement in advertisement on Customer buying patterns" a paper published in IJRMEC by Dr. P.K. Agarwal Director, Mr. Manish Kumar & Mr. Pradeep Kumar in their research paper studied about the latest market condition, which signifies that celebrity endorsement promotion strategy following the correct conditions certainly justifies the increased costs associated with this form of advertising. The use of well known personalities for promotion or endorsements generates a very positive impact on the clients and it adds up communication with customer's mind which propels a consumer to buy product. However, as various setbacks show, it is important for advertisers to be well known of the critical processes primary celebrity promotion or endorsement. There is no doubt that popularity of the celebrity endorsements are a influential and useful way that enlarge the consequence of a campaign but we need to be cautious as celebrities alone do not guarantee success nor does a great advertising campaign or the best possible product. It is the combination of several factors and elements that work together for the success of a brand and its acceptance in the minds of consumers as well as for its market offering.

A paper published by Dr. Bimal Anjum, Sukhwinder Kaur Dhanda, Sumeet Nagra in Asia Pacific Journal of Marketing & Management Review with the title "Impact of Celebrity Endorsed Advertisements on Consumers" is study to know the impact of celebrity endorsed advertisements on consumers and on sales. This study is

also an attempt to know the reasons of using the celebrities in advertisements. After all the study done through primary (05 point Likert scale test for 60 respondents) and secondary data (Annual reports) the study concluded that companies roping in the celebrities to enhance the image of the product, Brand awareness, recall, retention and for credibility.

On the other hand study concluded that those products have more market share which are endorsed by celebrities. Consumer has seen the advertisements by celebrities as reliable, knowledgeable and they have also affected and associated with celebrities and moreover they feel that celebrities are able to influence the demand of the products. In the end it concluded Celebrity endorsement has positive impact on company as well as brand and customers. From the above mentioned literature it is understood that celebrities not only increases the brand image and credibility of the product but are also able to influence the sales therefore to analyze the impact of celebrity endorsement on the buying behaviour of the middle class consumers is necessary objective for the study.

Despite of the preceding potential benefits, there are still many potential hazards in utilizing celebrities as part of a marketing communication campaign. Benefits of using celebrities can reverse markedly if they are involved in any negative news, for example, suddenly change image, drop in popularity, get into a situation of moral turpitude, lose credibility by over endorsing, or overshadow endorsed products (Cooper 1984; Kaikati 1987). It has been found that negative information about a celebrity endorser not only influences consumers' perception of the celebrity, but also the endorsed product (Klebba and Unger 1982; Till and Shimp 1995). Another important issue is that of celebrity'

greed and subsequent overexposure when a celebrity becomes an endorser for many diverse products (e.g. the Spice Girls in 1997). If a celebrity's image ties in with many brands, impact and identity with each product may lessen since the relationship between the celebrity and a particular brand is not distinctive (Mowen and Brown 1981). This can not only compromise the value of the celebrity in the eyes of star's fans (Graham 1989), but also can make consumers overtly aware of the true nature of endorsement which has less to do with brand/product attributes, and more to do with generous compensation for the celebrity, leading consumers to overt cynicism about their motives (Cooper 1984; Tripp, et al. 1994).

Subhadip Roy, in his article "To Use the Obvious Choice: Investigating the Relative Effectiveness of an Overexposed Celebrity" published in Journal of Research for Consumers, 2012 studied about, whether having an overexposed celebrity in an endorsement would have a more positive impact on consumer attitudes than an underexposed celebrity. Major results of the study suggested that an overexposed celebrity was not more effective than an underexposed celebrity. Also, a congruent celebrity product combination was found to create more favorable outcomes in terms of consumer attitudes. Lastly, the study findings also suggested that the perceived credibility of a celebrity diminished with overexposure through endorsements. Study on "Television advertising and branding. Effect on eating behaviour and food preferences in children" by Boyland J. Emma and Halford G.C. Jason published in Appetite in 2013 "Marketing to Children- Implication for Eating Behaviour and Obesity: A special issue with the U.K association for the study of Obesity (ASO) finds that the children are

overexposed to considerable number of food advertisements on television. Such advertisement have been shown to cause significant increase in intake, particularly in overweight and obese children, and enhanced preference for high carbohydrate and high fat foods in children who consume the greatest amount of televisual media. From the above literature it is evident that celebrity endorsement strategies can also go wrong because celebrities are after all human being only, and over exposure of celebrities might have affected our society negatively, so it is very important to find out the latent impact of celebrity endorsement on consumers beliefs.

While a celebrity can effectively draw attention to an advertisement his or her impact on other variables- like brand awareness, recall of copy points and message arguments, brand attitudes, and purchase intentions-must also is considered (Belch and Belch 1995). As per Atkins and Block (1983) a research on effectiveness of celebrity endorsement found that celebrities may be influential because celebrities are viewed as dynamic with both attractive and likeable qualities. In addition to this their name and fame is thought to attract attention to the product or service they are endorsing. Experiments suggest that in certain situations, celebrity endorsement can enhance recall and consume assessment of the products. (Clark&Horstman,2003). The topic "Effect of Celebrity Based Advertisements on the Purchase Attitude of Consumers towards Durable Products (A study with reference to the city of Chennai)" by Lalitha Balakrishnan and C. Shalini Kumar published in World Review of Business Research, May 2011 throws the light on the role of advertisement in changing the settled

perception or thinking, of the consumer and also the consumption pattern of the society in general.

The study focuses on identifying the influence of celebrity endorsements on the purchase attitude of the consumers. It is a universally accepted fact that celebrity endorsement can impart special attributes upon a product or service that it may have lacked otherwise. Celebrity usage in advertisements is one of the current strategies of many brands the purpose of such usage may be for getting attention for prolonged association or for the purpose of recall. A study on "Celebrity spokesperson and Brand Congruence: An assessment of recall and affect" by Beatty E. Sharon and Misra Shekhar published in Journal of Business Research, found that recall is found to be enhanced when the celebrity and brand are matched and brand is also found to be higher when brand and spokesperson are matched. As the literature explains that celebrities endorsement advertisements helps in better brand recall, so to analyze the impact of celebrity endorsed television advertisement on the recall of brand by the middle class consumers becomes an important objective for the study.

A study on "Analysing firm failure as determinants of consumers switching intentions: The effect of moderating factors" by Anton Carmen, Camarero Carmen and Carrero Mirtha in the year 2007 published in European Journal of Marketing. In this study an empirical study has been carried out in the case of customer of car insurance firm and the results demonstrate that existence of some factor that have a weak influence on the switching intention are service quality and company commitment and other factors that have a strong influence and precipitate the consumer decisions are price

change and critical incidents. In another study on "The analysis of antecedents of customer loyalty in the Turkish mobile telecommunication market" by Aydin Serkan and Ozer Gokhan published in European Journal of Marketing, found out that perceived service quality is a necessary but not sufficient condition for customer loyalty.

A study on "Do role models influence teenager's purchases intention and behaviour" by Martin A. Craig and Bush J. Alan in year 2000, published in Journal of Consumer Marketing found out that roles models has a positive influence on teenager's purchases buying behaviour. The above literature states that brand switching by consumers has many reasons attached to it, so to understand the effect of celebrity endorsed advertisement on brand switching by consumer becomes viable.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 RESEARCH

Research in simple terms refers to the search of knowledge. It is also known as the scientific and systematic search for information on particular topic or issue. It is known as the art of scientific investigation. Many researcher have defined research in different ways

In the Encyclopedia of Social Sciences, D. Slesinger and M Stephension (1930) defined research as "manipulation of things, concept or symbols for the purpose of generalizing to extend, correct or verify knowledge, whether that knowledge aids in construction of theory or in practice of an art".

According to Redman and Mory (1923), defined research is a "systematized effort to gain new knowledge" It is an academic activity and therefore the term should be used in a technical sense. According to Clifford Woody (Kothari 1988) research comprises "defining and redefining problems, formulating hypothesis or suggested solutions, collecting, organizing and evaluating data, making deductions and reaching conclusions and finally, carefully testing the conclusions to determine whether they fit the formulating hypothesis"

In summation, research is the investigation for knowledge, using objective and organized methods to find solution to a problem.

3.2   PURPOSE OF RESEARCH

The purpose of this research is to discover answer to questions through the application of scientific procedures. Although each research study has its own specific purpose, as this research intentions are falling into number of following broad groupings:

a) To gain familiarity with the concept of celebrity endorsement in television advertisement for retail brand, its effect on the middle class and to achieve new insights into it.

b) To portray accurately the characteristics of middle class consumers individually as well as collectively in group and in different situations.

c) To test the hypothesis of a casual relationship between variables.

3.3   MOTIVATION FOR RESEARCH

Marketers spend huge amounts of money annually on celebrity endorsement contracts based on the belief that celebrities are effective spokesperson for their products or brands (Katyal, 2007). Celebrity Endorsement is being seen as a billion dollar industry in today's time. (Kambitsis et al, 2002). Various companies are signing deals with celebrities in the expectation that by means of celebrities they can achieve a unique and significant position in the minds of the consumers. (Temperley & Tangen, 2006).

Using celebrity endorsed television advertisement is increasingly being used across various industries despite of the product type. It is known to be playing the role of a signaling strategy. (Mustafa,2005). Also According to Reynolds (2000) celebrity endorsement can give a brand a touch of glamour. Everything said and done, one have to

weigh the potential risks vs. the potential rewards as celebrity endorsements are always a high-risk, high-reward situation and there is always a human element that you might not know about, these facts guided special interest in this area to take it as a research topic.

Television Audience Measurement (T.A.M) in a survey has found 49% growth in celebrity advertising in 2007. The Indian middle class is expected to swell up to 267 million people in the next five years, up to 67 per cent from the current levels, thus providing a great market opportunity for firms. According to NCAER: (National Council for Applied Economic Research's), centre for Macro Consumer Research: "By 2015-16, India will be a country of 53.3 million middle class households translating into 267 million people falling in the category", so this research explores more into it and has taken the study to the next level by finding the effect of celebrity endorsed television advertisement on the middle class consumers.

3.4 SIGNIFICANCE OF RESEARCH

According to a famous Hudson Maxim, "All progress is born of inquiry. Doubt is often better than overconfidence, for it leads to inquiry and inquiry lead to invention" in context of which the significance of research can well be understood. Research inculcates scientific and inductive thinking and it promotes the development of logical habits of thinking and organization.

Talking about this research work, it has a special significance in solving various operational and planning problems of business and industry as its results assist, in more than one way, in taking business decisions. Firstly there are many studies conducted on celebrity endorsements, but as we know that consumer perception is a dynamic process

so there is a continuous need of such researches to monitor the changes in consumer perception and no study has been done exclusively to understand the perception of middle class consumers about celebrity advertising for retail brands. Secondly all the research work related to consumer perception about celebrity endorsement is done in major metropolitan cities of India and foreign countries, no such study has been conducted in Lucknow city (capital of U.P) to understand the customer psychology of the emerging cities. The present study aims to minimize this gap in existing literature.

This study will helps the business houses in determining the advertising budget and expenditure done on celebrity endorsement which helps them in cost minimization or what can be termed as optimization problems. Thus this research will replace intuitive business decisions by more logical and scientific decisions. It is also equally important for social scientists in studying social relationships and in seeking answer to various social problems. On the one hand, its responsibility as a science is to develop a body of principles that make possible the understanding and prediction of the whole range of human interactions. On the other hand, because of its social orientation, it is increasingly being looked for practical guidance in solving immediate problems of human relations.

3.5 RESEARCH PROCESS

Research process consists of series of actions or steps necessary to effectively carry out research. For this research initially research problem was formulated then the review of literature was conducted followed by hypothesis creation. Then in second phase research design was adopted including sample design and then collection of data was done by the help of structured schedule. Then in third phase analysis of data and

interpretation was conducted including hypothesis testing and lastly reporting of the found facts was prepared. The following figure gives a diagrammatic view to the various steps that has been adopted.
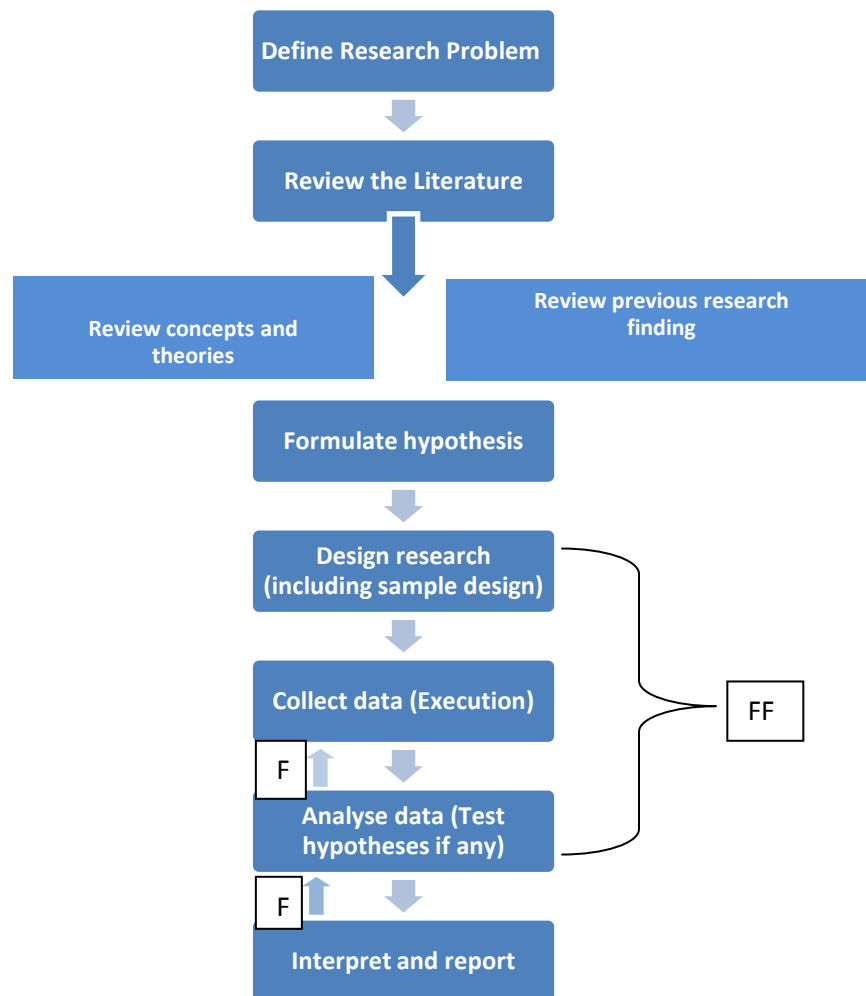
Figure No. 3.1: Research Process in Flow Chart

Where F = feedback (Helps in controlling the sub-system to which it is transmitted)
FF= feed forward (Serves the vital function of providing criteria for evaluation)

Source: Kothari C.R., Research Methodology, Methods and Techniques, New age international publisher, New Age International Publisher, 2nd Revised Edition, pg-11

3.6   RESEARCH PROBLEM

The topic of celebrity endorsements is highly documented in academic literature, but all the research work related to consumer perception about celebrity endorsement is done in major metropolitan cities of India and foreign countries, no such study has been conducted in Lucknow city (capital of U.P) to understand the customer psychology of the emerging cities. The present study aims to minimize this gap in existing literature. Secondly there are many studies conducted on celebrity endorsements, but as we know that consumer perception is a dynamic process so there is a continuous need of such researches to monitor the changes in consumer perception and no study has been done exclusively to understand the perception of middle class consumers about celebrity advertising for retail brands, as our country is the second most populated country in the world where large number of population belong to service class and small traders i.e. middle class, creating a large section of people falling under the consumer market, thus making it an important element for the study.

What makes this research interesting is that it enables us to understand the celebrity endorsement process from an Indian consumer's point of view. Indian consumer attitudes are changing at a rapid pace and they are becoming more aware of the products that they use to define their 'self', the research is carried out to obtain a view amongst Indian consumers about celebrity endorsement. Today many companies are using celebrity endorsed television advertisements for promotion therefore their perception about the celebrity endorsed television advertisement is of utmost importance, also getting to know the buying behaviour of them. This research looks into

the perception of Indian consumers on celebrity endorsement, providing theory for scholarly and directives for managers and professionals. Strategic Positioning and effective communication are the two most important "mantras" guiding brand success in today's competitive marketing environment. Corporate are ensuring all possible efforts to promote their brands and to capture the customer's brain. The momentum is on attracting the customer's interest and developing positive relations not just to influence recall but also to induce trial and eventually effective purchase decisions.

In a market where advertising plays a vital role in coordinating consumer purchases, it becomes relevant for companies to introduce all possible measures to influence encourage and inculcate desire to purchase, in the customer through an effective advertising campaign. Theory and practice proves that the use of superstars in advertising generates lot of publicity and attention. (Ohanian,1991) as India being a country where celebrities are treated like gods, the study of consumer perception towards celebrity endorsement in television advertisement for retail brand in middle class section of Lucknow city become a special interest area for study.

3.7 RESEARCH DESIGN

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. In fact, the research design is the conceptual structure within which research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data. Different research designs can be continently described if we categorized them as:

- **Research design in case of exploratory research studies**- Exploratory research studies are also termed as formulative research studies. The main purpose of such studies is formulating a problem for more precise investigation or developing the working hypothesis from an operational point of view. The major emphasis in such studies is on the discovery of ideas and insights. As such the research design appropriate for such studies must be flexible enough to provide opportunity for considering different aspects of a problem under study. Inbuilt flexibility in research design is needed because the research problem which was broadly define initially, is transformed into one with more precise meaning in exploratory studies and these fact may necessitate changes in research procedure for gathering relevant data. The survey of concerning literature and the experience survey are two methods of conducting study under this research design.

- **Research design in case of descriptive and diagnostic research studies-** Descriptive research studies are those studies which are concerned with describing the characteristics of a particular individual, or a group, whereas diagnostic research studies determine the frequency with which something occurs or its association with something else. Studies concerned with specific predictions, with narration of facts and characteristics concerning individual, group or situation are all examples of descriptive research studies. In descriptive as well as diagnostic studies, the researcher must be able to define clearly, what he want to measure and must find adequate methods for measuring it along with a clear definition of "population" he want to study. Since the aim is to obtain complete and accurate information in the said studies, the procedure to

be used must be carefully planned. The research design must make enough provision for protection against bias and must maximize reliability, with due concern for the economical completion of the research study.

- **Research design in case of hypothesis testing research studies-** Hypothesis testing research studies generally known as experimental studies. These studies are those where the researcher test is the hypothesis of casual relationship between variables. Such studies require procedure that will not only reduce bias and increased reliability but will permit drawing inferences about causality. Usually experiments meet this requirement. So when we talk of research design in such studies we often means the design of experiments. There are two sub division of this design: Informal and Formal experimental research design.

For this study Exploratory cum Descriptive research design is used, as exploratory research design provide initial flexibility to precisely define the problems and to find out the factors affecting middle class consumers. For this an experience survey was conducted on 35 people who had a practical experience were interviewed and the questions asked in this survey were open-ended so that respondent was able to contribute effectively. After establishing the factors, a structured interview schedule consisting of 30 questions was developed for the collection of primary data. In the second phase a descriptive research design has been adopted which includes survey through structured schedule and various fact finding enquires was conducted so that the description of the state of affairs as it exists at present can be reported and there had been no control over the variables, in this study only report of what had happened or

what is happening is been specified. This research design has enough provision for protection against bias and maximizes reliability, with due concern for the economical completion of the research study. The design is rigid in nature and focus attention on the following:

3.7.1 Objectives of the study

The following objectives of the study are formulated:-

i. To identify an area overwhelmingly populated with middle-class.

ii. To analyze the consumer's buying attitudes regarding television advertising.

iii. To find out the effect of a celebrity endorsement on middle class consumers of different age groups, income groups and gender.

iv. To understand the factors need to be present in the celebrity while endorsing the retail brands for the middle class segment.

v. To analyze the impact of celebrity endorsement on the buying behaviour of middle class consumers.

vi. To find out the latent impact of celebrity endorsement on consumer's beliefs.

vii. To analyze the impact of television advertising on the recall of brand by the consumers.

viii. To study the effect of celebrity endorsement on brand switching by consumers.

3.7.2 Sample Design

A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher would follow in selecting objects for the sample. Sample design is determined before data is collected.

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The first step in developing any sample design is to clearly define the set objects, technically called the Universe, to be studied. For this research **universe** has been defined as urban middle class population including both males and females, whose age is 21 years or more, income is between 2 lakh to 10 lakh, belonging from different occupational background and lives in Lucknow city, capital of Uttar Pradesh.

In view of very large size of universe in term of area and population, it was not feasible to cover the entire universe for the survey therefore; a **sample frame** was selected which has the representative character of the universe. So, Nirala Nagar area from the north side of the city, for south side of the city Vrindavan Colony and to cover central Lucknow Sadar Cantonment area had been taken for research. The reasons for selecting these areas are that the researcher belongs to this city and has personal experience that the mentioned areas are densely populated with middle class section of Lucknow. The another reason for selecting the Nirala Nagar area and Vrindavan Colony is that they are developed by the LDA (Lucknow development authority) and Awas Vikas Parishad for middle class groups and mostly consist of MIG houses which validate the point of being the highly middle class populated areas of Lucknow city and the reason for selecting Sadar Cantonment area was that, this area is an old market place which mainly consists of small traders and businessmen who represent the middle class population of Lucknow city.

Also, from the practical point and cost consideration view it was not feasible to cover all the people in the sample frame so sampling has to be taken recourse to, and it is known that a sample design is a definite plan for obtaining a sample preferably a

representative one from a given population. So, for this research a **sample size** of 300 individual has been selected from area of Nirala Nagar, Vrindavan Colony and Sadar cantonment of Lucknow. As this research is essentially a social research consisting of middle class consumers with varied behaviour, the **sampling technique** used for this research was judgement sampling in which items for the sample are selected deliberately by the researcher which has the representative character of the universe. For investigative continence, the **sample unit** for this research was taken as individual male or female whose age is 21 years or more, whose income is between 2 lakh to 10 lakh rupees, belonging from different occupational background and also he/she should be living in mentioned areas.

3.7.3 Formulation of Hypotheses

Every research problem is undertaken aiming at certain outcomes, so this research also has some scientifically reasonable predictions know as Hypotheses. Hypotheses articulated for this research are as below:

i.   The celebrity endorsed television advertisement does not have equal affect on the middle class consumers of different income group in influencing consumer buying behaviour.

ii.   The celebrity endorsement in television advertisement has a significant impact in influencing consumer buying behaviour in favour of the advertisers.

iii.   There is association between the change in the attitude of children and their over demanding behaviour by seeing celebrity endorsed advertisements.

iv.   Celebrity endorsed advertisements have a significant impact on brand recall.

v.   Celebrity endorsed television advertisements have a significant impact on brand switching by consumers.

vi.   The attitude of the children has changed over a period of time by viewing celebrity endorsed advertisements.

3.7.4   Method of Data Collection

While deciding about the method off data collection to be used for this research, two types of data viz., primary and secondary were used. The primary data are those which are collected afresh and for the first time, and thus happen to be original in character. For the collection of primary data, initially a experience survey was conducted on 35 respondents which consist of open ended questions and after establishing the factors from the experience survey a structured interview schedule has been prepared which has a series of thirty close ended type of question in it.

The scale used in questions of interview schedule were based on five point Likert scale and ranking order as this type of structure provide both favorable and unfavorable attitude towards the given object to which the respondent is asked to react. The respondent has to select any one of the given option i.e. from strongly agree to strongly disagree. This type of structure is relatively easy to construct than others and give respondent an idea about what is been expected from them and also this method is the most common method used for the studies related to social sciences to find out the attitude and perception of people. For collecting the data with the interview schedule, personal visit had been made to all the three hundred individuals and then questions

were asked from respondent from the interview schedule in the given order and the replies were recorded in the space meant for the same in the interview schedule, explanation of the aims and objects of the investigation were also been provided to remove the difficulties of some respondent who were not able to understand the implications of a particular question, concept or difficult terms. Beside interview schedule there was also opportunity to observe the respondent behaviour during visits which help in collecting the data by observation method to get the insights about those aspects of which respondent were not comfortable or unwilling to reply, or the aspect on which direct questions from respondent might not serve the purpose.

Apart from primary data, data from secondary sources (data which have already been collected and analyzed by someone else) were also collected. For this study secondary data sources are various publications from the government agencies, books, newspapers, reports prepared by research scholars, universities etc., in different field, research papers in the area of research topic, and other public records and various government official websites are been used .

3.7.5 Processing and Analysis of Data

Processing and analyzing data involves a number of closely related operations which are performed with the purpose of summarizing the collected data and organizing these in a manner that they answer the research questions (objectives). After the collection of the data has been completed its processing and classification had been

done, which involves editing, coding, classification and tabulation. It has prepared the data for statistical analysis.

For the statistical analysis Microsoft MS Excel software has been used. Mean has been used as statistical tools for data analysis as mean score are reliable in the sense that is does not vary too much when repeated samples are taken from one and the same population. Mean is been determined by rigid mathematical formula so generalization can be done effectively. Standard deviation has also been used as statistical tools for data analysis because standard deviation is the best measure of variation. It is based on every item of the distribution also it is amenable to algebraic treatment and is less affected by fluctuations of sampling than other measures of dispersion. Chi square test has been used as statistical tools for hypothesis testing because this test (non-parametric test) is based on frequencies and not on the parameters like mean and standard deviation. For using Chi square test no rigid assumptions are necessary in regard to the type of population, no need of parameter values and relatively less mathematical details are involved. So, these statistical tools help in analysis the data and testing hypothesis and extracting significant information which had suffice the purpose of data interpretation.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 SAMPLE PROFILE

Sample profile is a demographic representation of the sample. In this research demographic profile includes age, gender, marital status, occupation and income.

- **Age group**

Table No.4.1: Frequency Table of Different Age Groups

Age Group	Frequency	Percent
21 – 30	70	23.33%
31 – 40	80	26.67%
41 – 50	67	22.33%
51 – 60	56	18.67%
61 &Above	27	9.00%
Total	**300**	**100%**
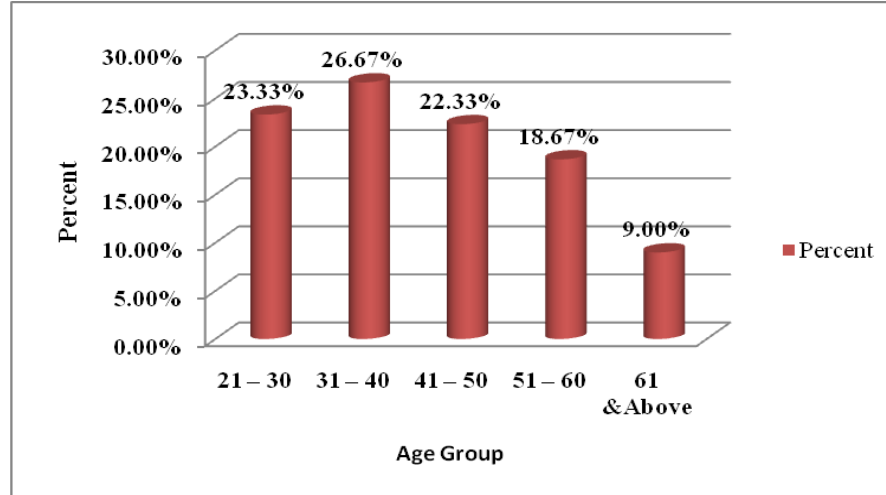
Figure No: 4.1: Chart Showing Distribution of Different Age Groups

Interpretation- From the above table no.4.1 we can observe that 23.33% respondent belong to age group of 21-30 years and 26.67% respondent belong to age group of 31-40 years. 22.33% respondent and 18.67% respondents belong to age group of 41-50 years and 51-60 years respectively, which is followed by 9.00% of respondents belonging to the age group of 61 and above.

Inference- From the above interpretation it can be inferred that sample has been collected from different age groups within the population.

- **Gender wise**

Table No. 4.2: Frequency Table Showing Gender Distribution

Gender	Frequency	Percent
Male	156	52%
Female	144	48%
Total	**300**	**100%**
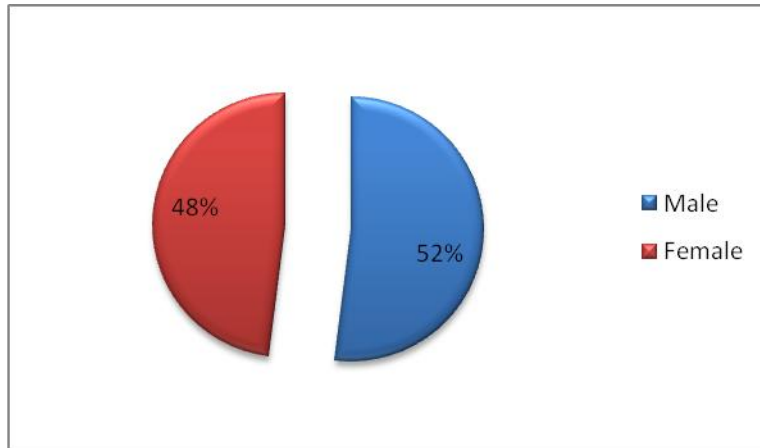
Figure No. 4.2: Chart Showing Gender Distribution

Interpretation- The table no. 4.2 shows that from 300 respondents 52.00% of the respondents are male and 48.00% of them are females.

Inference- From the above table it can be inferred that the male and female respondents both have been taken as a sample for data collection from the population.

- **Marital Status**

Table No. 4.3: Frequency Table Showing Distribution of Marital Status

Status	Frequency	Percent
Married	231	77%
Unmarried	69	23%
Total	**300**	**100%**
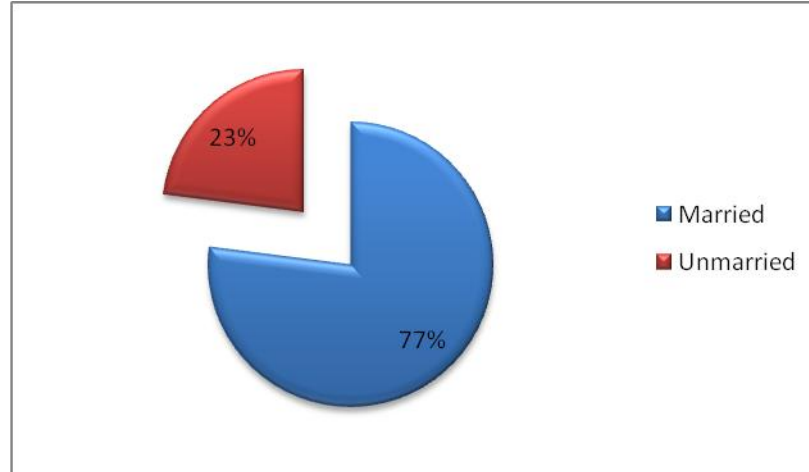
Figure No: 4.3: Chart Showing Distribution of Marital Status

Interpretation- The table no. 4.3 shows that from 300 respondents 77.00% respondents are married and 23.00% are unmarried.

Inference- From the above table it can be inferred that maximum number of respondents are married.

- **Occupation wise**

Table No. 4.4: Frequency Table Showing Different Occupation Groups

Occupation	Frequency	Percent
Service	97	32.33%
Business	90	30.00%
Professional	73	24.33%
Retired	40	13.33%
Total	**300**	**100%**
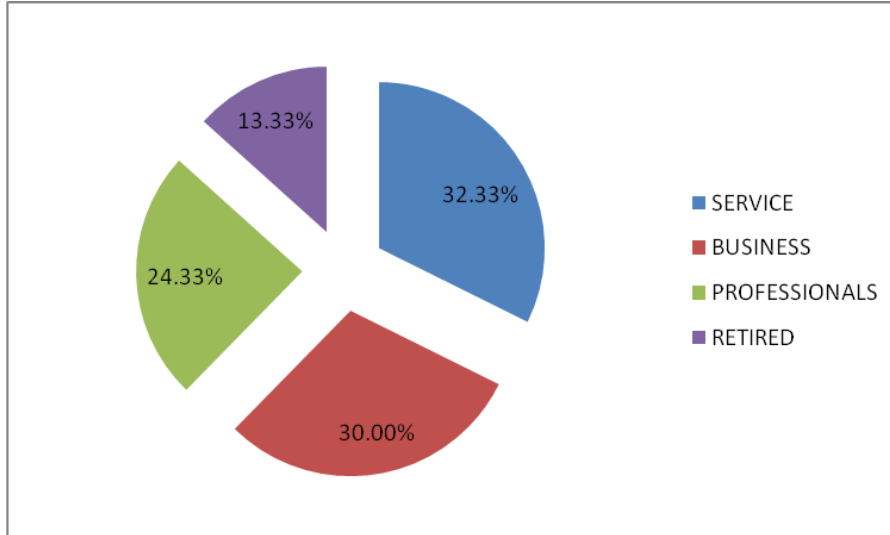
Figure No. 4.4: Chart Showing Distribution of Different Occupations

Interpretation- The table no. 4.4 shows that 32.33% and 30.00% respondent belong to service class and business class respectively and 24.33% and 13.33% respondents are professionals and retired respectively.

Inference- From the above table it can be inferred that maximum number of the respondents are from service class followed by business men & traders.

4.1.5 Income wise

Table No. 4.5: Frequency Table Showing Different Income Groups

Income	Frequency	Percent
2-4 Lacs	79	26.33%
4-6 Lacs	84	28.00%
6-8 Lacs	81	27.00%
8-10 Lacs	56	18.67%
Total	**300**	**100%**
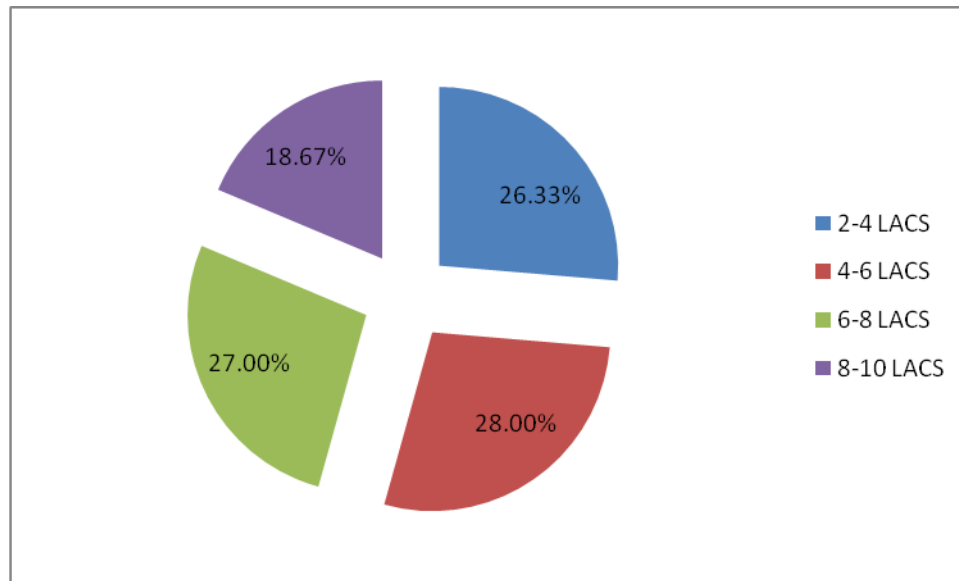
Figure No. 4.5: Chart Showing Distribution of Different Income Groups

Interpretation- The table no. 4.5 shows that 26.33% and 28.00% of respondent belong to the income group of 2-4 Lacs and 4-6 Lacs respectively whereas 27.00% and 18.67% respondents belong to income group of 6-8 Lacs and 8-10 Lacs respectively.

Inference- From the above table it can be inferred that maximum number of respondents belongs to the income group of 4-6 Lacs and respondents from income group of 8-10 Lacs have lowest number of respondents.

4.2   DATA ANALYSIS AND INTERPRETATION

Objective No. 1: To identify an area overwhelmingly populated with middle class.

India's growth realizations since the 1990s have put the living criteria of Indians under global analysis. While the monetary literature has predominantly focused on poverty and discrimination, the fortunes of the new Indian middle class have received substantial attention in the media and in business journals, as their earning potential and spending habits have important implications for the global economy. Yet there have been surprisingly few attempts to define and identify the middle class in a rigorous manner.

So the question still prevails that "Who are the Indian middle class?" A broad definition- reflected in most references to the middle class places these households between the poor and the extremely rich. This potentially encompasses a very large and varied group of individuals, but the Indian middle class has been typically perceived to be an educated section of urban society employed in or seeking white collar jobs (Bardhan (1984), Sridharan (2004)).

The 'middle class' is an over-used expression and difficult to pin down, since it is defined not just in terms of income, but also as values, cultural affinities, lifestyles, educational attainments and service sector employment. A study by Mc Kinsey Global Institute suggest that if India continues its recent growth, average household income will triple over the next two decades and it will become the world's fifth largest consumer economy by 2025, up from the 12th now.

The size and consumption habits of the Indian middle class have evoked considerable interest in the media in the past two decades. Yet the definition of the middle class has been nebulous at best. Here for our research we have taken income as a basis for defining the middle class.

India's economic reforms, have substantially improved the country's well-being, Mc Kinsey Global Institute analysis shows that further improvements are to come. In 1985, 93 percent of the population lived on a household income of less than 90,000 rupees a year, or about a dollar per person per day; by 2005 that proportion had been cut nearly in half, to 54 percent. Mc Kinsey Global Institute analysis estimate shows, 431 million fewer Indians live in extreme poverty today than would have if poverty had remained stuck at the 1985 level. Mc Kinsey Global Institute project that if India can achieve 7.3 percent annual growth over the next 20 years, 465 million more people will be spared a life of extreme deprivation.

Escaping poverty

Share of population by annual income bracket,[1] %

[1]Annual income: globals = >1,000,000 rupees; strivers = 500,000–1,000,000; seekers = 200,000–499,999; aspirers = 90,000–199,999; deprived = <90,000; figures may not sum to 100%, because of rounding.
[2]Estimated.
[3]45.7 rupees = $1 in real 2000 dollars or 8.5 rupees = $1 adjusted for purchasing power parity.
Source: McKinsey Global Institute analysis

Figure No.4.6: Growth of Annual Income Bracket

Along with the shift from rural to urban consumption, India will witness the rapid growth of its middle class—households with disposable incomes from 200,000 to 1,000,000 rupees a year.5 That class now comprises about 50 million people, roughly 5 percent of the population. By 2025 a continuing rise in personal incomes will spur a tenfold increase, enlarging the middle class to about 583 million people, or 41 percent of the population. In 20 years the shape of the income pyramid will have become almost unrecognizable.

The Indian middle class has already begun to evolve, and by 2025 it will dominate the cities. By then about three-quarters of India's urbanites will be part of the middle class, compared with just more than one-tenth today.

The expanding middle

☐ Middle class   (xx.x) Number of households, millions

Aggregate disposable income by annual income bracket, trillion Indian rupees[1]

	2005		2015		2025	
Globals	2.0	(1.2)	6.3	(3.3)	21.7	(9.5)
Strivers	1.6	(2.4)	3.8	(5.5)	20.9	(33.1)
Seekers	3.1	(10.9)	15.2	(55.1)	30.6	(94.9)
Aspirers	11.4	(91.3)	14.6	(106.0)	13.7	(93.1)
Deprived	5.4	(101.1)	3.8	(74.1)	2.6	(49.9)

[1]Annual income: globals = >1,000,000 rupees; strivers = 500,000–1,000,000; seekers = 200,000–499,999; aspirers = 90,000–199,999; deprived = <90,000; 45.7 rupees = $1 in real 2000 dollars or 8.5 rupees = $1 adjusted for purchasing power parity; 45.7 rupees = $1 in real 2000 dollars or 8.5 rupees = $1 adjusted for purchasing power parity.

Source: McKinsey Global Institute analysis

Figure No.4.7: Expansion of Middle Class

The expansion will come in two phases, with the lower middle class peaking around 2020, just as the growth of the upper middle class accelerates. About 400 million Indian

city dwellers—a group nearly 100 million people larger than the current population of the United States—will belong to households with a comfortable standard of living. For many companies, the sheer scale of this new urban middle class will ensure that it receives significant attention.

A report by National Council for Applied Economic Research's (NCAER) Centre for Macro Consumer Research said by 2015-16, India will be a country of 53.3 million middle class households, translating into 267 million people falling in the category.(As per 2000-01 prices, middle class classification was based on annual income of Rs 2-10 lakh.)Currently India has 31.4 million middle class households (160 million individuals). By 2025-26 the number of middle class households in India is likely to more than double from the 2015-16 levels to 113.8 million households or 547 million individuals.

The above facts and figures delineates that the Indian middle class group is rising on a tremendous stride. NCAER (National Council of Applied Economic Research) report states that a typical Indian middle class household spends about 50 per cent of the total income on daily expenses with the remaining goes into savings. This means a middle class family has strong purchasing power to spend on durables and other items.

In this context we can believe that when middle class population is rising on all corners of the country, so as in Lucknow, the capital of Uttar Pradesh (the highest populated state of India) will not be an exception. As Lucknow is a large city in terms of area and population it was not feasible to cover the entire city, so for my research I have selected Nirala Nagar from the north side of the city, for south side of the city I have selected Vrindavan Colony and to cover central Lucknow I have selected Sadar

Cantonment area for my research which resembles the entire middle class population of the Lucknow city.

Objective 2: To analyse the consumer's buying attitudes regarding television advertising.

1.   Consumer spends their time watching television in a day.

Table No. 4.6: Computation of Number of Hours Spend Watching on Television in a Day

Hours	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency (F)	Computation of values of responses (WT X F)
0-2 hours	1	300	300-599	232	232
2-4 hours	2	600	600-899	56	112
4-6 hours	3	900	900	12	36
More than 6 hours	4	1200	901-1200	0	0
Total				**300**	**380**
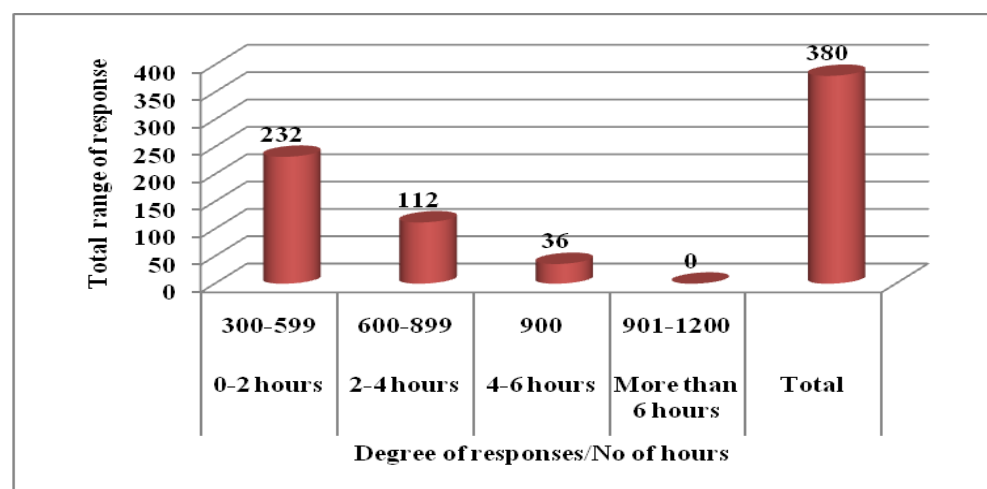
Figure No. 4.8: Computation of Number of Hours Spend Watching Television in a Day

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Interpretation- From the table no. 4.6 it can be seen that the total computed value is 380 which fall in the range of 0-2 hour's category.

Inference- From the above data it can be inferred that major population watch television in the range of 0-2 hours in a day.

2. **Various medium of consumer awareness about the latest products.**

Table No. 4.7: Consumer Preferences for Print Media Helping in Consumer Awareness About the Latest Products

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Freq-uency (F)	Computation of values of responses (WT X F)
Strongly Agree	1	300	300-599	64	64
Agree	2	600	600-899	111	222
Neutral	3	900	900	76	228
Disagree	4	1200	901-1200	27	108
Strongly Disagree	5	1500	1201-1500	22	110
Total				**300**	**732**
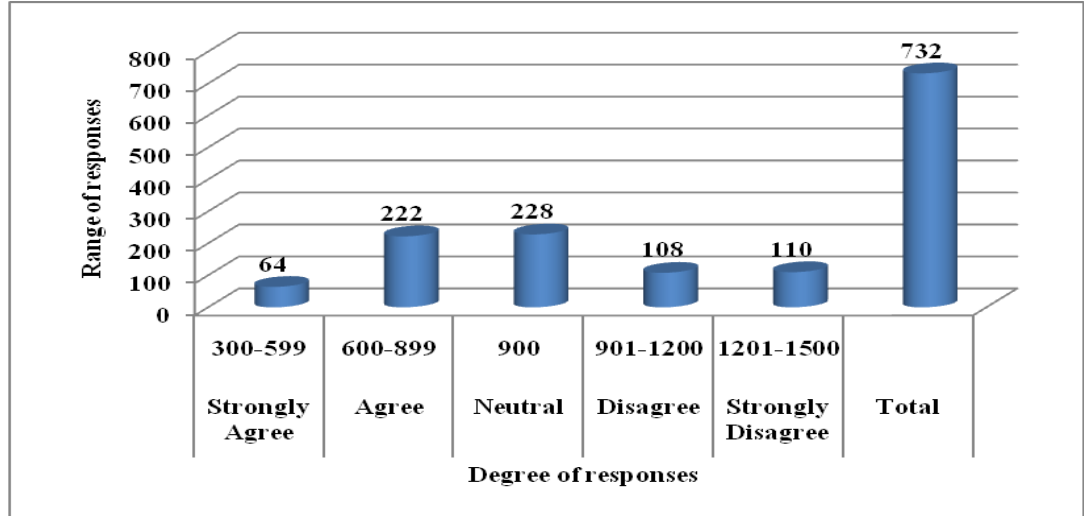
Figure No. 4.9: Consumer Preferences for Print Media Helping in Consumer Awareness About the Latest Products.

Interpretation- From the table no 4.7 it can be seen that the total computed value is 732 which fall in the range of agree category.

Inference- From the above data it can be inferred that major population agrees that the print media helps consumers in awareness about the latest products.

Table No. 4.8: Consumer Preferences for Television Advertisements Helping in Consumer Awareness About the Latest Products.

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency (F)	Computation of values of responses (WT X F)
Strongly Agree	1	300	300-599	162	162
Agree	2	600	600-899	79	158
Neutral	3	900	900	26	78
Disagree	4	1200	901-1200	22	88
Strongly Disagree	5	1500	1201-1500	11	55
Total				**300**	**541**
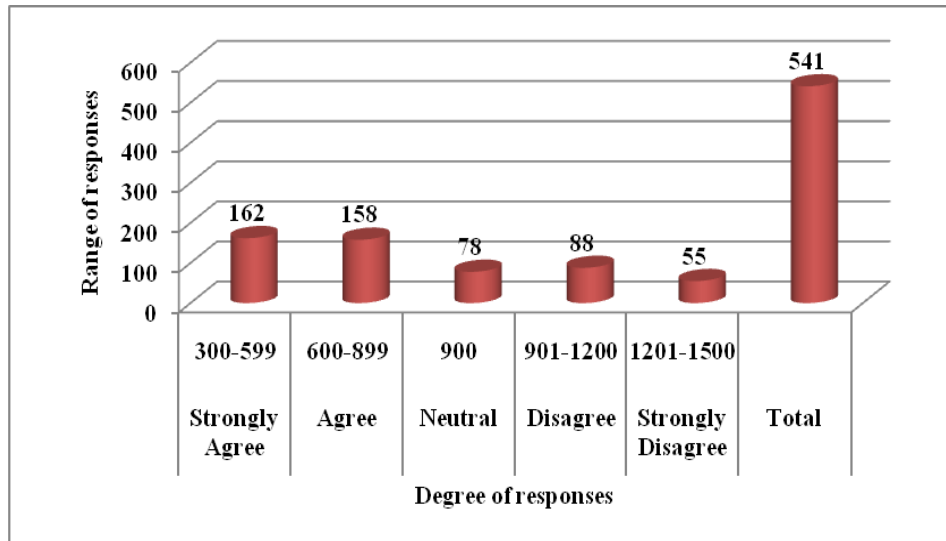
Figure No. 4.10: Consumer Preferences for Television Advertisements

Helping in Consumer Awareness About the Latest Products.

Interpretation- From the table no 4.8 it can be seen that the total computed value is 541 which fall in the range of strongly agree category.

Inference- From the above data it can be inferred that major population strongly agrees that the television advertisement is the strongest medium that helps consumers in awareness about the latest products.

Table No. 4.9: Consumer Preferences for Word of Mouth Publicity Helping

in Consumer Awareness About the Latest Products.

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency (F)	Computation of values of responses (WT X F)
Strongly Agree	1	300	300-599	21	21
Agree	2	600	600-899	46	92
Neutral	3	900	900	44	132
Disagree	4	1200	901-1200	106	424
Strongly Disagree	5	1500	1201-1500	83	415
Total				**300**	**1084**
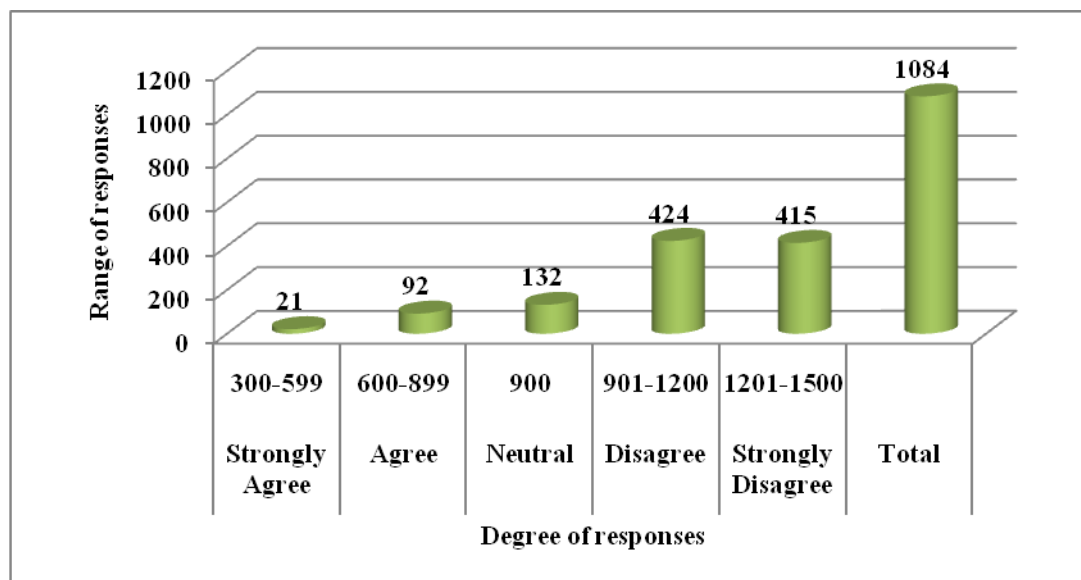
Figure No. 4.11: Consumer Preferences for Word of Mouth Publicity

Helping in Consumer Awareness About the Latest Products.

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Interpretation- From the table no. 4.9 it can be seen that the total computed value is 1084 which fall in the range of disagree category.

Inference- From the above data it can be inferred that major population disagrees from the fact that word of mouth publicity helps consumers in awareness about the latest products.

Table No. 4.10: Consumer Preferences for Mobile and Internet Helping in Consumer Awareness About the Latest Products.

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency (F)	Computation of values of responses (WT X F)
Strongly Agree	1	300	300-599	36	36
Agree	2	600	600-899	47	94
Neutral	3	900	900	86	258
Disagree	4	1200	901-1200	86	344
Strongly Disagree	5	1500	1201-1500	45	225
Total				**300**	**957**
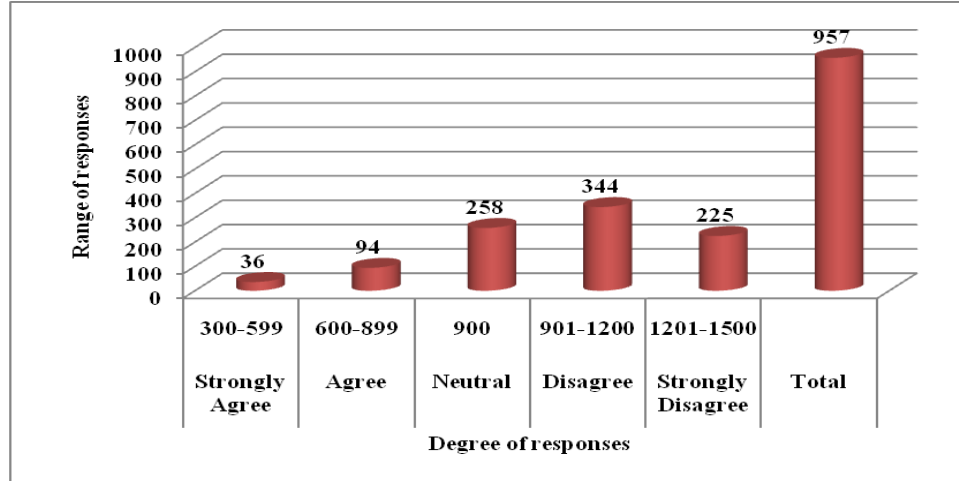
Figure No. 4.12: Consumer Preferences for Mobile and Internet Helping in Consumer Awareness About the Latest Products.

Interpretation- From the table no. 4.10 it can be seen that the total computed value is

957 which fall in the range of disagree category.

Inference- From the above data it can be inferred that major population disagrees from

the fact that mobile and internet helps consumers in awareness about the latest products.

Table No. 4.11: Consumer Preferences for Radio Helping in Consumer Awareness About the Latest Products.

Degree	Weight	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency (F)	Computation of weighted values of responses (WT X F)
Strongly Agree	1	300	300-599	17	17
Agree	2	600	600-899	17	34
Neutral	3	900	900	68	204
Disagree	4	1200	901-1200	59	236
Strongly Disagree	5	1500	1201-1500	139	695
Total				**300**	**1186**
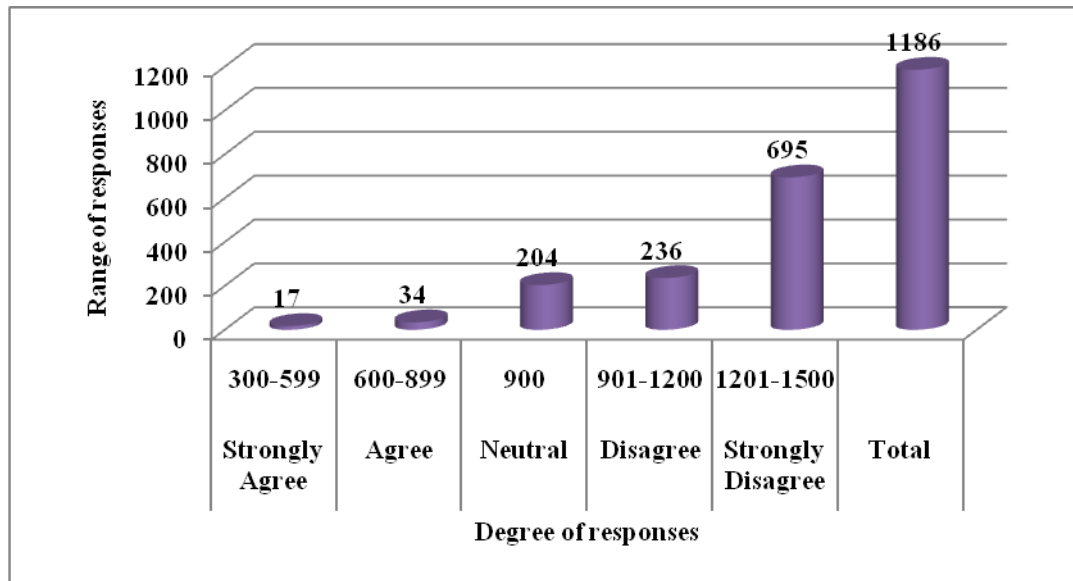
Figure No. 4.13: Consumer Preferences for Radio Helping in Consumer

Awareness About the Latest Products.

Interpretation- From the table 4.11 it can be seen that the total computed value is 1186 which fall in the range of strongly disagree category.

Inference- From the above data it can be inferred that major population strongly disagrees from the fact that radio helps consumers in awareness about the latest products.

Table No.4.12: Mean Score Table of Different Mediums for the Latest Products

Awareness.

VARIOUS MEDIUM / DEGREE	(WT)	PRINT MEDIA (F1)	Wt.*F1	TELEVISION ADVERTISING (F2)	Wt.*F2	WORD OF MOUTH (F3)	Wt.*F3	MOBILE AND INTERNET(F4)	Wt.*F4	RADIO (F5)	Wt.*F5
VERY HIGH	1	64	64	162	162	21	21	36	36	17	17
HIGH	2	111	222	79	158	46	92	47	94	17	34
MODERATE	3	76	228	26	78	44	132	86	258	68	204
LOW	4	27	108	22	88	106	424	86	344	59	236
VERY LOW	5	22	110	11	55	83	415	45	225	139	695
TOTAL	15	300	732	300	541	300	1084	300	957	300	1186
∑ X			2.44		1.80		3.61		3.19		3.95
RANK			**2**		**1**		**4**		**3**		**5**

Interpretation – From the table 4.12 we can see that print media has got a weighted mean score of 2.44 and ranking of second place and television advertisement has got a weighted mean score sore of 1.80 and ranking of first place whereas word of mouth and mobile and internet has got a weighted mean score of 3.61 and 3.19 along with the ranking of fourth and third place respectively. Radio medium has got a weighted mean score of 3.95 and ranking of fifth place.

Inferences - From the above mentioned result it can be concluded that television advertisement is the best medium that is mostly preferred by the consumers for awareness about the latest product. Print media is the secondly most preferred medium after television advertisement. Mobile and internet is third most preferred medium of

getting awareness about the new products. Word of mouth medium is the forth preferred medium of getting awareness about the new products. Radio is at the fifth rank making it the least preferred medium among the others.

3. **Consumer's purchases are influenced by television advertisement.**

Table No.4.13: Composite Score Table of Purchases Influenced by Television Advertisements

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency (F)	Computation of values of responses (WT X F)
Very High	1	300	300-599	9	9
High	2	600	600-899	41	82
Moderate	3	900	900	143	429
Low	4	1200	901-1200	97	388
Very Low	5	1500	1201-1500	10	50
Total				**300**	**958**
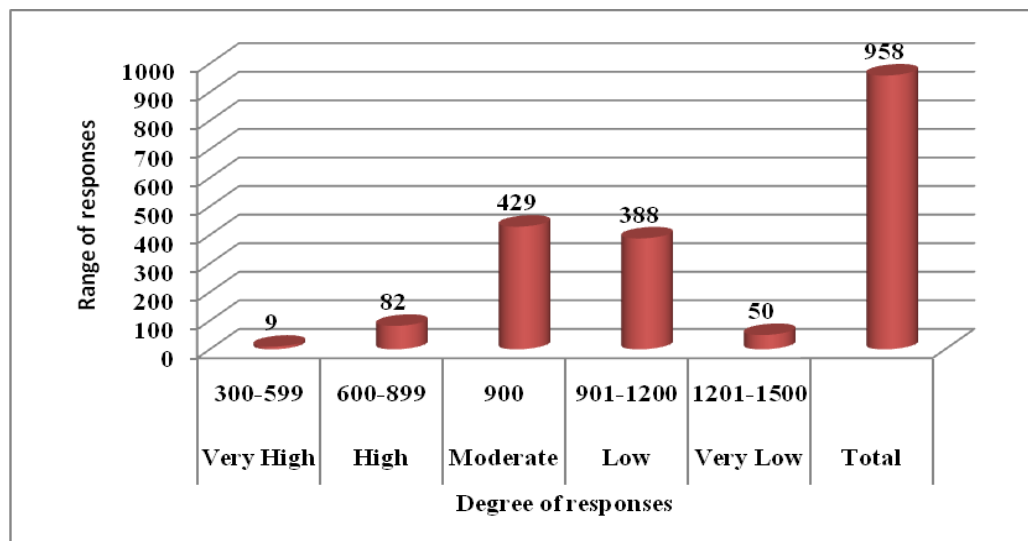
Figure No.4.14: Figure of Purchases Influenced by Television Advertisements

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Interpretation- From the table 4.13 it can be seen that the total computed value is 958 which fall in the range of low influence category.

Inference- From the above data it can be inferred that major population believe that the television advertisements has low influence on their purchasing.

4. **Companies are using celebrities in television advertisements for promotion of their products.**

Table No.4.14: Composite Score Table Representing the Use of Celebrities in

Television Advertisements for Promotion

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency (F)	Computation of values of responses (WT X F)
Strongly Agree	1	300	300-599	107	107
Agree	2	600	600-899	164	328
Neutral	3	900	900	22	66
Disagree	4	1200	901-1200	7	28
Strongly Disagree	5	1500	1201-1500	0	0
Total				300	529
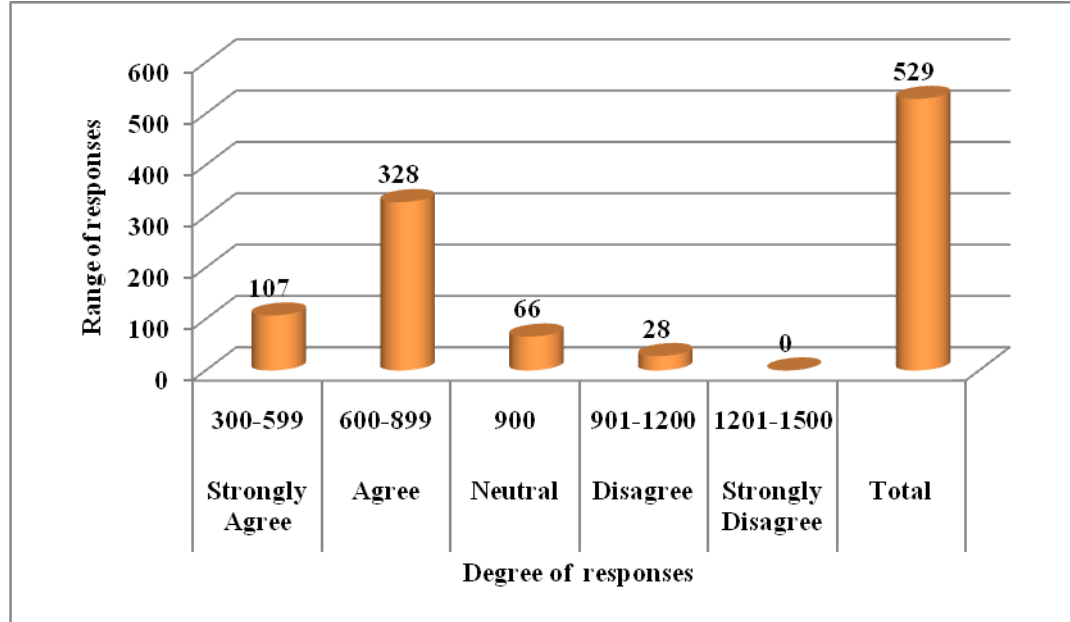
Figure No.4.15: Figure Representing the Use of Celebrities in Television

Advertisements for Promotion

Interpretation - From the table 4.14 it has been seen that the total computed value is

529 which falls in the range of strongly agree.

Inference- From the above figure 4.15 it can be inferred that majority of the population

strongly agree that companies are using celebrities in television advertisements for

promotion of their products.

5. **Customers purchases have been affected by celebrity endorsed advertisement.**

Table No.4.15: Computed Table Depicting Purchases Affected by Celebrity Endorsed Television Advertisements

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency (F)	Computation of values of responses (WT X F)
Strongly Agree	1	300	300-599	27	27
Agree	2	600	600-899	125	250
Neutral	3	900	900	57	171
Disagree	4	1200	901-1200	50	200
Strongly Disagree	5	1500	1201-1500	41	205
Total				300	853
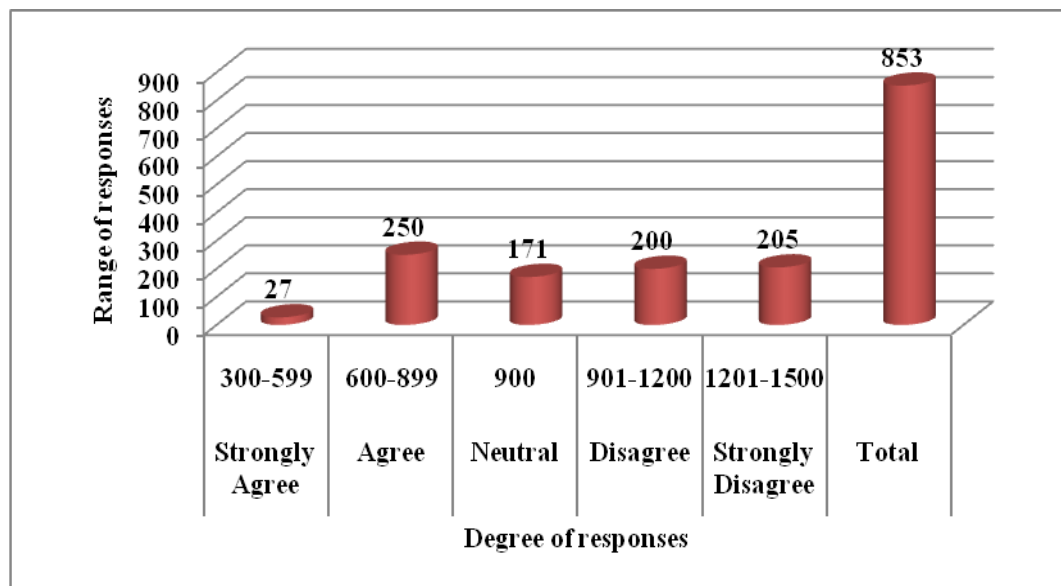
Figure No.4.16: Figure Depicting Purchases Affected by Celebrity Endorsed Television Advertisements

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Interpretation- From the table no 4.15 it can be seen that total composite score is 853 which fall in the range of agree.

Inference- From the above figure 4.16 it can be inferred that mostly people agrees to the statement that their purchase has been affected by the Celebrity endorsed advertisement. Thus, it is clear that consumers purchase is affected by the celebrity endorsed television advertisement.

6. **Celebrity based advertisement has influenced the buying behaviour of families.**

Table No.4.16: Computed Table Showing Celebrity Based Advertisement has

Influenced the Buying Behaviour of Families

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency (F)	Computation of values of responses (WT X F)
Strongly Agree	1	300	300-599	64	64
Agree	2	600	600-899	76	152
Neutral	3	900	900	48	144
Disagree	4	1200	901-1200	63	252
Strongly Disagree	5	1500	1201-1500	49	245
Total				300	857
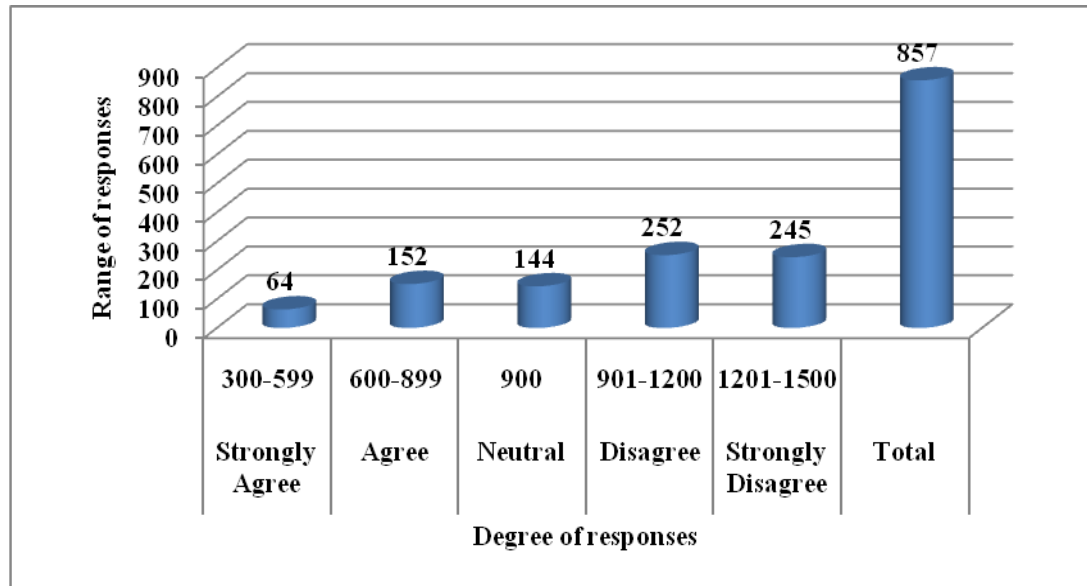
Figure No.4.17: Figure Showing Celebrity Based Advertisement has

Influenced the Buying Behavior of Families

Interpretation - From the table no.4.16 the computed value is been calculated as 857 which fall in the group of agree.

Inferences- From the above figure 4.17 it can be inferred that most families buying behavior has been influenced by celebrities based advertisements. Therefore, it can be said that celebrity based advertisement has influenced the buying behavior of families.

Objective 3- Find out the effect of Celebrity endorsement on middle class consumers of different age groups and income group and gender.

1. **Middle class consumer purchase has been affected by celebrity endorsement advertisement and its effect on different gender.**

Table No. 4.17: Computed Value Table of Gender Wise Effect of Celebrity Endorsed Advertisement on Consumer's Purchases (Male)

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency of Male (F1)	Computation of values of responses (WT X F1)
Strongly Agree	1	156	156-311	21	21
Agree	2	312	312-467	60	120
Neutral	3	468	468	28	84
Disagree	4	624	469-624	30	120
Strongly Disagree	5	780	625-780	17	85
Total				**156**	**430**
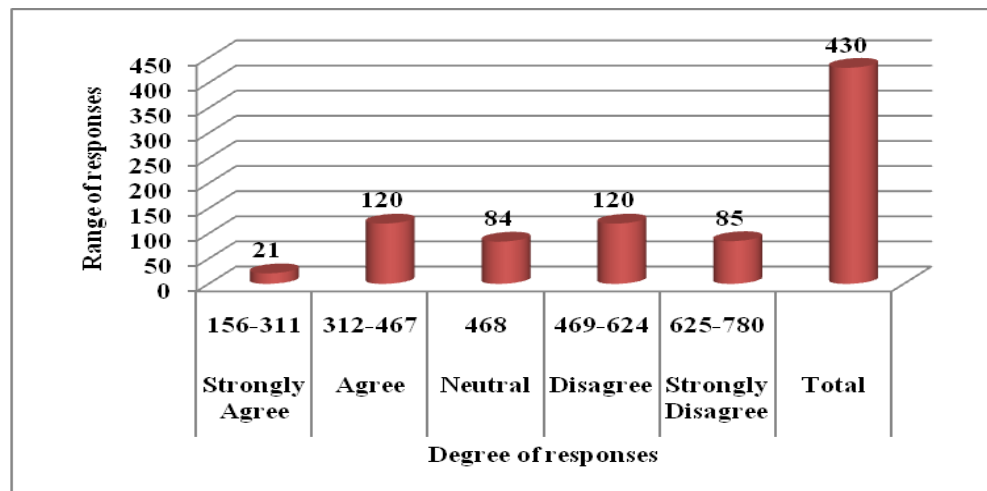
Figure No. 4.18: Figure of Gender Wise Effect of Celebrity Endorsement Advertisement on Consumer's Purchases (Male)

Interpretation– From the above table no. 4.17 it can be seen that computed value of male responses is 430 which fall under the range of agree.

Inference– From the above figure 4.18 is can be clearly inferred that most male population agrees and believes that middle class consumer purchases had been affected by celebrity endorsement advertisements.

Table No. 4.18 Computed Value Table of Gender Wise Effect of Celebrity Endorsed Advertisement on Consumer's Purchases (Female)

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency of Female (F2)	Computation of values of responses (WT X F2)
Strongly Agree	1	144	144-287	6	6
Agree	2	288	288-431	65	130
Neutral	3	432	432	29	87
Disagree	4	576	433-576	20	80
Strongly Disagree	5	720	577-720	24	120
Total				**144**	**423**
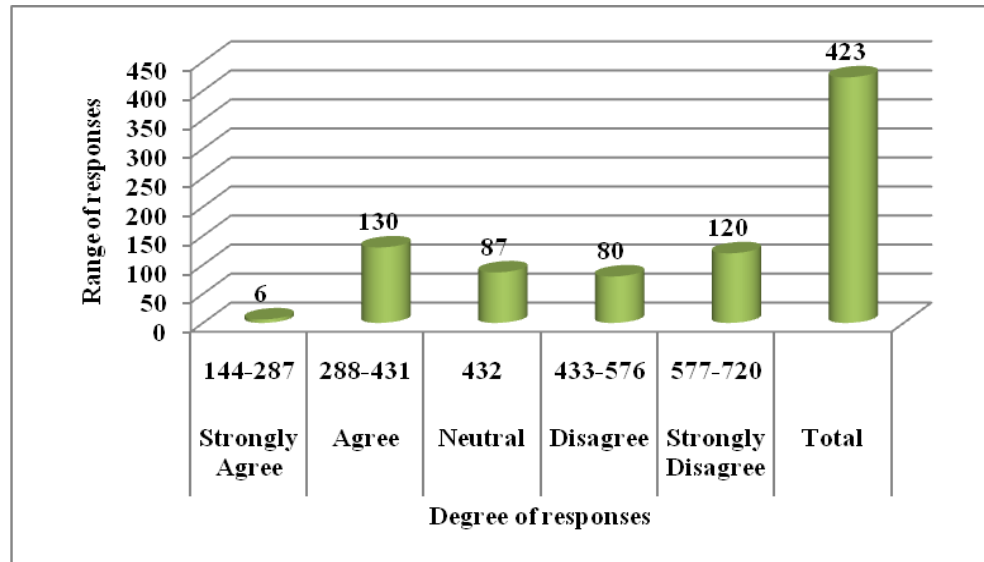
Figure No. 4.19: Figure of Gender Wise Effect of Celebrity

Endorsement Advertisement on Consumer's Purchases (Female)

Interpretation – From the above table no 4.18 it can be seen that computed value of female responses is 423 which fall under the range of agree.

Inference –From the above figure 4.19 is can be clearly inferred that most female population also agrees and believes that middle class consumer purchases had been affected by celebrity endorsement advertisements.

2. **Middle class consumer purchase has been affected by celebrity endorsement advertisement and its effect on different income group.**

Table No. 4.19: Effect of Celebrity Endorsement Advertisement on Consumer Whose Income is Between 2-4 Lacs.

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency 2-4 Lacs (F1)	Computation of values of responses (WT X F1)
Strongly Agree	1	79	79-157	4	4
Agree	2	158	158-236	34	68
Neutral	3	237	237	13	39
Disagree	4	316	238-316	12	48
Strongly Disagree	5	395	317-395	16	80
Total				79	239
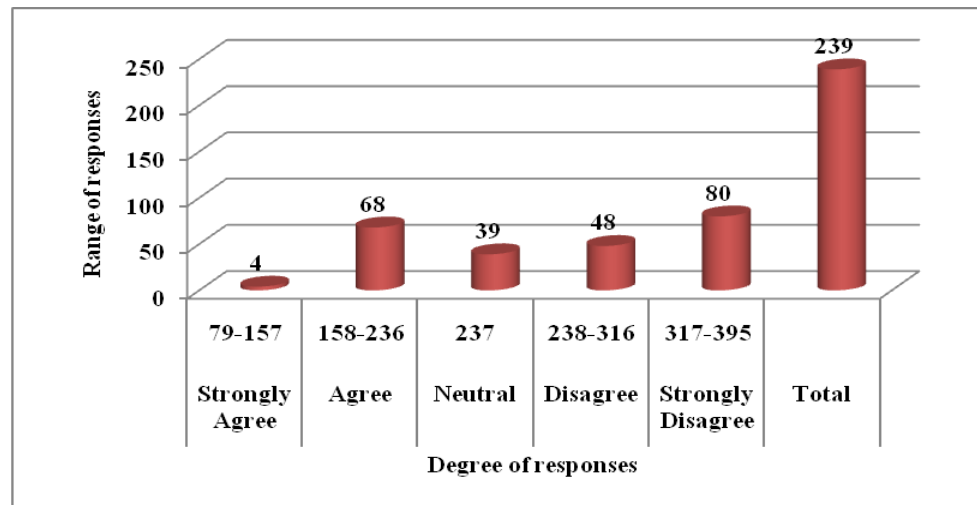
Figure No. 4.20: Effect of Celebrity Endorsement Advertisement on Consumer Whose Income is Between 2-4 Lacs.

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Interpretation– From the above table no 4.19 gives the total computed value of 239 which fall in the range of disagree.

Inference– From the above figure no 4.20 it can be clearly inferred that population belonging in the 2-4 Lacs income bracket disagrees to the fact that there purchases are influenced by celebrity endorsed advertisements.

Table No. 4.20: Effect of Celebrity Endorsement Advertisement on Consumer Whose Income is Between 4-6 Lacs.

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency 4-6 Lacs (F2)	Computation of values of responses (WT X F2)
Strongly Agree	1	84	84-167	8	8
Agree	2	168	168-251	43	86
Neutral	3	252	252	16	48
Disagree	4	336	253-336	5	20
Strongly Disagree	5	420	337-420	12	60
Total				84	222
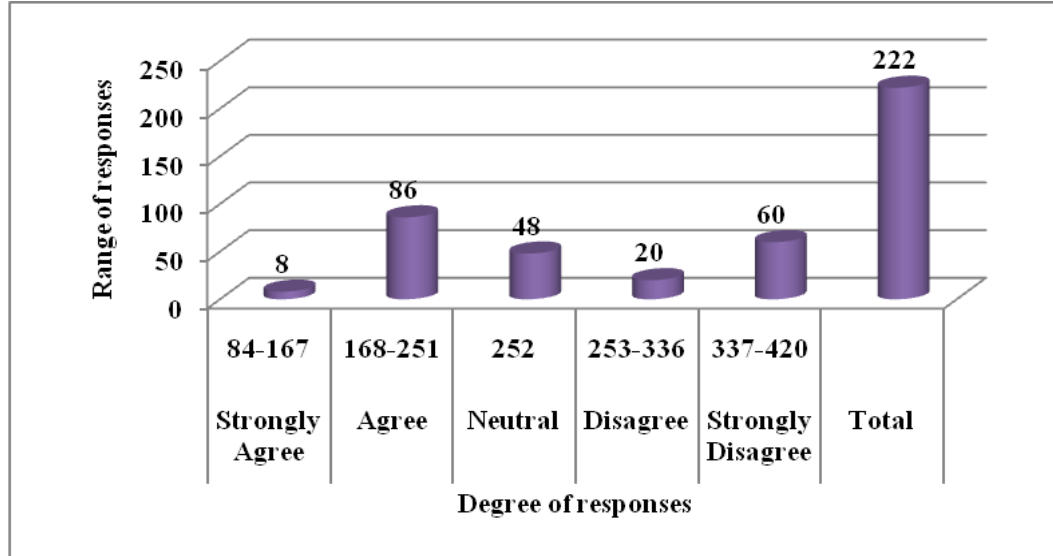
Figure No. 4.21: Effect of Celebrity Endorsement Advertisement on

Consumer Whose Income is Between 4-6 Lacs.

Interpretation – The above table no 4.20 shows the total computed value of 222 which

fall in the range of agree.

Inference – From the above figure no 4.21 it can be inferred that population belonging

in the 4-6 Lacs of income bracket agrees to the fact that there purchases are influenced

by celebrity endorsed advertisements.

Table No. 4.21: Effect of Celebrity Endorsement Advertisement on Consumer

Whose Income is Between 6-8 Lacs.

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency 6-8 Lacs (F3)	Computation of values of responses (WT X F3)
Strongly Agree	1	81	81-161	7	7
Agree	2	162	162-242	28	56
Neutral	3	243	243	12	36
Disagree	4	324	244-324	23	92
Strongly Disagree	5	405	325-405	11	55
Total				81	246
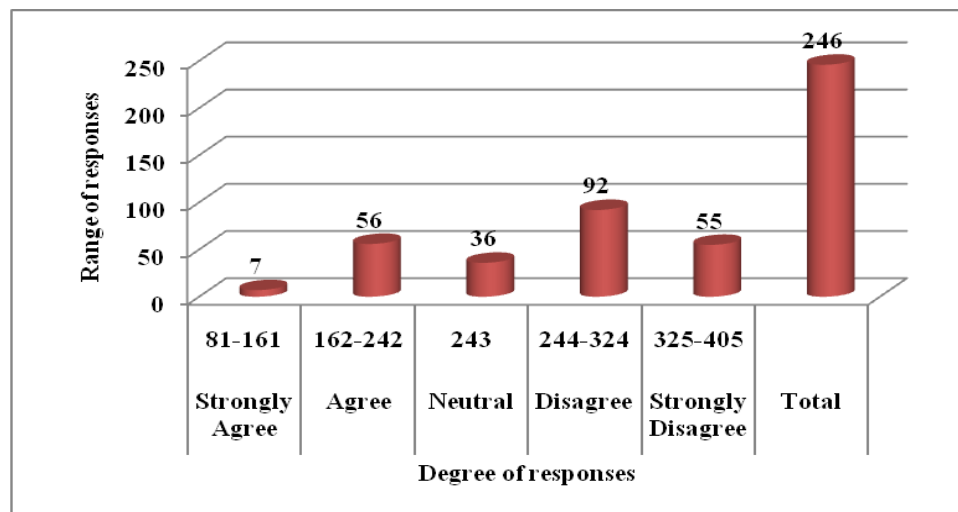
Figure No. 4.22: Effect of Celebrity Endorsement Advertisement on

Consumer Whose Income is Between 6-8 Lacs.

Interpretation– The above table no. 4.21 shows the total computed value of 246 which fall in the range of disagree.

Inference– From the above figure no 4.22 it can be inferred that population belonging in the 6-8 Lacs of income bracket disagrees to the fact that there purchases are influenced by celebrity endorsed advertisements.

Table No. 4.22: Effect of Celebrity Endorsement Advertisement on Consumer

Whose Income is Between 8-10 Lacs

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency 8-10 Lacs (F4)	Computation of values of responses (WT X F4)
Strongly Agree	1	56	56-111	8	8
Agree	2	112	112-167	20	40
Neutral	3	168	168	16	48
Disagree	4	224	169-224	10	40
Strongly Disagree	5	280	225-280	2	10
Total				56	146
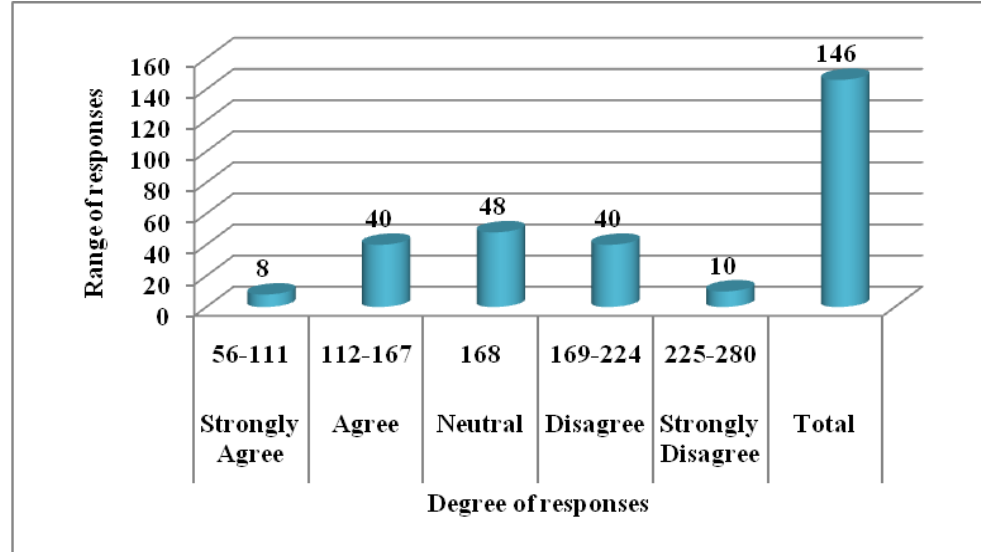
Figure No.4.23: Effect of Celebrity Endorsement Advertisement on

Consumer Whose Income is Between 8-10 Lacs.

Interpretation – The above table no 4.22 shows the total computed value of 146 which fall in the range of agree.

Inference – From the above figure no 4.23 it can be inferred that population belonging in the 8-10 Lacs of income bracket agrees to the fact that there purchases are influenced by celebrity endorsed advertisements.

3. **Middle class consumer purchase has been affected by celebrity endorsement advertisement and its effect on different age group.**

Table No. 4.23: Effect of Celebrity Endorsement Advertisement on Consumer

Whose Age is Between   21-30 Years

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency 21-30 years (F1)	Computation of values of responses (WT X F1)
Strongly Agree	1	70	70-139	3	3
Agree	2	140	140-209	28	56
Neutral	3	210	210	16	48
Disagree	4	280	211-280	10	40
Strongly Disagree	5	350	281-350	13	65
Total				70	212
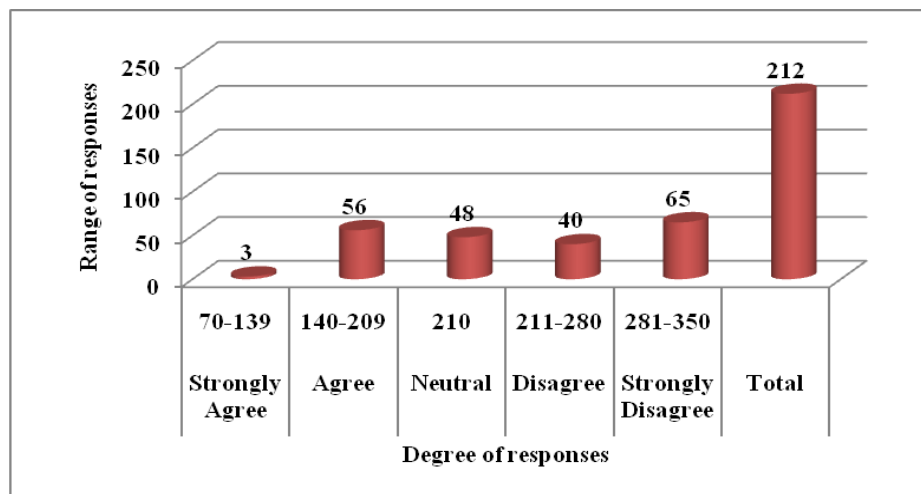
Figure No. 4.24: Effect of Celebrity Endorsement Advertisement on Consumer

Whose Age is Between   21-30 Years

123

Interpretation– The above table no. 4.23 shows the total computed value of 212 which fall in the range of disagree.

Inference– From the above figure no 4.24 it can be inferred that population belonging in the 21-30 years of age group disagrees to the fact that their purchases are influenced by celebrity endorsed advertisements.

Table No. 4.24: Effect of Celebrity Endorsement Advertisement on Consumer

Whose Age is Between 31-40 Years

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency 31-40 years (F1)	Computation of values of responses (WT X F2)
Strongly Agree	1	80	80-159	8	8
Agree	2	160	160-239	36	72
Neutral	3	240	240	12	36
Disagree	4	320	241-320	19	76
Strongly Disagree	5	400	321-400	5	25
Total				80	217
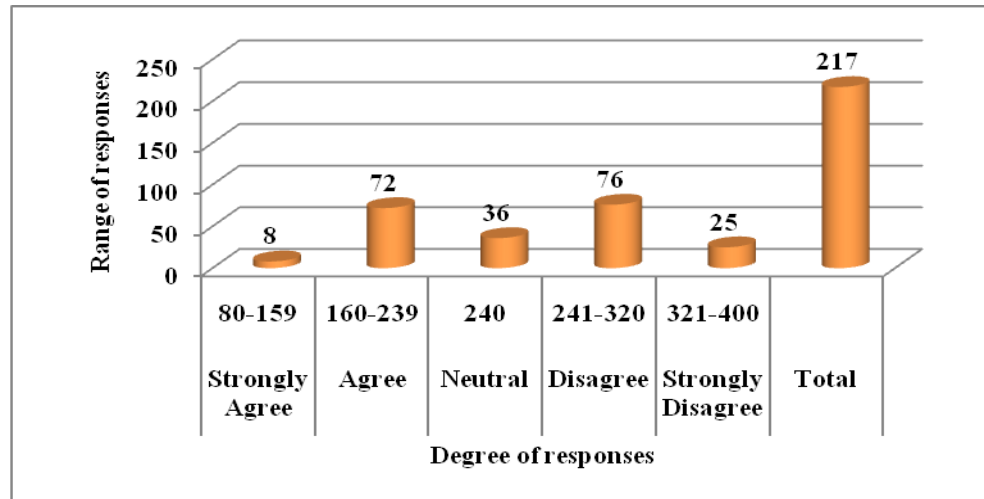
Figure No. 4.25: Effect of Celebrity Endorsement Advertisement on

Consumer Whose Age is Between 31-40 Years

Interpretation – The above table no 4.24 shows the total computed value of 217 which fall in the range of agree.

Inference – From the above figure no 4.25 it can be inferred that population who belong to the age group of 31-40 years agrees that their purchases are influenced by celebrity endorsed advertisements.

Table No. 4.25: Effect of Celebrity Endorsement Advertisement on Consumer

Whose Age is Between 41-50 Years.

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency 41-50 years (F1)	Computation of values of responses (WT X F3)
Strongly Agree	1	67	67-133	10	10
Agree	2	134	134-200	28	56
Neutral	3	201	201	10	30
Disagree	4	268	202-268	11	44
Strongly Disagree	5	335	269-335	8	40
Total				67	180
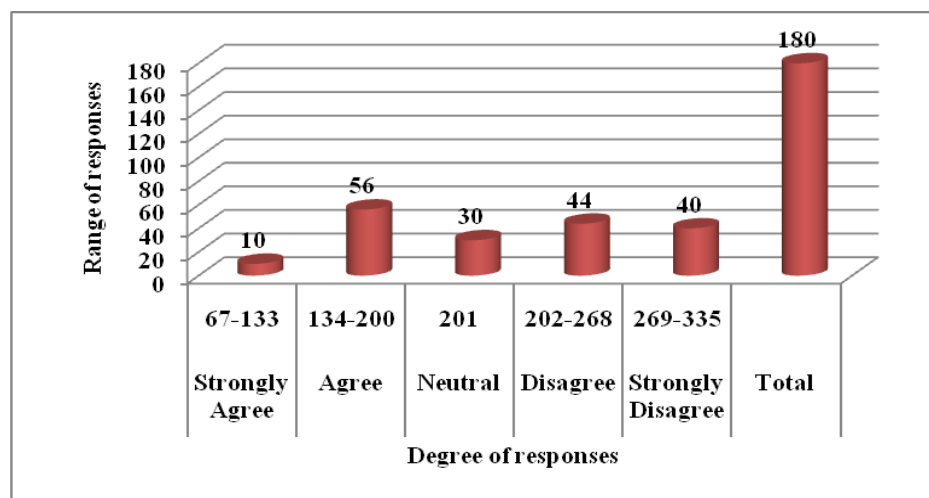
Figure No. 4.26: Effect of Celebrity Endorsement Advertisement on

Consumer Whose Age is Between 41-50 Years.

126

Interpretation – The above table no 4.25 shows the total computed value of 180 which fall in the range of agree.

Inference – From the above figure no 4.26 it can be inferred that population who belong to the age group of 41-50 years agrees that their purchases are influenced by celebrity endorsed advertisements.

Table No. 4.26: Effect of Celebrity Endorsement Advertisement on Consumer

Whose Age is Between 51-60 Years.

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency 51-60 Lacs (F4)	Computation of values of responses (WT X F4)
Strongly Agree	1	56	56-111	3	3
Agree	2	112	112-167	24	48
Neutral	3	168	168	14	42
Disagree	4	224	169-224	5	20
Strongly Disagree	5	280	225-280	10	50
Total				56	163
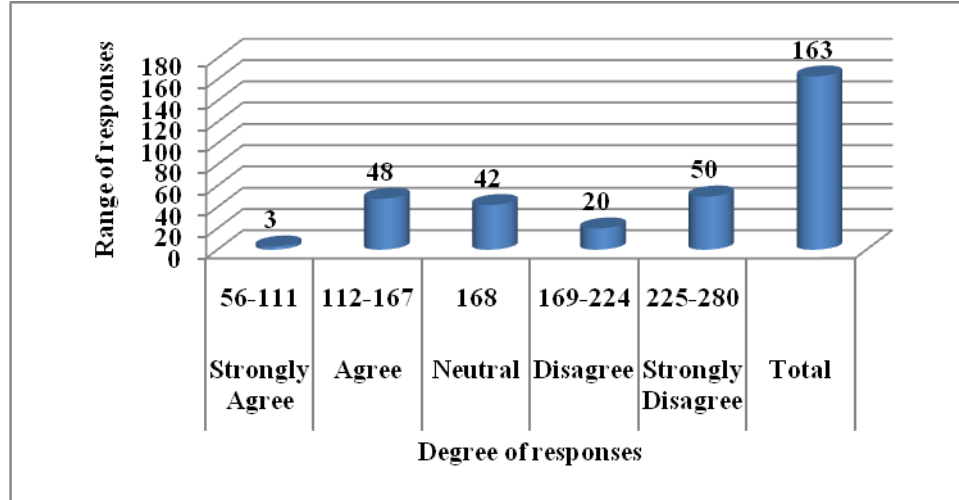
Figure No. 4.27: Effect of Celebrity Endorsement Advertisement on

Consumer Whose Age is Between 51-60 years.

Interpretation– The above table no. 4.26 shows the total computed value of 163 which

fall in the range of agree.

Inference– From the above figure no 4.27 it can be inferred that population who belong

to the age group of 51-60 years agrees to the fact that their purchases are influenced by

celebrity endorsed advertisements.

Table No. 4.27: Effect of Celebrity Endorsement Advertisement on Consumer Whose Age is Between 61 Years and Above.

| Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency 61 Above (F4)	Computation of values of responses (WT X F4)
Strongly Agree	1	27	27-53	3	3
Agree	2	54	54-80	9	18
Neutral	3	81	81	5	15
Disagree	4	108	82-108	5	20
Strongly Disagree	5	135	109-135	5	25
Total				27	81
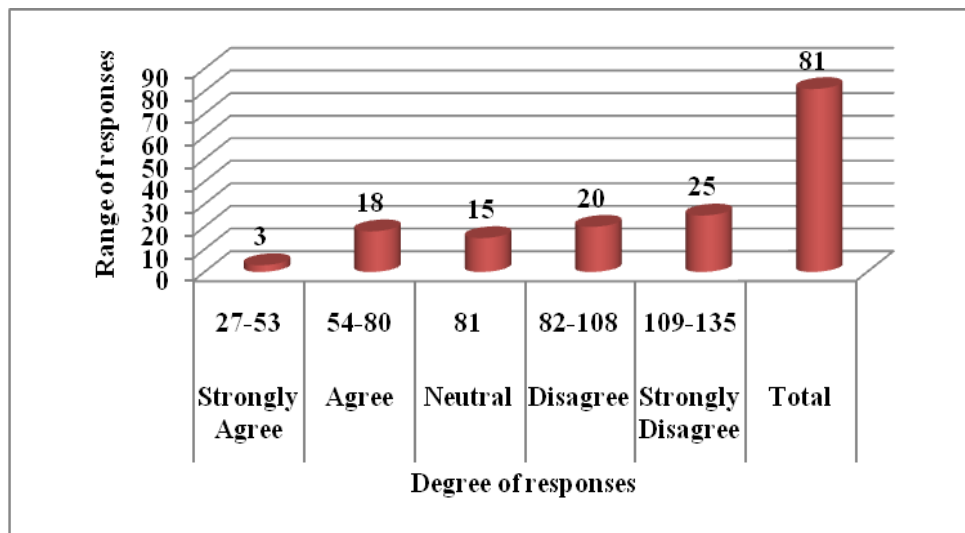
Figure No. 4.28: Effect of Celebrity Endorsement Advertisement on Consumer Whose Age is Between 61 Years and Above.

Interpretation – The above table no 4.27 shows the total computed value of 81 which fall in the range of neutral.

Inference – From the above figure no 4.28 it can be inferred that population who belong to the age group of 61 years and above have a neutral opinion to the statement that their purchases are influenced by celebrity endorsed advertisements.

Objective 4- Factors needed to be present in celebrity while endorsing the retail brands for middle class segment.

1. **Type of celebrity that respondents find more effective while endorsing the products.**

Table No. 4.28: Consumer Preferences About Film Stars as the Most Effective

Persons While Endorsing the Products.

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency (F)	Computation of values of responses (WT X F)
Strongly Agree	1	300	300-599	211	211
Agree	2	600	600-899	50	100
Neutral	3	900	900	28	84
Disagree	4	1200	901-1200	11	44
Strongly Disagree	5	1500	1201-1500	0	0
Total				**300**	**439**
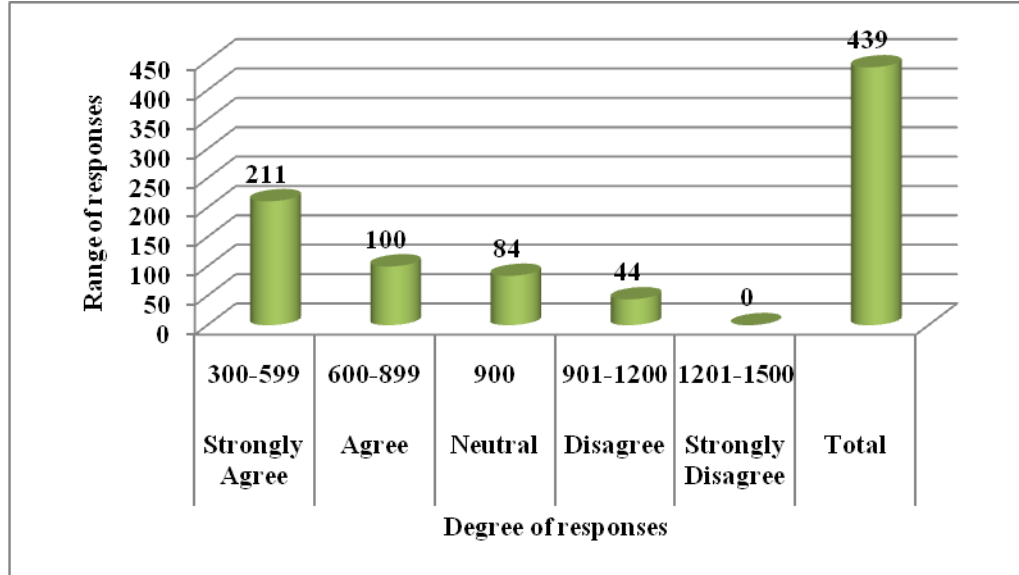
Figure No. 4.29: Consumer Preferences About Film Stars as the Most

Effective Persons While Endorsing the Products.

Interpretation– The above table no. 4.28 shows the total computed value is 439 which fall in the range of strongly agree.

Inference– From the above figure 4.29 it can be inferred that most population strongly agrees that film stars are the most effective/influential person while endorsing the products.

Table No. 4.29: Consumer Preferences About Sports Stars as the Most Effective Persons While Endorsing the Products.

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency (F)	Computation of values of responses (WT X F)
Strongly Agree	1	300	300-599	48	48
Agree	2	600	600-899	148	296
Neutral	3	900	900	53	159
Disagree	4	1200	901-1200	31	124
Strongly Disagree	5	1500	1201-1500	20	100
Total				**300**	**727**
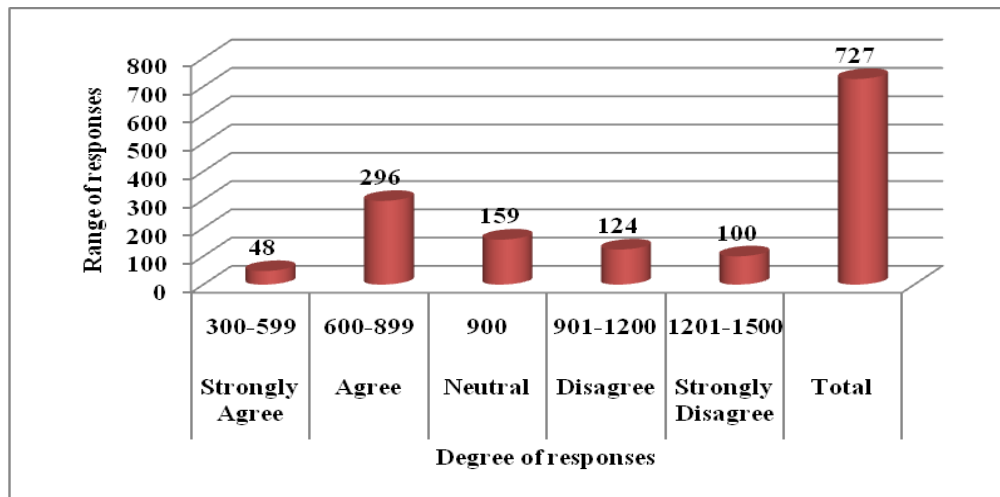
Figure No. 4.30: Consumer Preferences About Sports Stars as the Most Effective Persons While Endorsing the products.

Interpretation– The above table no. 4.29 shows the total computed value is 727 which fall in the range of agree.

Inference– From the above figure 4.30 it can be clearly inferred that most people agrees that sports stars are also the most effective/influential person while endorsing the products.

Table No.4.30: Consumer Preferences About Business Icons as the Most Effective Persons While Endorsing the Products.

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency (F)	Computation of values of responses (WT X F)
Strongly Agree	1	300	300-599	7	7
Agree	2	600	600-899	15	30
Neutral	3	900	900	34	102
Disagree	4	1200	901-1200	62	248
Strongly Disagree	5	1500	1201-1500	182	910
Total				**300**	**1297**
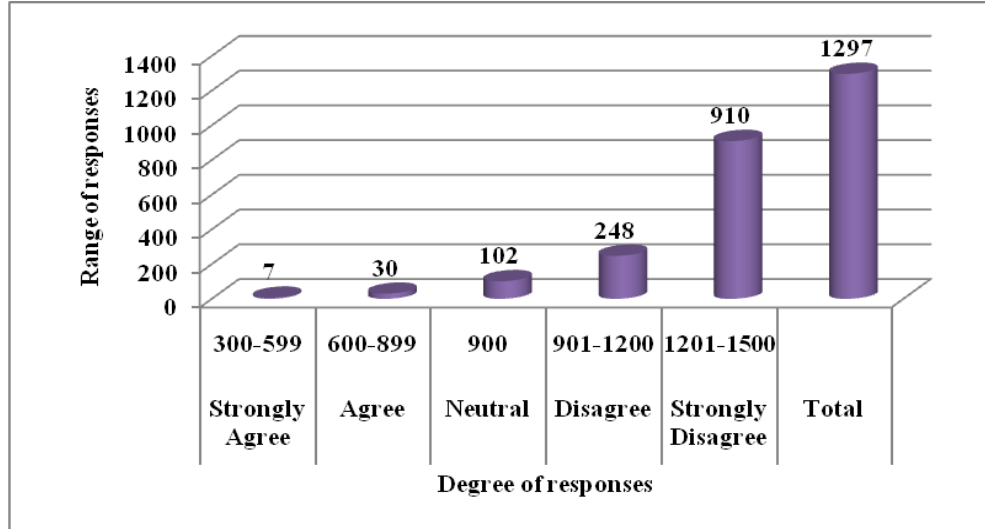
Figure No. 4.31: Consumer Preferences About Business Icons as the Most

Effective Persons While Endorsing the Products.

Interpretation– The above table no. 4.30 shows the total computed value is 1297 which fall in the range of strongly disagree.

Inference– From the above figure 4.31 it can be clearly inferred that most people strongly disagrees to the fact that business icons are the most effective/influential person while endorsing the products.

Table No. 4.31: Consumer Preferences About Entertainers as the Most Effective

Persons While Endorsing the Products.

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency (F)	Computation of values of responses (WT X F)
Strongly Agree	1	300	300-599	14	14
Agree	2	600	600-899	53	106
Neutral	3	900	900	81	243
Disagree	4	1200	901-1200	125	500
Strongly Disagree	5	1500	1201-1500	27	135
Total				**300**	**998**
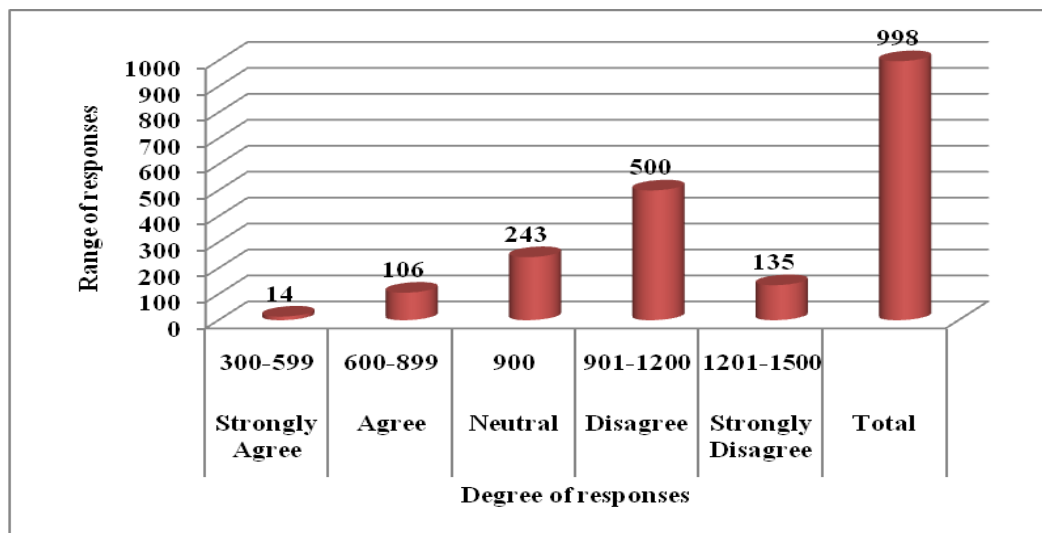
Figure No.4.32: Consumer Preferences About Entertainers as the Most

Effective Persons While Endorsing the Products.

Interpretation– The above table no.4.31 shows the total computed value is 998 which fall in the range of disagree.

Inference– From the above figure 4.32 it can be inferred that most of the population disagrees to the fact that entertainers are the most effective/influential person while endorsing the products.

Table No. 4.32: Consumer Preferences About Animations Character as the Most Effective While Endorsing the Products.

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency (F)	Computation of values of responses (WT X F)
Strongly Agree	1	300	300-599	20	20
Agree	2	600	600-899	34	68
Neutral	3	900	900	104	312
Disagree	4	1200	901-1200	71	284
Strongly Disagree	5	1500	1201-1500	71	355
Total				**300**	**1039**
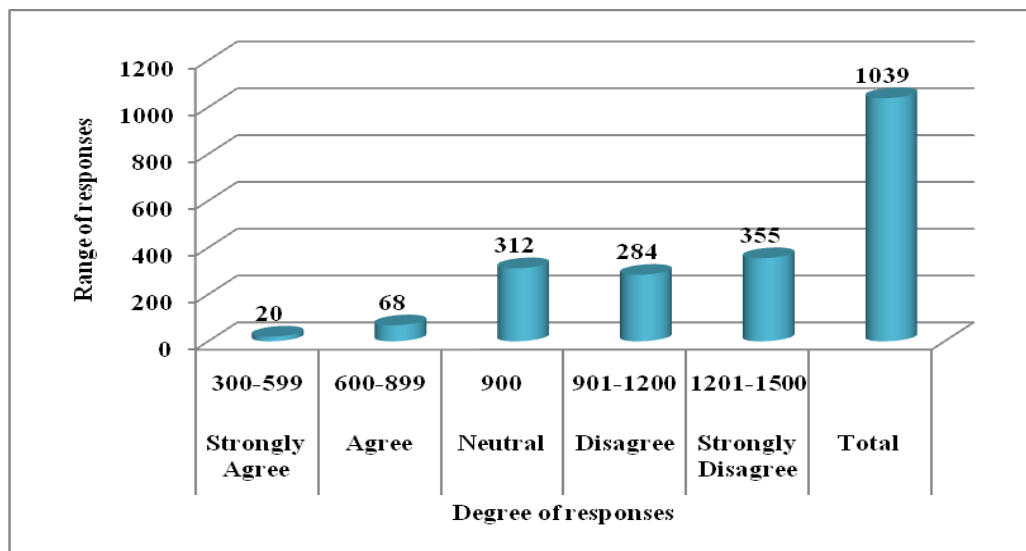
Figure No. 4.33: Consumer Preferences About Animations Character as the Most Effective While Endorsing the Products.

Interpretation– The above table no. 4.32 shows the total computed value is 1039 which fall in the range of disagree.

Inference– From the above figure 4.33 it can be inferred that most of the population disagrees to the fact that animation characters are the most effective/influential while endorsing the products.

Table No.4.33: Mean Score Table of Various Celebrities' Effectiveness While Endorsing the Products

Celebrity Types / Degree	(wt.)	Film Stars (F1)	Wt.*F1	Sports Persons (F2)	Wt.*F2	Business Icons (F3)	Wt.*F3	Entertainers (F4)	Wt.*F4	Animations (F5)	Wt.*F5
Very High	1	211	211	48	48	7	7	14	14	20	20
High	2	50	100	148	296	15	30	53	106	34	68
Moderate	3	28	84	53	159	34	102	81	243	104	312
Low	4	11	44	31	124	62	248	125	500	71	284
Very Low	5	0	0	20	100	182	910	27	135	71	355
Total		300	439	300	727	300	1297	300	998	300	1039
∑X			1.46		2.42		4.32		3.33		3.46
Rank			1		2		5		3		4

Interpretation- It can been seen from table no 4.33 that film stars have a score of 1.46 and rank 1 while sports person have a score of 2.42 and rank 2 followed by entertainers having a score of 3.33 and rank 3. Animation characters have a score a 3.46 and rank 4 followed by business icons as a score of 4.32 and rank of 5.

Inference- It can be clearly seen that film stars are the most effective celebrities while endorsing the products most of the population strongly agreed to this fact and it has also

been seen that they have been the first choice of the people, followed by the sports persons who are on the second number of choice as most effective celebrity while endorsing the products.

In this following entertainers are on the third place of preference by the people. Animations and business icons were at fourth and fifth place respectively as they are the least effective while endorsing the product.

2. **Factors of a celebrity that influences the purchase of middle class consumer for retail brands.**

Table No.4.34: Impressive Appearance Factor Present in the Celebrities

Influence the Purchase of Consumers.

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency (F)	Computation of values of responses (WT X F)
Strongly Agree	1	300	300-599	104	104
Agree	2	600	600-899	71	142
Neutral	3	900	900	64	192
Disagree	4	1200	901-1200	25	100
Strongly Disagree	5	1500	1201-1500	36	180
Total				**300**	**718**
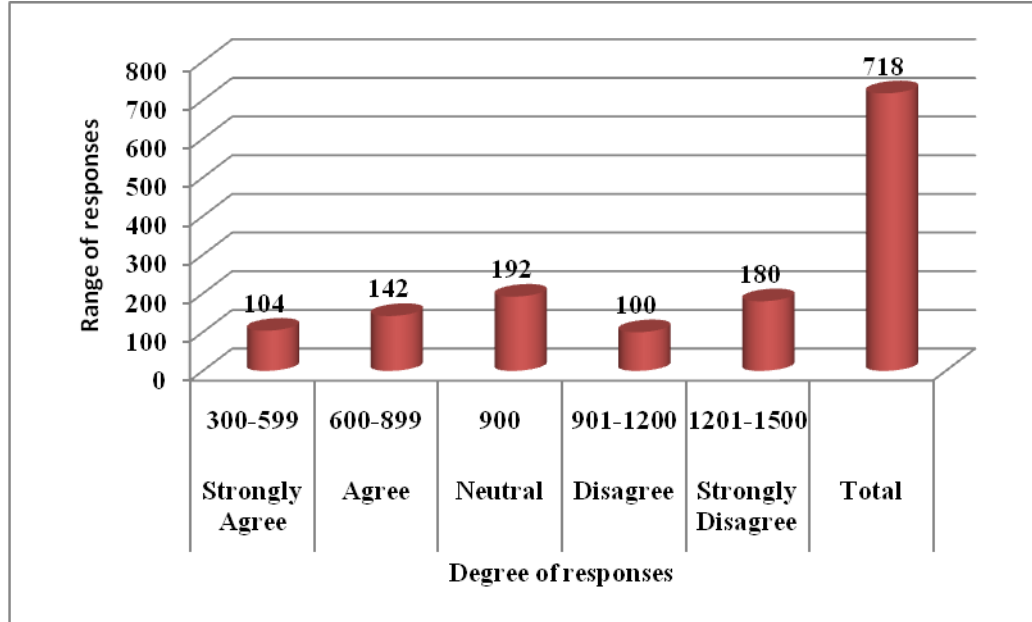
Figure No. 4.34: Impressive Appearance Factor Present in the

Celebrities Influence the Purchase of Consumers.

Interpretation– The above table no. 4.34 shows the total computed value of 718 which fall in the range of agree.

Inference– From the above figure 4.34 it can be inferred that most of the population agrees to the fact that impressive appearance of the celebrities is the most influential factors, which influence the customers while purchasing the products.

Table No. 4.35: Expertise Factor Present in the Celebrities Influence the Purchase of Consumers.

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency (F)	Computation of values of responses (WT X F)
Strongly Agree	1	300	300-599	50	50
Agree	2	600	600-899	57	114
Neutral	3	900	900	73	219
Disagree	4	1200	901-1200	73	292
Strongly Disagree	5	1500	1201-1500	47	235
Total				**300**	**910**
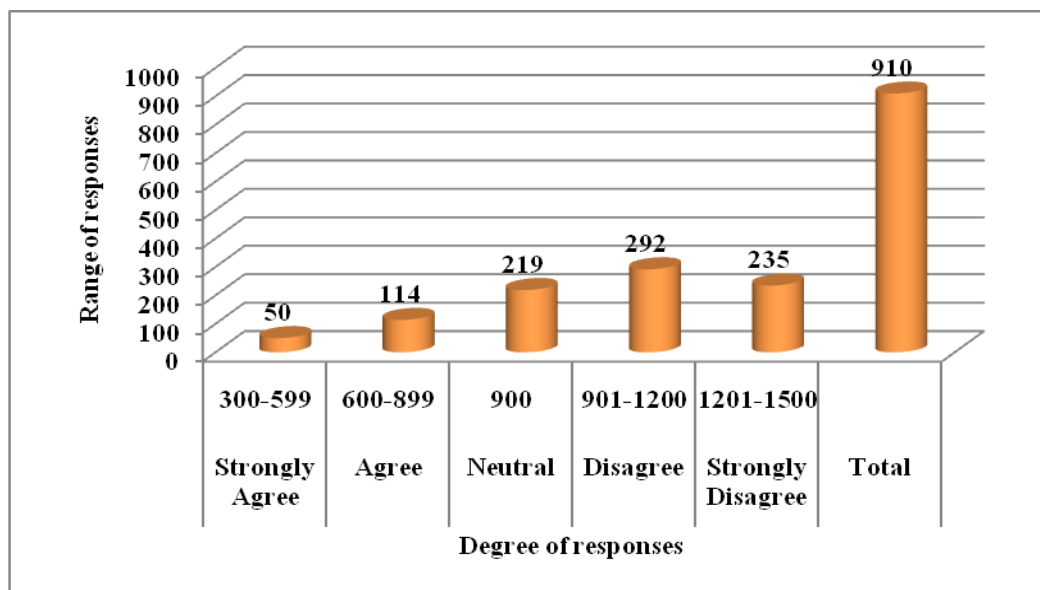
Figure No. 4.35: Expertise Factor Present in the Celebrities Influence the Purchase of Consumers.

Interpretation– The above table no.4.35 shows the total computed value of 910 which fall in the range of disagree.

Inference– From the above figure 4.35 it can be inferred that population disagrees about the expertise factor of the celebrities as population believes that expertise of the celebrity do not influence the customers while purchasing the products.

Table No. 8.36: Charitable Activity Factor Present in the Celebrities Influence the Purchase of Consumers.

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency (F)	Computation of values of responses (WT X F)
Strongly Agree	1	300	300-599	36	36
Agree	2	600	600-899	54	108
Neutral	3	900	900	33	99
Disagree	4	1200	901-1200	66	264
Strongly Disagree	5	1500	1201-1500	111	555
Total				**300**	**1062**
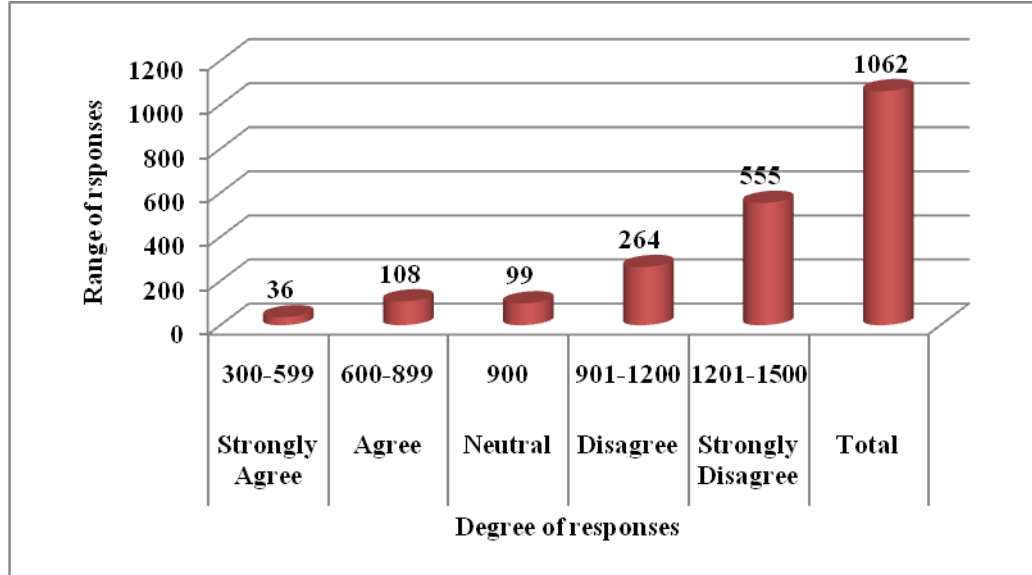
Figure No. 4.36: Charitable Activity Factor Present in the Celebrities Influence

the Purchase of Consumers.

Interpretation– The above table no. 4.36 shows the total computed value of 1062 which fall in the range of disagree.

Inference– From the above figure 4.36 it can be inferred that population also disagrees about the charitable activity factor of the celebrities as population believes that charitable activity of the celebrity do not influence the customers while purchasing the products.

Table No. 4.37: Commitment Factor Present in the Celebrities Influence the

Purchase of Consumers.

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency (F)	Computation of values of responses (WT X F)
Strongly Agree	1	300	300-599	45	45
Agree	2	600	600-899	53	106
Neutral	3	900	900	62	186
Disagree	4	1200	901-1200	84	336
Strongly Disagree	5	1500	1201-1500	56	280
Total				**300**	**953**
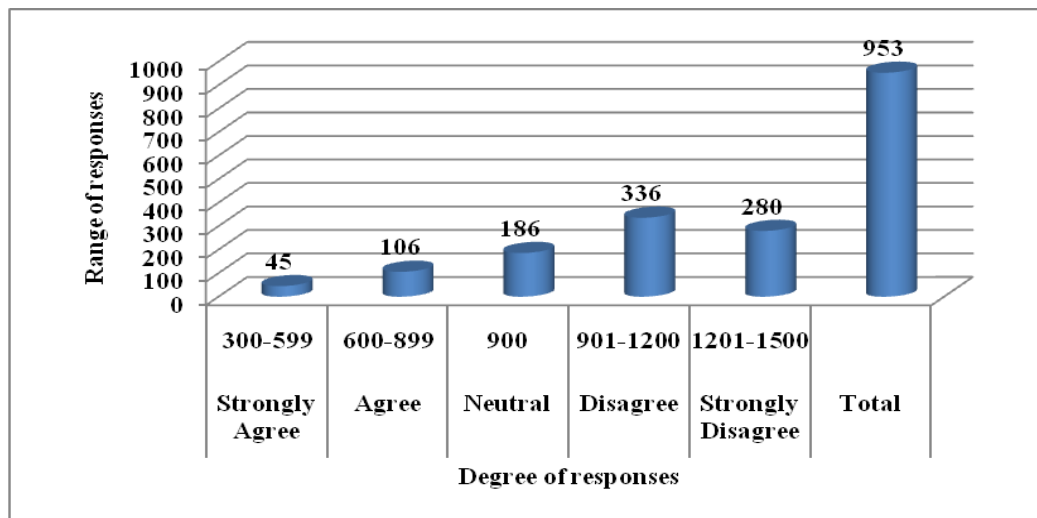
Figure No.4.37: Commitment Factor Present in the Celebrities Influence the

Purchase of Consumers.

Interpretation– The above table no. 4.37 shows the total computed value of 953 which fall in the range of disagree.

Inference– From the above figure 4.37 it can be inferred that population disagrees about the commitment factor of the celebrities as population believes that commitment of the celebrity do not influence the customers while purchasing the products.

Table No. 4.38: Public Image Factor Present in the Celebrities Influence the Purchase of Consumers.

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency (F)	Computation of values of responses (WT X F)
Strongly Agree	1	300	300-599	65	65
Agree	2	600	600-899	65	130
Neutral	3	900	900	68	204
Disagree	4	1200	901-1200	52	208
Strongly Disagree	5	1500	1201-1500	50	250
Total				**300**	**857**

Figure No. 4.38: Public Image Factor Present in the Celebrities Influence the

Purchase of Consumers.

Interpretation– The above table no. 4.38 shows the total computed value of 857 which fall in the range of agree.

Inference– From the above figure 4.38 it can be inferred that population agrees about the public image factor of the celebrities as population believes that public image of the celebrity influences the customers while purchasing the products.

Table 4.39: Mean Score Table of Various Factors Present in the Celebrities that

Influence the Purchase of Consumers

Factors / Degree	Wt.	Impressive appearance (F1)	Wt.*F1	Expertise in the main work (F2)	Wt.*F2	Charitable activity (F3)	Wt.*F3	Commitment (F4)	Wt.*F4	Public Image (F5)	Wt.*F5
Very High	1	104	104	50	50	36	36	45	45	65	65
High	2	71	142	57	114	54	108	53	106	65	130
Moderate	3	64	192	73	219	33	99	62	186	68	204
Low	4	25	100	73	292	66	264	84	336	52	208
Very Low	5	36	180	47	235	111	555	56	280	50	250
Total		300	718	300	910	300	1062	300	953	300	857
∑X			2.39		3.03		3.54		3.18		2.86
Rank			1		3		5		4		2

Interpretation- It can be seen from the above table no. 4.39 Impressive appearance factor has a score of 2.39 and ranked 1 followed by the public image factor with a score of 2.86 and ranked 2. Expertise in the work factor has a score of 3.03 and ranked 3 followed by the commitment with a score of 3.18 and ranked 4. The charitable activity factor has a score of 3.54 and ranked 5.

Inference- From the above analysis it can be concluded that impressive appearance is the most important factor needed to be present in the celebrity, which influence the purchases of consumers. Public image is the second most important factor needed to be present in the celebrity, which influence the purchase of consumers. Expertise in the main area and Commitment are the lowest influenced factor present in the celebrity which doesn't influence

the purchase of consumers. Charitable activity is the least important factor of all that need to be present in the celebrity which do not influences the purchase of consumers at all.

3. **Factors that influence the purchase of consumer other than celebrities personal factors**

Table No. 4.40: Quality Factor Influences the Purchase of Consumers

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency (F)	Computation of values of responses (WT X F)
Strongly Agree	1	300	300-599	187	187
Agree	2	600	600-899	79	158
Neutral	3	900	900	24	72
Disagree	4	1200	901-1200	10	40
Strongly Disagree	5	1500	1201-1500	0	0
Total				**300**	**457**
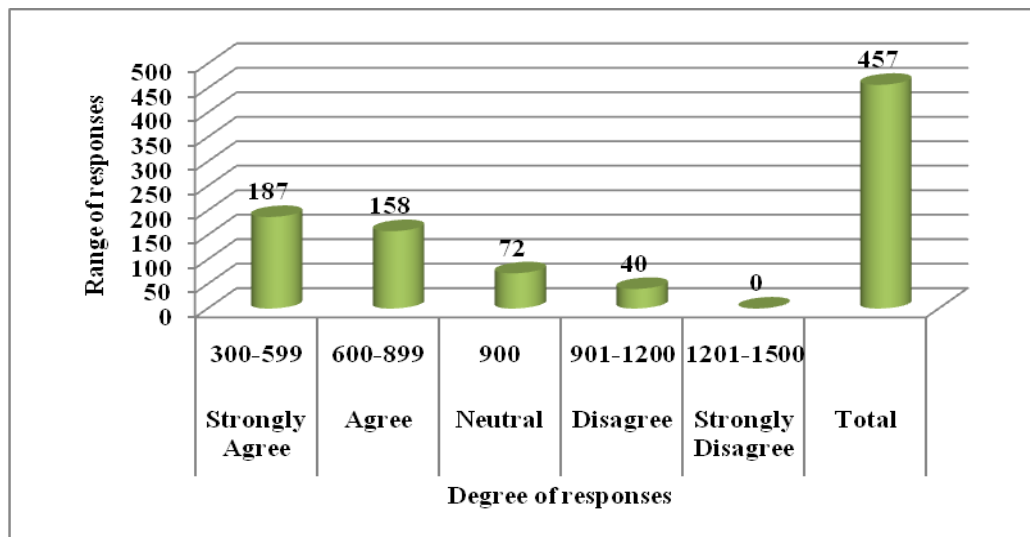
Figure No. 4.39: Quality Factor Influences the Purchase of Consumers

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Interpretation– The above table no. 4.40 shows the total computed value of 457 which fall in the range of strongly agree.

Inference– From the above figure 4.39 it can be inferred that population strongly agrees about the quality factor and believes that quality of the product highly influences the customers while purchasing the products.

Table No. 4.41: Price Factor Influences the Purchase of Consumers

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency (F)	Computation of values of responses (WT X F)
Strongly Agree	1	300	300-599	40	40
Agree	2	600	600-899	129	258
Neutral	3	900	900	81	243
Disagree	4	1200	901-1200	23	92
Strongly Disagree	5	1500	1201-1500	27	135
Total				**300**	**768**
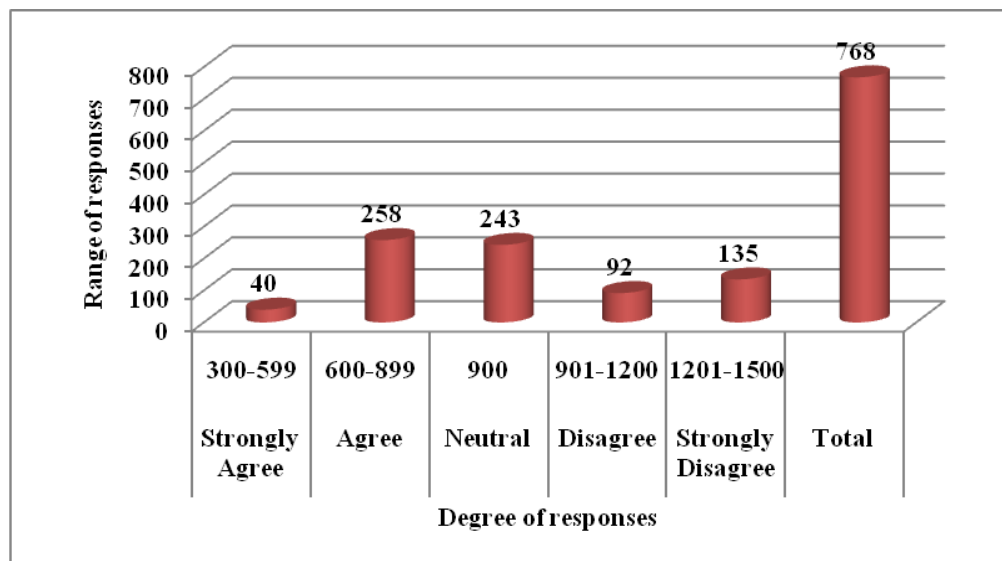
Figure No.4.40: Price Factor Influences the Purchase of Consumers

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Interpretation– The above table no. 4.41 shows the total computed value of 768 which fall in the range of agree.

Inference– From the above figure 4.42 it can be inferred that population agrees from the price factor and believes that price of the product influences their purchase decision.

<center>Table No. 4.42: Brand Loyalty Factor Influences the Purchase of Consumers</center>

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency (F)	Computation of values of responses (WT X F)
Strongly Agree	1	300	300-599	62	62
Agree	2	600	600-899	69	138
Neutral	3	900	900	86	258
Disagree	4	1200	901-1200	71	284
Strongly Disagree	5	1500	1201-1500	12	60
Total				**300**	**802**

<center>**Figure No. 4.41: Brand Loyalty Factor Influences the Purchase of Consumers**</center>

Interpretation– The above table no. 4.42 shows the total computed value of 802 which also fall in the range of agree.

Inference– From the above figure 4.41 it can be inferred that population also agrees from the Brand loyalty factor and believes that brand loyalty towards their products influences their purchase decision as they have more confidence while purchasing their regular brand.

Table No.4.43: Suggestion from Peers Factor Influences the Purchase of Consumers

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency (F)	Computation of values of responses (WT X F)
Strongly Agree	1	300	300-599	8	8
Agree	2	600	600-899	12	24
Neutral	3	900	900	91	273
Disagree	4	1200	901-1200	132	528
Strongly Disagree	5	1500	1201-1500	57	285
Total				**300**	**1118**
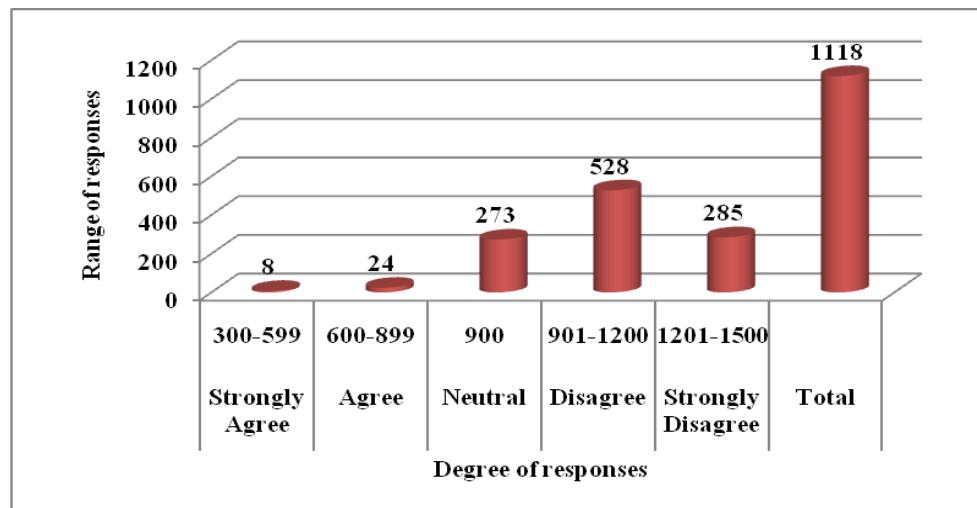
Figure No. 4.42: Suggestion from Peers Factor Influences the Purchase of Consumers

Interpretation– The above table no. 4.43 shows the total computed value of 1118 which fall in the range of disagree.

Inference– From the above figure 4.42 it can be inferred that population disagrees from the peers factor and believes that suggestion from peers do not influences their purchase decision.

Table No. 4.44: Cultural Approval Factor Influences the Purchase of Consumers

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency (F)	Computation of values of responses (WT X F)
Strongly Agree	1	300	300-599	3	3
Agree	2	600	600-899	11	22
Neutral	3	900	900	18	54
Disagree	4	1200	901-1200	64	256
Strongly Disagree	5	1500	1201-1500	204	1020
Total				**300**	**1355**
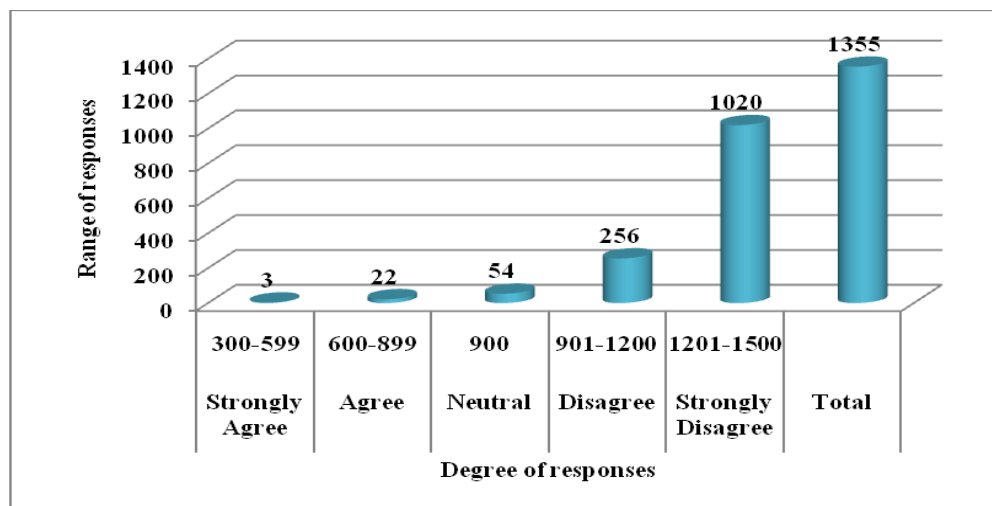
Figure No. 4.43: Cultural Approval Factor Influences the Purchase of Consumers

Interpretation– The above table no. 4.44 shows the total computed value of 1355 which fall in the range of strongly disagree.

Inference– From the above figure 4.43 it can be inferred that population strongly disagrees from the cultural factor and believes that cultural factors do not influences their purchase decision.

Table No. 4.45: Mean Score Table of Various Factors that Influences the Purchase of Consumers Other Than the Celebrities' Personal Factors.

Factors / Degree	Wt.	Quality (F1)	Wt.*F1	Price (F2)	Wt.*F2	Brand Loyalty (F3)	Wt.*F3	Suggestion from Peers (F4)	Wt.*F4	Cultural Approval (F5)	Wt.*F5
VERY HIGH	1	187	187	40	40	62	62	8	8	3	3
HIGH	2	79	158	129	258	69	138	12	24	11	22
MODERATE	3	24	72	81	243	86	258	91	273	18	54
LOW	4	10	40	23	92	71	284	132	528	64	256
VERY LOW	5	0	0	27	135	12	60	57	285	204	1020
TOTAL		300	457	300	768	300	802	300	1118	300	1355
$\sum X$			1.52		2.56		2.67		3.73		4.52
RANK			1		2		3		4		5

Interpretation- It can be observed from the above table no. 4.45. Quality factor has a score of 1.52 and ranked 1 followed by price factors which have a score of 2.56 and ranked 2. Brand loyalty factor has a score of 2.67 and ranked 3 followed by suggestions from peers which have a score of 3.73 and ranked 4. Cultural approval factor has a score of 4.52 and ranked 5.

Inference- It can be inferred from the above that quality of the product is the most important and critical factor which strongly influences the purchase of consumers. Price is the second most important factor followed by Brand Loyalty factor which influences the purchase of consumers. Suggestion from peers factor, do not influence the purchase of consumers whereas Cultural acceptance is the least important factor of all which do not influences the purchase of consumers at all.

4. **Female celebrities are more persuasive than male celebrities while endorsing the product**

Table No. 4.46: Computed Table Representing Female Celebrities are More Persuasive While Endorsing the Product.

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency (F)	Computation of values of responses (WT X F)
Strongly Agree	1	300	300-599	41	41
Agree	2	600	600-899	142	284
Neutral	3	900	900	76	228
Disagree	4	1200	901-1200	30	120
Strongly Disagree	5	1500	1201-1500	11	55
Total				300	728
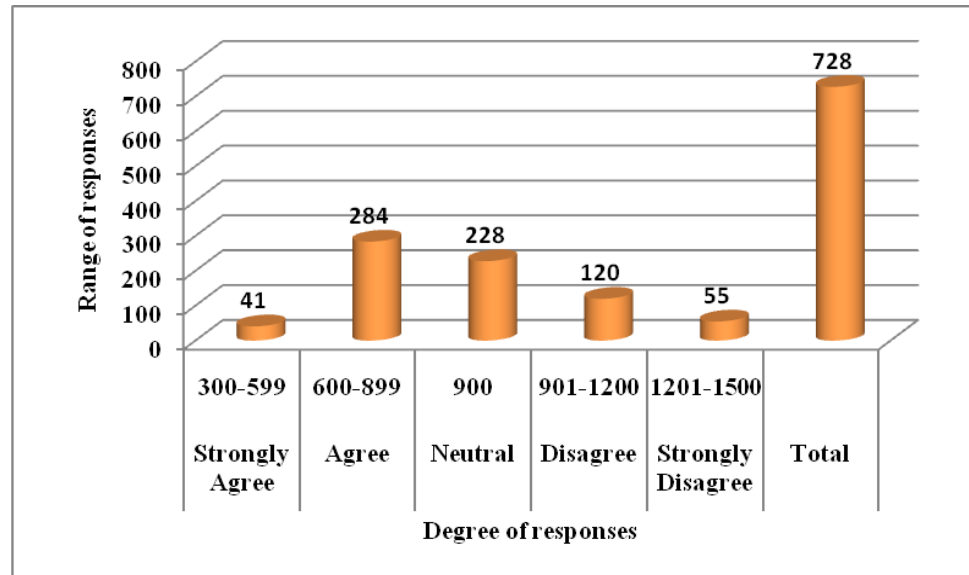
Figure No. 4.44: Figure Representing Female Celebrities are More

Persuasive While Endorsing the Products.

Interpretation - From the table no. 4.46 we can see that the total computed value is 728 which fall in the range of agree category.

Inference - From the figure 4.44 it can be inferred that major population believe that the television advertisements representing female celebrities are more persuasive while endorsing the product.

Objective 5- Analyse the impact of celebrity endorsement on buying behaviour of middle class consumers

1. Celebrity based advertisements are more influential than the non-celebrity based advertisements.

Table No. 4.47: Computed Table Depicting the Influence of Celebrity Based Advertisements Over Non-Celebrity Based Advertisements

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency (F)	Computation of values of responses (WT X F)
Strongly Agree	1	300	300-599	29	29
Agree	2	600	600-899	165	330
Neutral	3	900	900	44	132
Disagree	4	1200	901-1200	47	188
Strongly Disagree	5	1500	1201-1500	15	75
Total				**300**	**754**
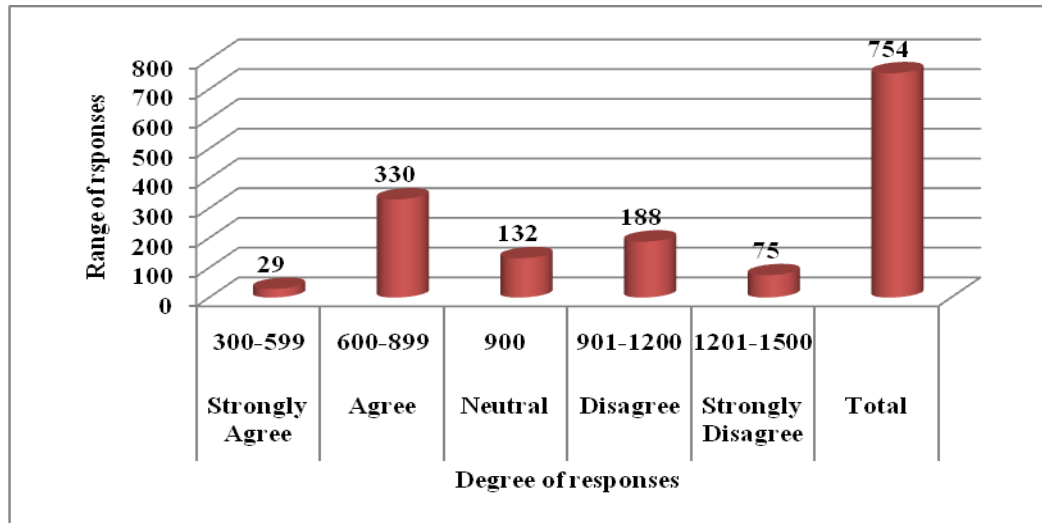
Figure No. 4.45: Figure Depicting the Influence of Celebrity Based Advertisements Over Non-Celebrity Based Advertisements

Interpretation - From the table no.4.47 it can be seen that the total computed value is 754 which fall in the range of agree category.

Inference- From the above figure 4.45 it can be inferred that major population believes that celebrity based advertisements are more influential than non-celebrity based advertisements.

2. Celebrity based advertisements are more authentic than non-celebrity based advertisements.

Table No. 4.48: Computed Table Showing Authenticity of Celebrity Based Advertisements

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency (F)	Computation of values of responses (WT X F)
Strongly Agree	1	300	300-599	10	10
Agree	2	600	600-899	58	116
Neutral	3	900	900	101	303
Disagree	4	1200	901-1200	108	432
Strongly Disagree	5	1500	1201-1500	23	115
Total				300	976
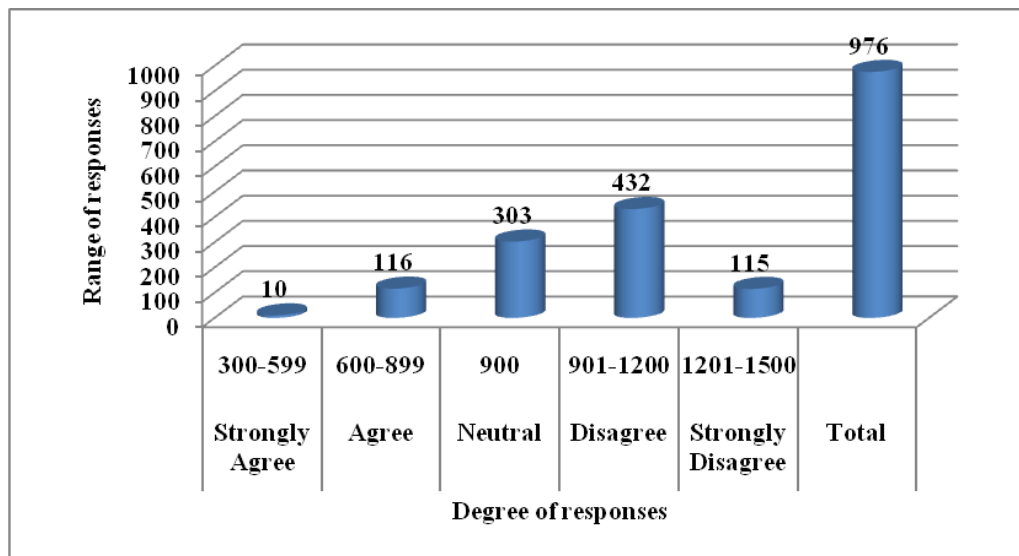
Figure No.4.46: Figure Representing the Authenticity of Celebrity Based Advertisements

Interpretation - From the table no. 4.48 it can be seen that the total computed value is 976 which fall in the range of disagree category.

Inference- From the above 4.46 it can be inferred that maximum population disagrees with the point that celebrity based advertisements are more authentic than non-celebrity based advertisements.

3. **Consumer Purchase the product which is endorsed by their favourite celebrities and are frequently shown on television**

Table No. 4.49: Computed Table of Consumer Willingness to Purchase Product

Which is Endorsed by Their Favourite Celebrities

Degree	(W)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency (F)	Computation of values of responses (WT X F)
Strongly Agree	1	300	300-599	17	17
Agree	2	600	600-899	99	198
Neutral	3	900	900	115	345
Disagree	4	1200	901-1200	57	228
Strongly Disagree	5	1500	1201-1500	12	60
Total				300	848
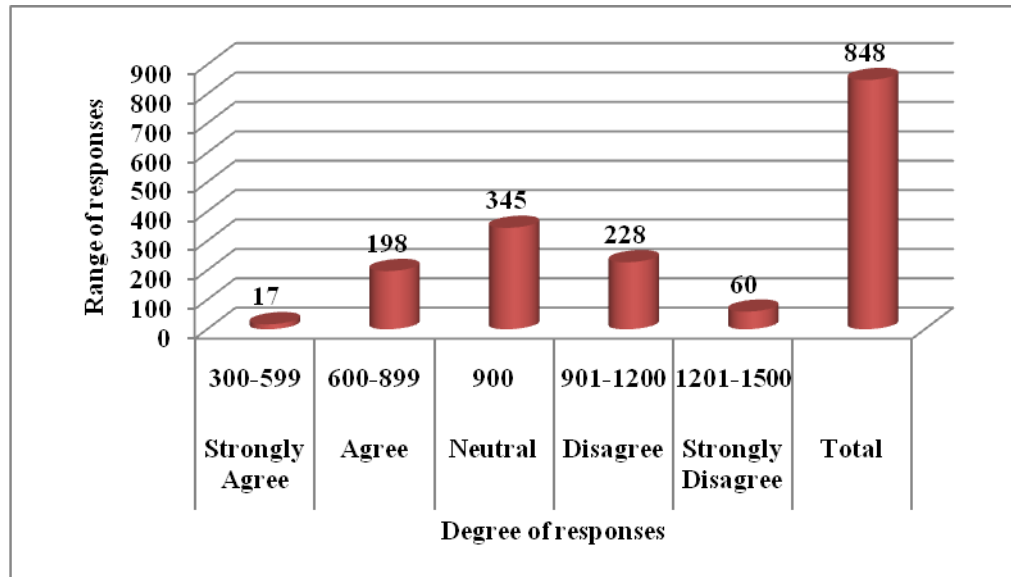
Figure No: 4.47: Figure Presenting the Consumer Willingness to Purchase

Product Which is Endorsed by Their Favourite Celebrities

Interpretation - From the table no. 4.49 it can be seen that the total computed value is 848 which fall in the range of agree category.

Inference- From the above figure 4.47 it can be inferred that majority of the population purchase those product which are endorsed by their favourite celebrities and are frequently shown on television.

Objective 6- Latent impact of celebrity endorsement on consumer's belief.

1. **Consumer prefer watching their favourite celebrity endorsing products on television**

Table No: 4.50: Computed Value Showing Consumer Liking Towards Watching

Their Favourite Celebrity Endorsing Products on Television

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency (F)	Computation of values of responses (WT X F)
Strongly Agree	1	300	300-599	35	35
Agree	2	600	600-899	150	300
Neutral	3	900	900	81	243
Disagree	4	1200	901-1200	19	76
Strongly Disagree	5	1500	1201-1500	15	75
Total				300	729
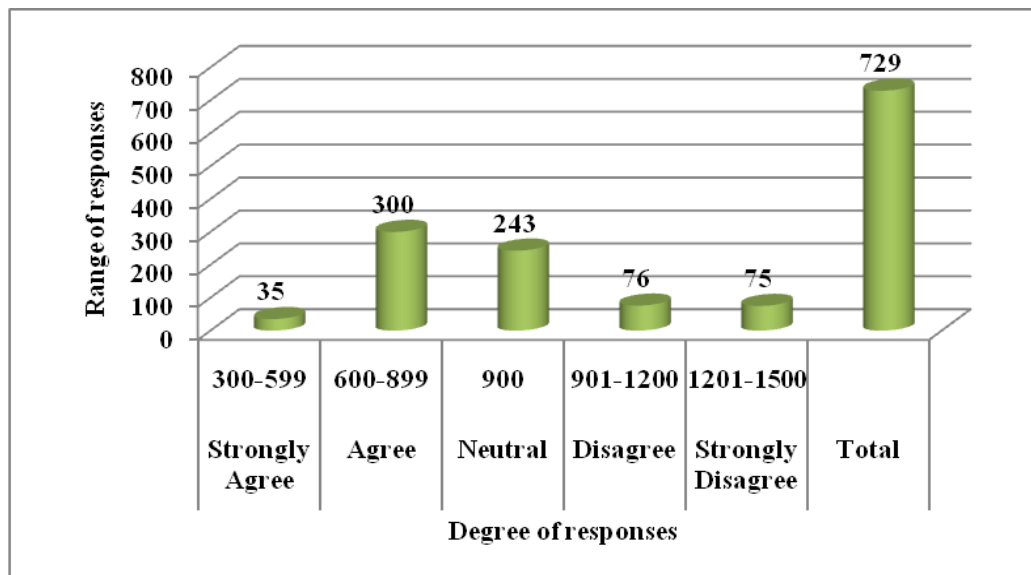
Figure No: 4.48: Figure Showing Consumer Liking Towards Watching

Their Favourite Celebrity Endorsing Products on Television

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Interpretation- The table no.4.50 shows that the computed value consumer liking towards watching their favourite celebrity endorsing products on television is 729 which fall under the range of agreed.

Inferences- From the above figure 4.48 it is inferred that most people like to watch their favourite celebrity endorsing products on television.

2. **Overshadowing the attention of consumers from the product by the popularity of the celebrity present in the advertisement.**

Table No: 4.51: Table Displaying the Computed Value of Consumer Attention

Getting Overshadowed By the Popularity of the Celebrity

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency (F)	Computation of values of responses (WT X F)
Strongly Agree	1	300	300-599	16	16
Agree	2	600	600-899	111	222
Neutral	3	900	900	81	243
Disagree	4	1200	901-1200	70	280
Strongly Disagree	5	1500	1201-1500	22	110
Total				300	871
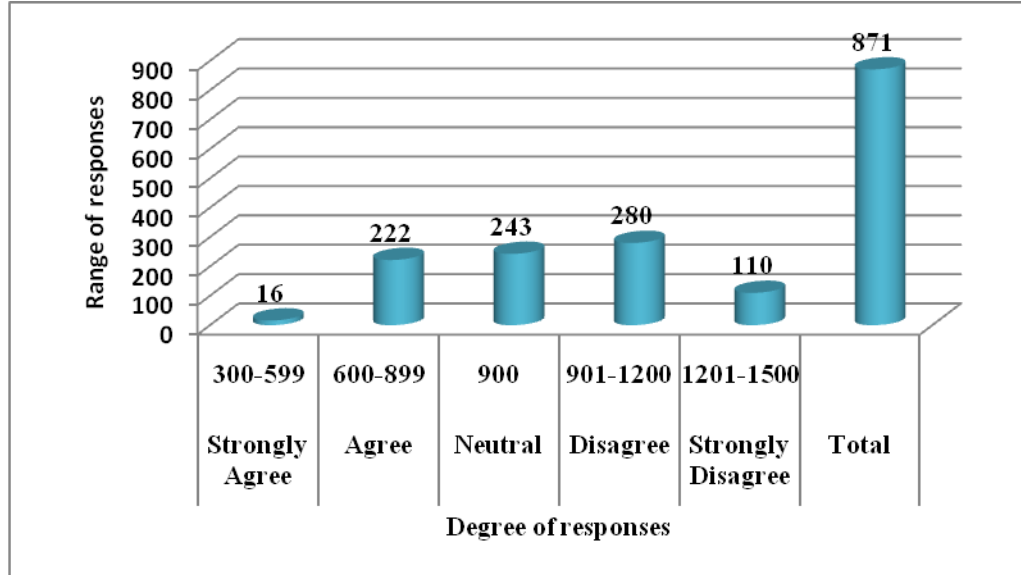
Figure No. 4.49: Figure Displaying the Computed Value of Consumer

Attention Getting Overshadowed by the Popularity of the Celebrity

Interpretation - The table no 4.51 shows that computed value of the responses is 871 which falls under the range of agree.

Inference - From the above figure 4.49 it can be concluded that population agrees with the fact that people attention is been overshadowed from the product by the popularity of the celebrity.

3. **Celebrity endorsed advertisement leads to purchase unwanted product by the consumer.**

Table No: 4.52 Table Displaying the Computed Score of Consumer Purchases of Unwanted Product Under the Influence of Celebrity Endorsed Advertisements

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency (F)	Computation of values of responses (WT X F)
Strongly Agree	1	300	300-599	11	11
Agree	2	600	600-899	80	160
Neutral	3	900	900	69	207
Disagree	4	1200	901-1200	124	496
Strongly Disagree	5	1500	1201-1500	16	80
Total				300	954
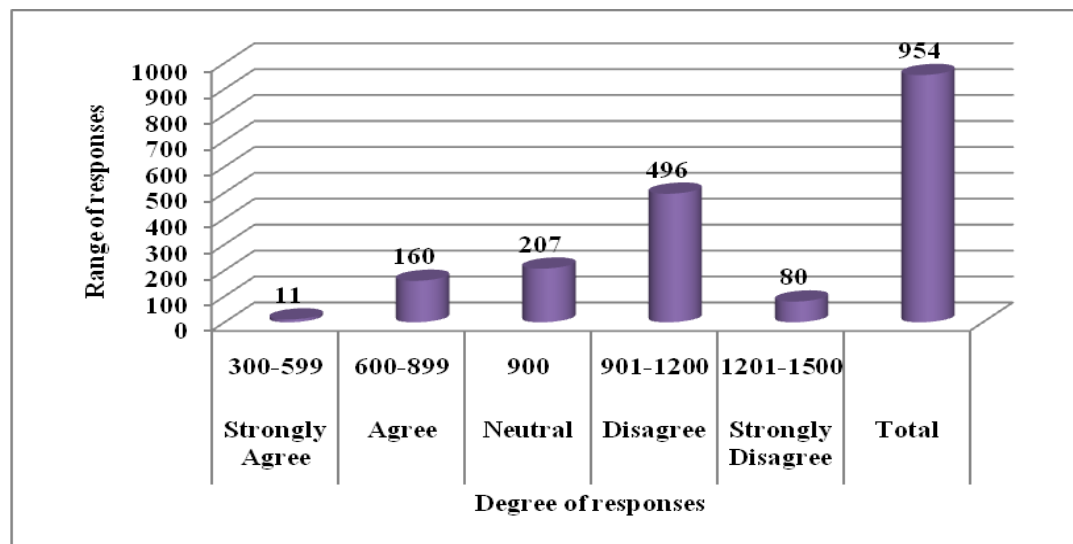
Figure No.4.50: Figure Displaying the Computed Score of Consumer Purchases of Unwanted Product Under the Influence of Celebrity Endorsed Advertisements.

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Interpretation -The table no.4.52 shows that computed value of the responses is 954 which falls under the range of disagree.

Inference- From the above figure 4.50 it can be concluded that population disagrees with the fact that people purchase unwanted products under the influence of celebrity endorsed advertisement.

4. Celebrities use the products which are endorsed by them on television.

Table No: 4.53: Table Displaying the Computed Value of Celebrities Using the

Product Which are Endorsed by Them.

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency (F)	Computation of values of responses (WT X F)
Strongly Agree	1	300	300-599	4	4
Agree	2	600	600-899	31	62
Neutral	3	900	900	64	192
Disagree	4	1200	901-1200	112	448
Strongly Disagree	5	1500	1201-1500	89	445
Total				300	1151
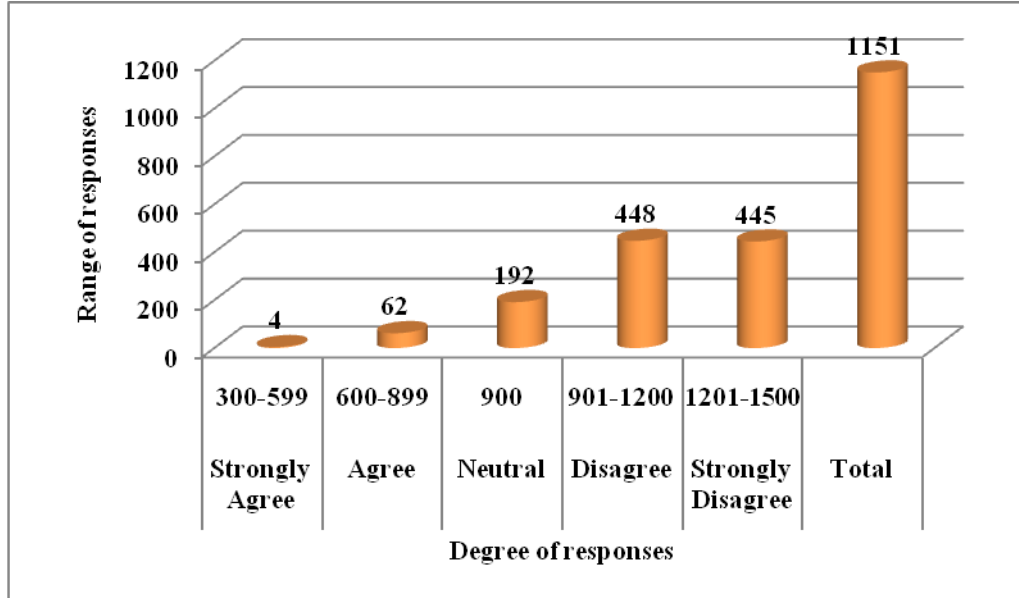
Figure No. 4.51: Figure Displaying the Computed Value of Celebrities Using the Product Which are Endorsed by Them.

Interpretation - The table no.4.53 displays the computed value of the responses is 1151 which fall under the disagreed range.

Inference- From the above figure no. 4.51 it can be concluded that population disagrees with the fact that Celebrities uses those products which are endorsed by them in advertisement on television.

5. Change in the expectation of the family due to celebrity endorsed advertisement.

Table No: 4.54: Computed Table Displaying the Change in the Expectation of the Family Due to Celebrity Endorsed Advertisements

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency (F)	Computation of values of responses (WT X F)
Strongly Agree	1	300	300-599	28	28
Agree	2	600	600-899	118	236
Neutral	3	900	900	60	180
Disagree	4	1200	901-1200	78	312
Strongly Disagree	5	1500	1201-1500	16	80
Total				300	836
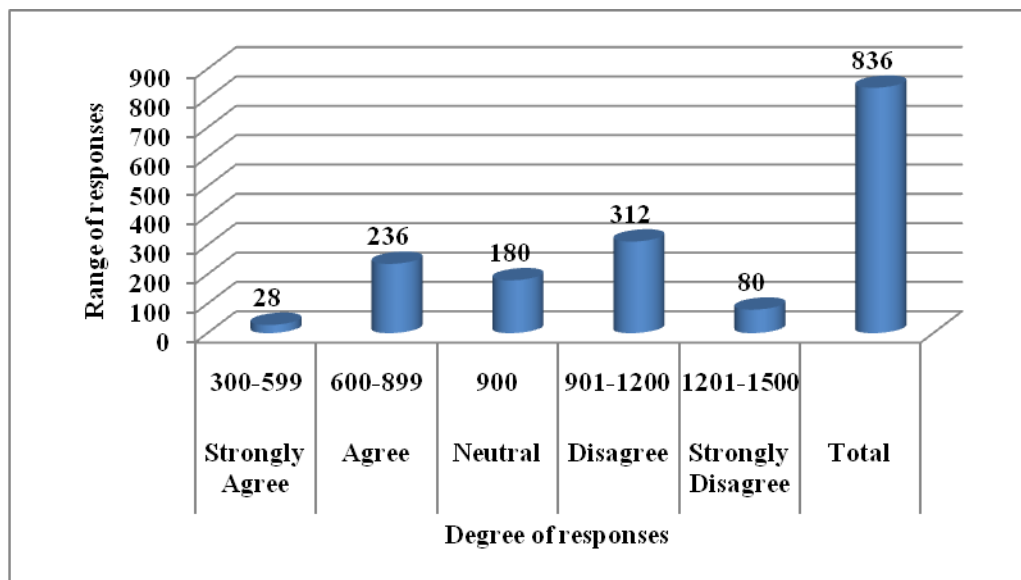
Figure No. 4.52: Figure Displaying the Change in the Expectation of the Family Due to Celebrity Endorsed Advertisements

Interpretation- The table no.4.54 shows that the computed value is 836 which fall under the range of agreed.

Inference- From the above figure 4.52 it is inferred that most of the population believes that there had been change in the expectation of the families due to celebrity endorsed advertisements.

6. **Viewing celebrity endorsed advertisement by the family members, has lead to increase monthly budget over a period of time.**

Table No: 4.55: Computed Table Displaying the Change in the Monthly Budget of the Family Due to Viewing of the Celebrity Based Advertisements.

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency (F)	Computation of values of responses (WT X F)
Strongly Agree	1	300	300-599	28	28
Agree	2	600	600-899	109	218
Neutral	3	900	900	79	237
Disagree	4	1200	901-1200	68	272
Strongly Disagree	5	1500	1201-1500	16	80
Total				300	835
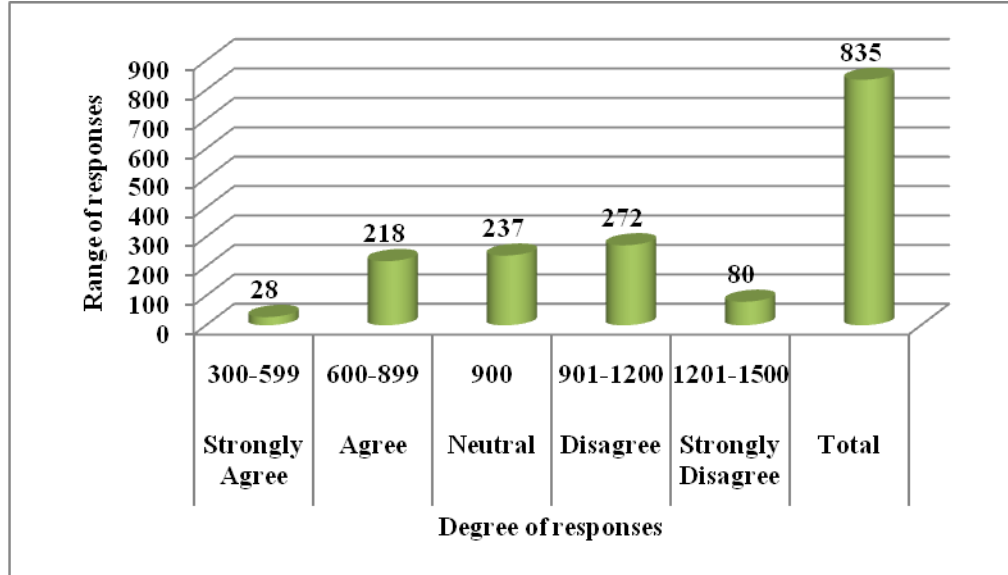
Figure No. 4.53: Figure Displaying the Change in the Monthly Budget of the

Family Due to Viewing of the Celebrity Based Advertisements.

Interpretation- The table no.4.55 displays the computed value as 835 which fall under the range of agreed.

Inference- From the above figure 4.53 it can be inferred that mostly population agrees that there had been change in the monthly budget of the family due to viewing of the celebrity based advertisements.

7. **Children take interest in watching the advertisements which is endorsed by their known celebrity.**

Table No: 4.56 Computed Table Displaying Children's Interest in Watching Advertisements Which Consist of Their Known Celebrities

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency (F)	Computation of values of responses (WT X F)
Strongly Agree	1	300	300-599	75	75
Agree	2	600	600-899	159	318
Neutral	3	900	900	34	102
Disagree	4	1200	901-1200	25	100
Strongly Disagree	5	1500	1201-1500	7	35
Total				300	630
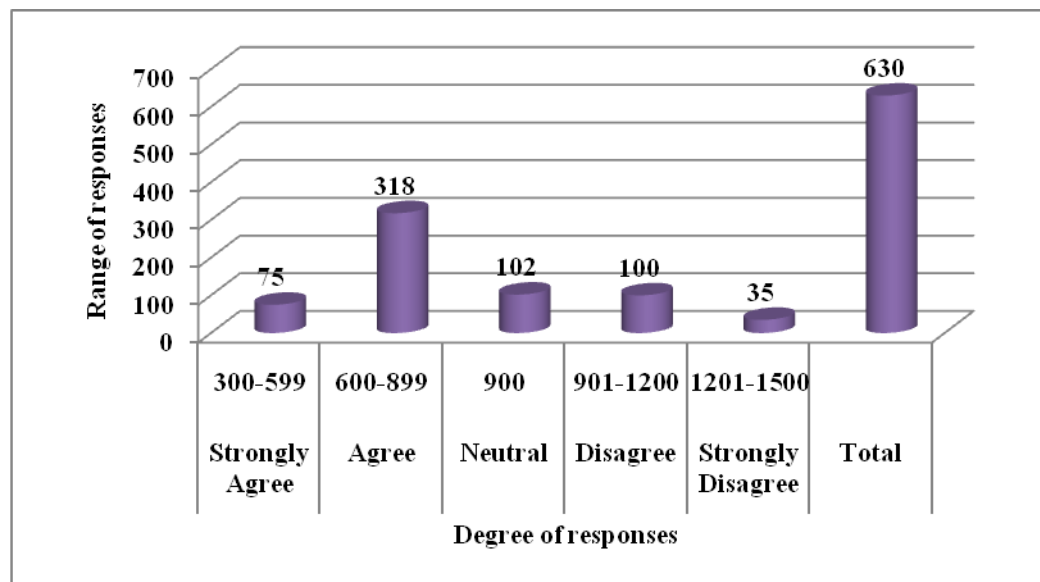
Figure No. 4.54: Figure Displaying Children's Interest in Watching Advertisements Which Consist of Their Known Celebrities

Interpretation- From the table no.4.56 the computed value is been calculated as 630 which fall in the group of agree.

Inferences- From the above figure 4.54 it can be inferred that most families agreed to the fact that their children's takes interest in watching advertisements which consist of their known celebrities.

8.   **Children of the family get more influenced by watching their known celebrity in different advertisements.**

Table No: 4.57: Computed Table Displaying the Influence of Celebrities in Different Advertisements on the Children of Their Family

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency (F)	Computation of values of responses (WT X F)
Strongly Agree	1	300	300-599	59	59
Agree	2	600	600-899	183	366
Neutral	3	900	900	28	84
Disagree	4	1200	901-1200	21	84
Strongly Disagree	5	1500	1201-1500	9	45
Total				300	638
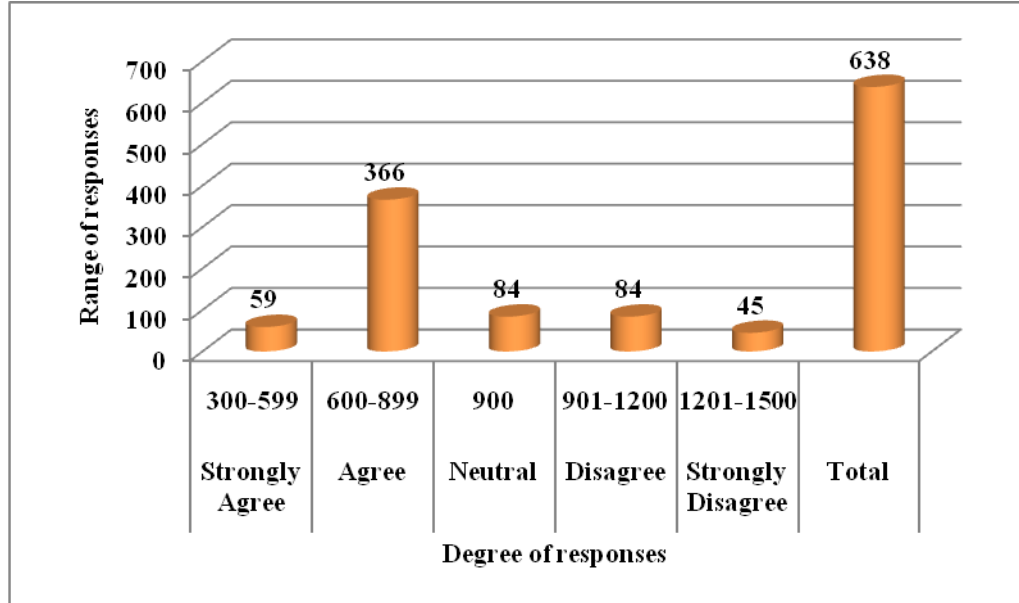
Figure No. 4.55: Figure Displaying the Influence of Celebrities in Different

Advertisements on the Children of Their Family

Interpretation- From the table no.4.57 the computed value is been calculated as 638 which fall in the group of agree.

Inferences- From the above figure 4.55 it can be inferred that most population agreed to the fact that celebrities in different advertisements has influenced their children's.

9. **A view that the children of the family have become over demanding by viewing their favourite celebrity in the advertisement.**

Table No: 4.58: Computed Table Displaying Over Demanding Nature of Children of the Family by Viewing Their Favourite Celebrity in the Advertisements

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency (F)	Computation of values of responses (WT X F)
Strongly Agree	1	300	300-599	50	50
Agree	2	600	600-899	138	276
Neutral	3	900	900	46	138
Disagree	4	1200	901-1200	50	200
Strongly Disagree	5	1500	1201-1500	16	80
Total				300	744
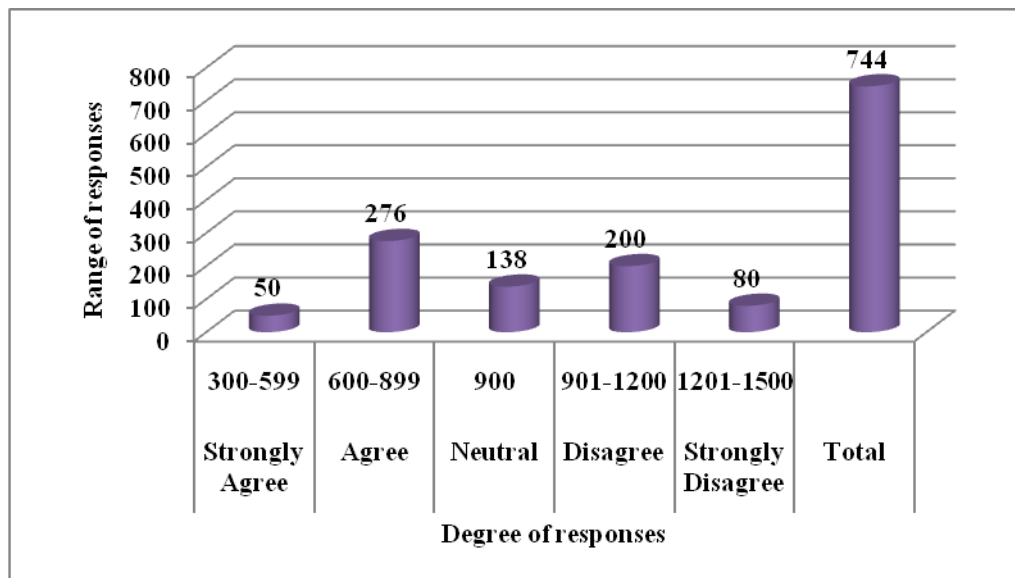
Figure No. 4.56: Figure Displaying Over Demanding Nature of Children of the Family by Viewing Their Favourite Celebrity in the Advertisements

Interpretation- From the table no.4.58 the computed value is been calculated as 744 which fall in the group of agree.

Inferences- From the above figure 4.56 it can be inferred that population agreed to the fact that children's of the families have become over demanding by viewing their favourite celebrities in the advertisements.

10. The attitudes of the children's have changed over a period of time by viewing celebrity endorsed advertisement.

Table No: 4.59: Computed Table Showing the Attitude of Children Has Been Changed by Viewing Celebrity Endorsed Advertisement Over a Period of Time.

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency (F)	Computation of values of responses (WT X F)
Strongly Agree	1	300	300-599	23	23
Agree	2	600	600-899	177	354
Neutral	3	900	900	44	132
Disagree	4	1200	901-1200	52	208
Strongly Disagree	5	1500	1201-1500	4	20
Total				300	737
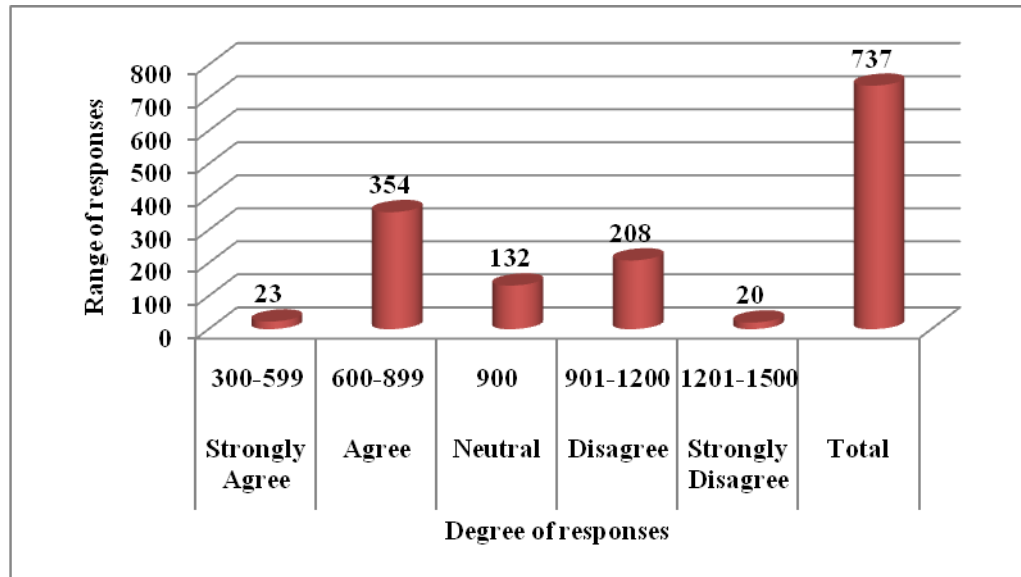
Figure No. 4.57: Figure Showing the Attitude of Children Has Been

Changed by Viewing Celebrity Endorsed Advertisement Over a Period of

Time.

Interpretation- From the table no.4.59 the computed value is been calculated as 737 which fall in the group of agree.

Inferences- From the above figure 4.57 it can be concluded that population agreed to the fact that attitude of children has been changed by viewing celebrity endorsed advertisement over a period of time.

11. Female celebrity endorsement has affected the aspiration level of females for being more independent and career oriented.

Table No: 4.60: Computed Table Showing the Effect on the Aspiration Level of Female for Being More Independent and Career Oriented By Viewing the Female Celebrity Endorse Advertisements

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency (F)	Computation of values of responses (WT X F)
Strongly Agree	1	300	300-599	54	54
Agree	2	600	600-899	166	332
Neutral	3	900	900	56	168
Disagree	4	1200	901-1200	16	64
Strongly Disagree	5	1500	1201-1500	8	40
Total				300	658
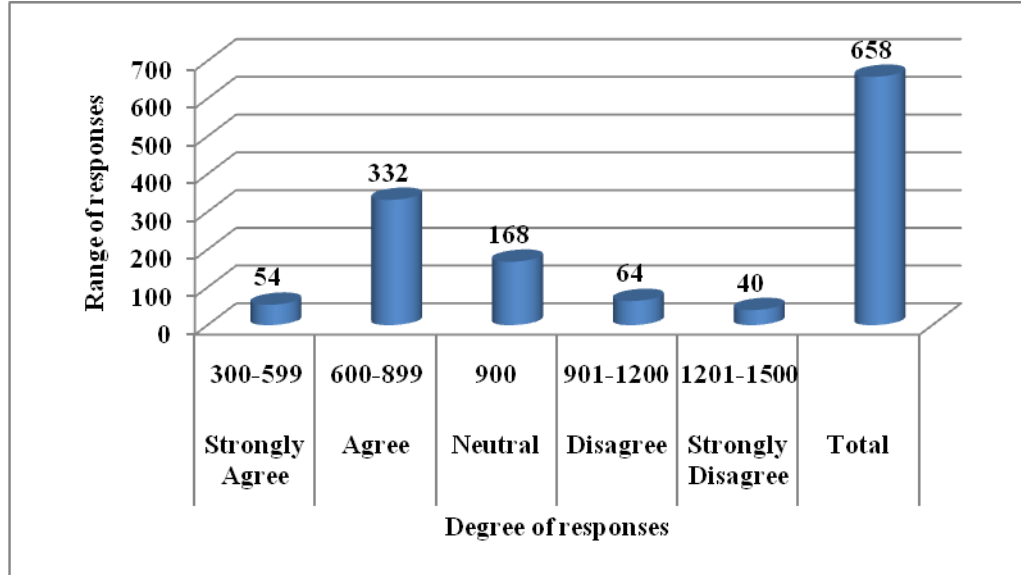
Figure No.4.58: Figure Showing Effect on the Aspiration Level of Female for

Being More Independent and Career Oriented by Viewing the Female

Celebrity Endorse Advertisements

Interpretation- From the table no.4.60 the computed value is been calculated as 658 which fall in the group of agree.

Inferences- From the above figure 4.58 it is concluded that population agreed to the fact that female aspiration level had been increased for being more independent and career oriented by viewing the female celebrity endorsed advertisements.

Objective No.7: **Impact of television advertisement on the recall of brand by consumers**

1. **Various media helping consumers in recalling of the product.**

Table No 4.61. Print Advertising Medium Help Consumers in Recalling of the Products.

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency (F)	Computation of values of responses (WT X F)
Very High	1	300	300-599	39	39
High	2	600	600-899	123	246
Moderate	3	900	900	75	225
Low	4	1200	901-1200	33	132
Very Low	5	1500	1201-1500	30	150
Total				**300**	**792**
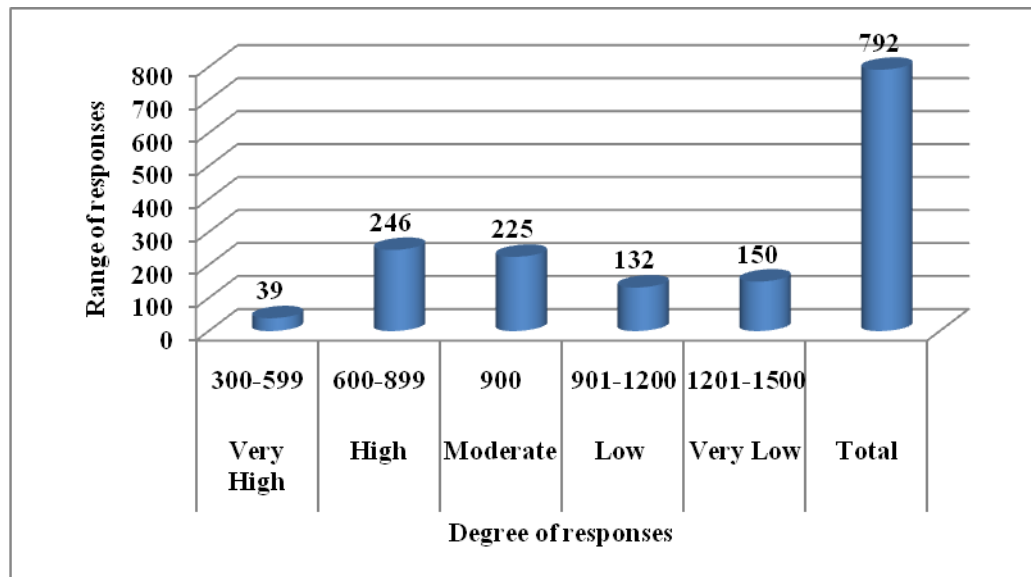
Figure No. 4.59: Print Advertising Medium Help Consumers in Recalling of the Products.

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Interpretation- From the table no.4.61 the computed value is been calculated as 792 which fall in the group of high category.

Inferences- From the above figure 4.59 it is concluded that the population believes print advertising medium has a high probability in recalling of the products by the customers.

Table No 4.62: Television Advertising Medium Helps Consumers in Recalling of the Products

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency (F)	Computation of values of responses (WT X F)
Very High	1	300	300-599	178	178
High	2	600	600-899	86	172
Moderate	3	900	900	19	57
Low	4	1200	901-1200	6	24
Very Low	5	1500	1201-1500	11	55
Total				**300**	**486**
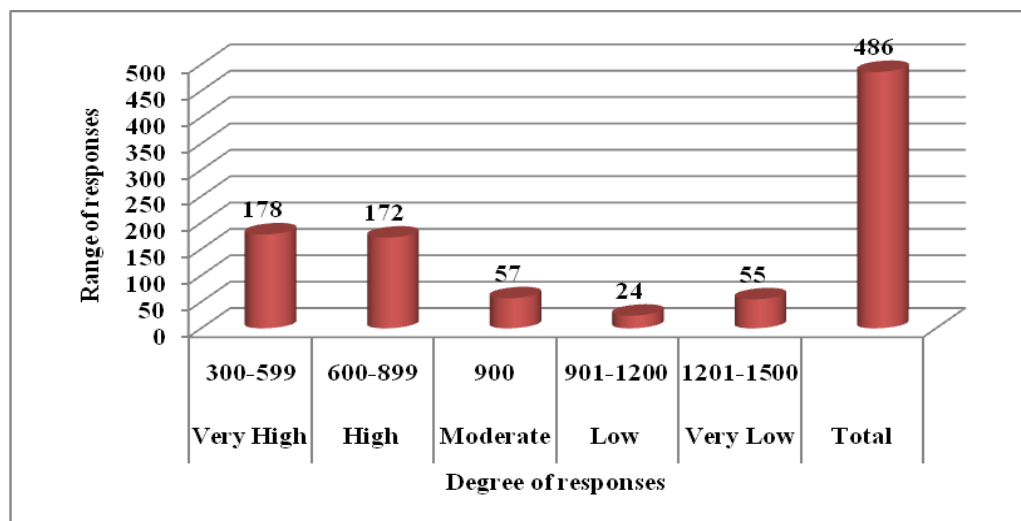
Figure No. 4.60: Television Advertising Medium Helps Consumers in Recalling of the Products.

Interpretation- From the table no.4.62 the computed value is been calculated as 486 which fall in the group of very high category.

Inferences- From the above figure 4.60 it is concluded that the population believes that television advertising medium has very high probability of recalling the product by the customers.

Table No 4.63: Word Of Mouth Medium Helps Consumers in Recalling of the Products.

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency (F)	Computation of values of responses (WT X F)
Very High	1	300	300-599	15	15
High	2	600	600-899	38	76
Moderate	3	900	900	55	165
Low	4	1200	901-1200	103	412
Very Low	5	1500	1201-1500	89	445
Total				**300**	**1113**
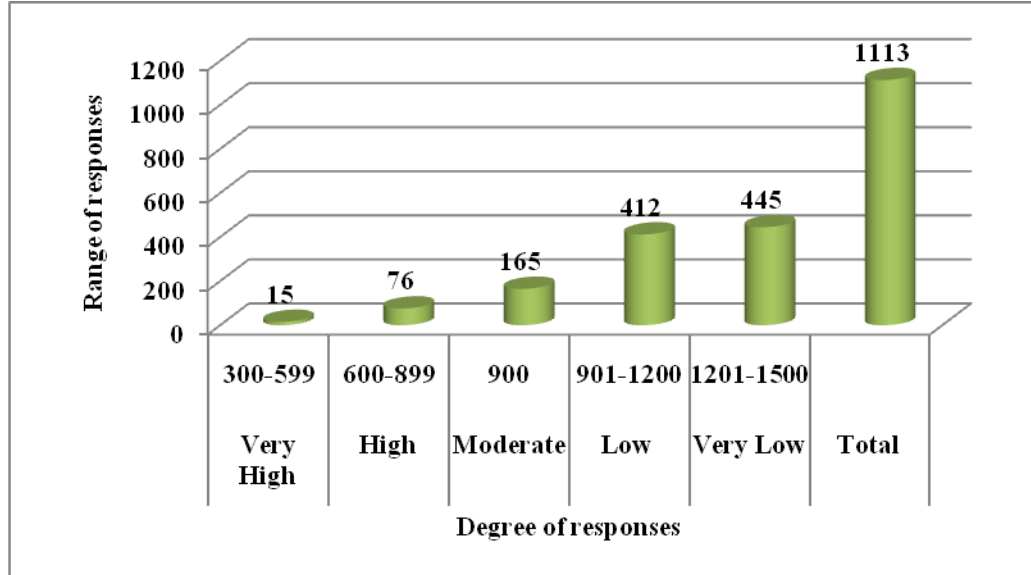
Figure No 4.61. Word of Mouth Medium Helps Consumers in Recalling

of the Products

Interpretation- From the table no.4.63 the computed value is been calculated as 1113 which fall in the group of low category.

Inferences- From the above figure 4.61 it is concluded that the population believes that word of mouth medium has low probability of recalling the product by the customers.

Table No 4.64: Mobile and Internet Medium Helps Consumers in Recalling of the Products

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency (F)	Computation of values of responses (WT X F)
Very High	1	300	300-599	39	39
High	2	600	600-899	43	86
Moderate	3	900	900	75	225
Low	4	1200	901-1200	93	372
Very Low	5	1500	1201-1500	50	250
Total				**300**	**972**
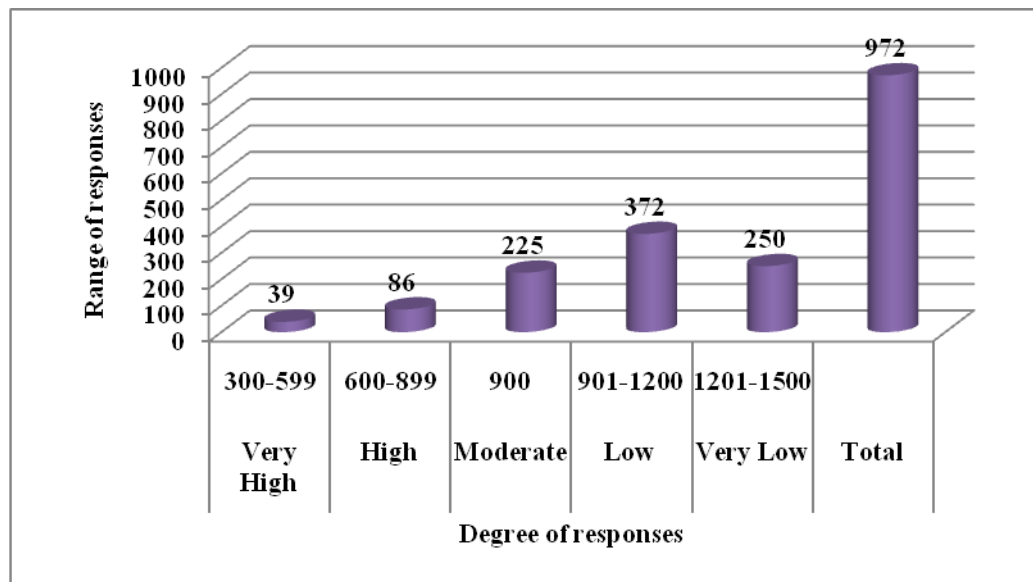
Figure No 4.62. Mobile and Internet Medium Helps Consumers in

Recalling of the Products

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Interpretation- From the table no. 4.64 the computed value is been calculated as 972 which fall in the group of low category.

Inferences- From the above figure 4.62 it is concluded that the population believes that mobile and internet medium has low probability of recalling the product by the customers.

Table No 4.65. Radio Medium Helps Consumers in Recalling of the Products

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency (F)	Computation of values of responses (WT X F)
Very High	1	300	300-599	29	29
High	2	600	600-899	10	20
Moderate	3	900	900	76	228
Low	4	1200	901-1200	65	260
Very Low	5	1500	1201-1500	120	600
Total				**300**	**1137**
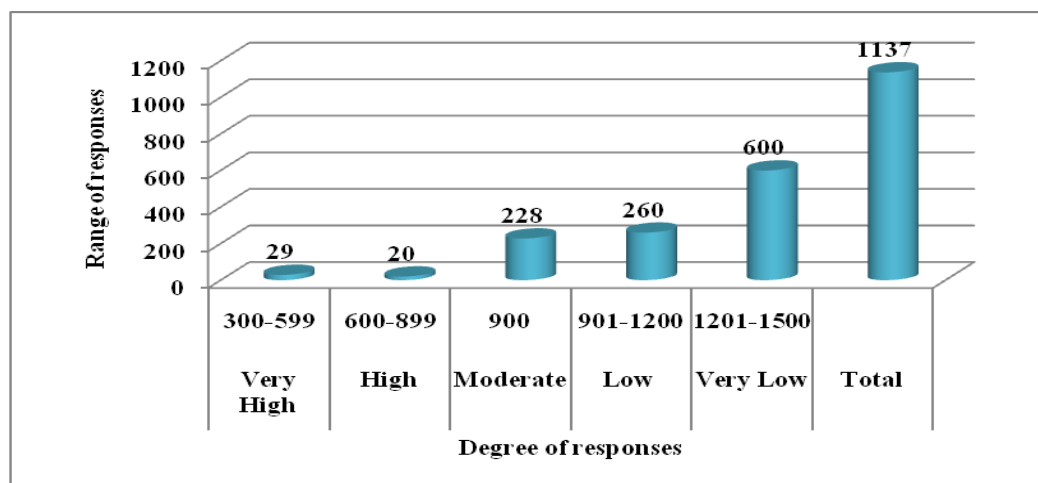
**Figure No 4.63. Radio Medium Helps Consumers in Recalling of the Products**

Interpretation- From the table no.4.65 the computed value is been calculated as 1137 which fall in the group of low category.

Inferences- From the above figure 4.63 it is concluded that the population believes that radio medium has low probability of recalling the product by the customers.

Table No. 4.66: Mean Score Table of Different Mediums Helping in Recalling Products.

Various Medium / Degree	(Wt.)	Print Media (F1)	Wt.*F1	Television Advertising (F2)	Wt.*F2	Word Of Mouth (F3)	Wt.*F3	Mobile And Internet (F4)	Wt.*F4	Radio (F5)	Wt.*F5
Very High	1	39	39	178	178	15	15	39	39	29	29
High	2	123	246	86	172	38	76	43	86	10	20
Moderate	3	75	225	19	57	55	165	75	225	76	228
Low	4	33	132	6	24	103	412	93	372	65	260
Very Low	5	30	150	11	55	89	445	50	250	120	600
Total		300	792	300	486	300	1113	300	972	300	1137
$\sum X$			2.64		1.62		3.71		3.24		3.79
Rank			2		1		4		3		5

Interpretation- It can be seen from the above table no. 4.66 that Television advertising medium have a weighted mean score of 1.62 and ranked one followed by print advertising medium which have a mean score of 2.64 and ranked two. Mobile internet advertising medium has a mean score of 3.24 and ranked three followed by word of mouth medium which has a mean score of 3.71 and ranked four. Radio medium has a mean score of 3.79 and ranked five.

Inference- It can be clearly seen that television advertisement is the best medium for recalling the products by consumers and it has also been seen that they have been the first choice of the people, followed by the print media which is secondly most effective medium for recalling products.

In this following mobile internet advertising medium is at the third place and Word of mouth medium is at fourth place but people believe that these medium has low recall ability for the products followed by radio advertising medium which fall on the fifth place and it also has low recall ability for the products.

2. **Recalling a celebrity and associated brand which he/she endorses in television advertisement, to know the factors and their impact on the buyers in recalling of the products while purchasing.**

Table No 4.67: Positive Impact of Celebrity is the Factor That Helps the Buyer in Recalling of the Product While Purchasing

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency (F)	Computation of values of responses (WT X F)
Strongly Agree	1	300	300-599	55	55
Agree	2	600	600-899	126	252
Neutral	3	900	900	51	153
Disagree	4	1200	901-1200	35	140
Strongly Disagree	5	1500	1201-1500	33	165
Total				**300**	**765**
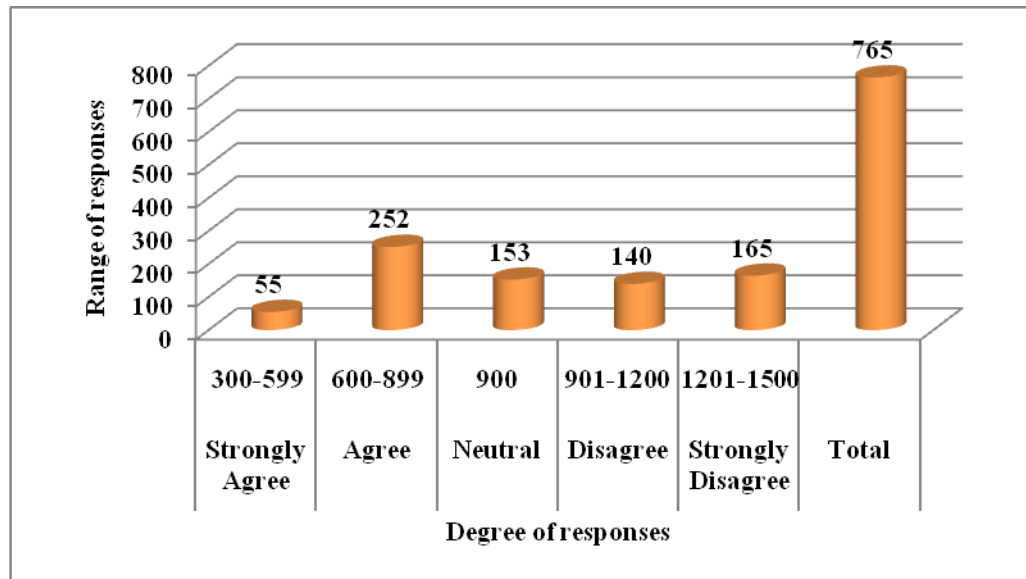
Figure No 4.64: Positive Impact of Celebrity is the Factor That Helps the

Buyer in Recalling of the Product While Purchasing

Interpretation- From the table no.4.67 the computed value is been calculated as 765 which fall in the group of agree category.

Inferences- From the above figure 4.64 it is concluded that the population believes that positive impact of the celebrity on the product helps the buyer in recalling of the product while purchasing.

Table No 4.68: Ability to Relate to Consumers is the Factor That Helps the

Buyer in Recalling of the Product While Purchasing.

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency (F)	Computation of values of responses (WT X F)
Strongly Agree	1	300	300-599	162	162
Agree	2	600	600-899	82	164
Neutral	3	900	900	29	87
Disagree	4	1200	901-1200	14	56
Strongly Disagree	5	1500	1201-1500	13	65
Total				**300**	**534**
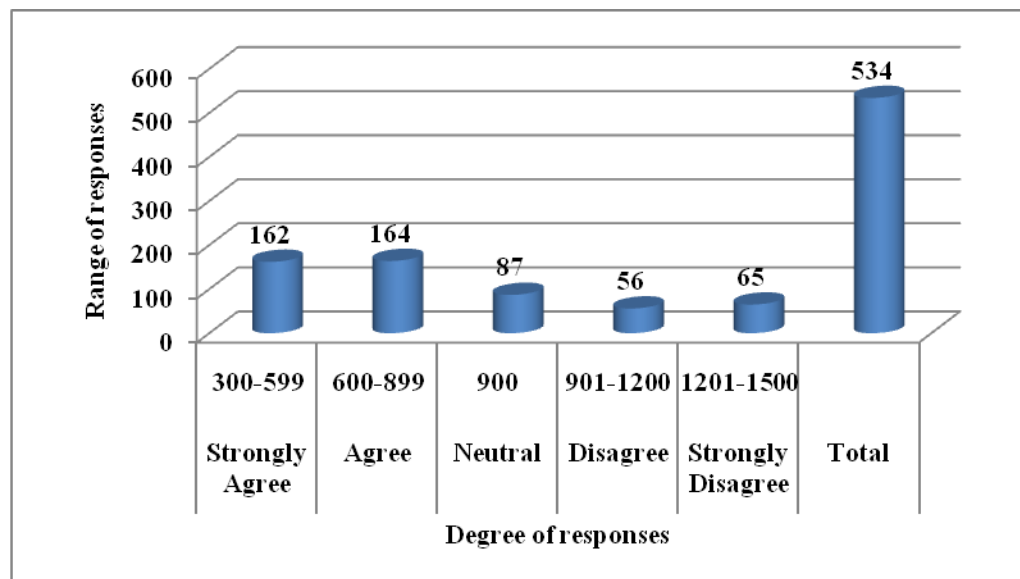
Figure No 4.65: Ability to Relate to Consumers is the Factor That Helps

the Buyer in Recalling of the Product While Purchasing.

Interpretation- From the table no.4.68 the computed value is been calculated as 534 which fall in the group of strongly agree category.

Inferences- From the above figure 4.65 it is concluded that the population believe that celebrities ability to relate the product with the consumers, helps the buyer in recalling of the product while purchasing.

Table No 4.69: Celebrities' Suits the Brand Image Factor Helps the Buyer in Recalling of the Product While Purchasing.

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency (F)	Computation of values of responses (WT X F)
Strongly Agree	1	300	300-599	26	26
Agree	2	600	600-899	33	66
Neutral	3	900	900	65	195
Disagree	4	1200	901-1200	105	420
Strongly Disagree	5	1500	1201-1500	71	355
Total				**300**	**1062**
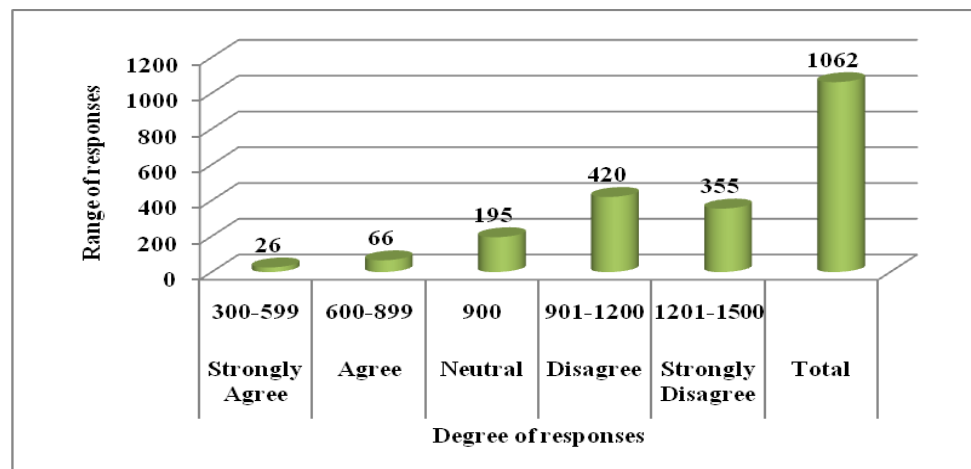
Figure No 4.66: Celebrities' Suits the Brand Image Factor Helps The Buyer in Recalling of the Product While Purchasing.

Interpretation- From the table no.4.69 the computed value is been calculated as 1062 which fall in the group of disagree category.

Inferences- From the above figure 4.66 it is concluded that the population believe that celebrities suits the brand image is not a strong reason that helps the buyer in recalling of the product while purchasing.

Table No 4.70: Attractive Personality of Celebrity is the Factor That Helps the Buyer in Recalling of the Product While Purchasing.

| Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency (F)	Computation of values of responses (WT X F)
Strongly Agree	1	300	300-599	29	29
Agree	2	600	600-899	46	92
Neutral	3	900	900	70	210
Disagree	4	1200	901-1200	91	364
Strongly Disagree	5	1500	1201-1500	64	320
Total				**300**	**1015**
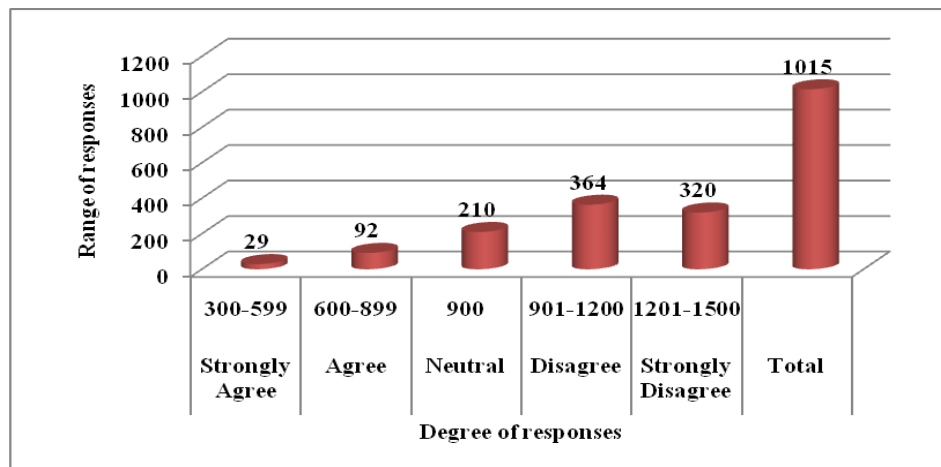
Figure No 4.67: Attractive Personality of Celebrity is the Factor That Helps the Buyer in Recalling of the Product While Purchasing.

Interpretation- From the table no.4.70 the computed value is been calculated as 1015 which fall in the group of disagree category.

Inferences- From the above figure 4.67 it is concluded that the population believe that celebrities attractive personality is not a strong reason that helps the buyer in recalling of the product while purchasing.

Table No 4.71: Celebrity Generate Curiosity About Product Helps the Buyer in

Recalling of the Product While Purchasing.

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency (F)	Computation of values of responses (WT X F)
Strongly Agree	1	300	300-599	28	28
Agree	2	600	600-899	13	26
Neutral	3	900	900	85	255
Disagree	4	1200	901-1200	55	220
Strongly Disagree	5	1500	1201-1500	119	595
Total				**300**	**1124**
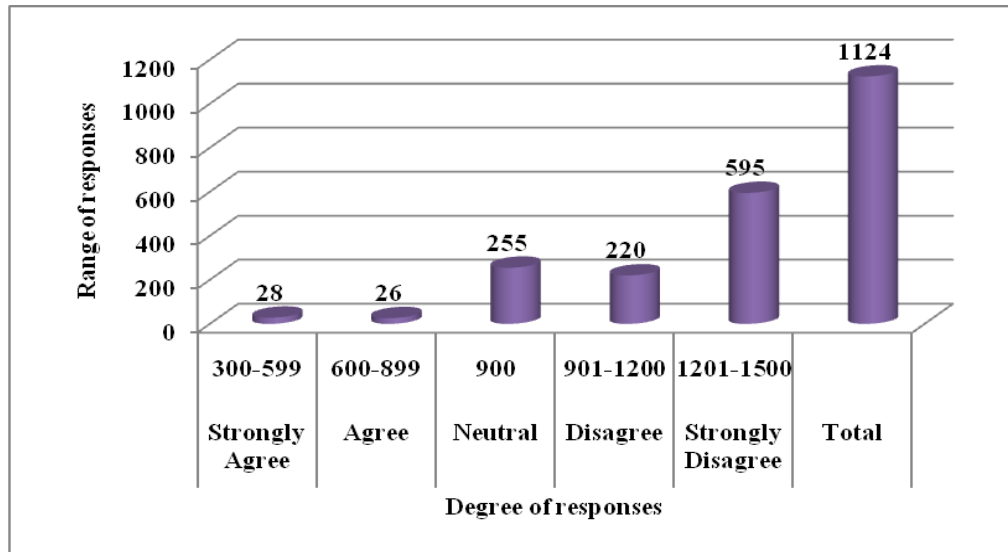
Figure No 4.68. Celebrity Generate Curiosity About Product Helps the Buyer

in Recalling of the Product While Purchasing

Interpretation- From the table no.4.71 the computed value is been calculated as 1124 which fall in the group of disagree category.

Inferences- From the above figure 4.68 it is concluded that the population believe that celebrities ability to generate curiosity about the product is a not a good reason that helps the buyer in recalling of the product while purchasing.

Table No.4.72: Mean Score Table of Different Factors and Their Impact on the Buyer in Recalling of the Product While Purchasing

Factors / Degree	WEIGHT (wt.)	Positive Impact (F1)	Wt.*F1	Relate to Consumer (F2)	Wt.*F2	Brand Image (F3)	Wt.*F3	Attractive Person (F4)	Wt.*F4	Curiosity (F5)	Wt.*F5
Strongly Agree	1	55	55	162	162	26	26	29	29	28	28
Agree	2	126	252	82	164	33	66	46	92	13	26
Neutral	3	51	153	29	87	65	195	70	210	85	255
Disagree	4	35	140	14	56	105	420	91	364	55	220
Strongly Disagree	5	33	165	13	65	71	355	64	320	119	595
TOTAL		300	765	300	534	300	1062	300	1015	300	1124
$\sum X$			2.55		1.78		3.54		3.38		3.75
RANK			2		1		4		3		5

Interpretation- It can be seen from the above table no.4.72 positive impact on the product factor has a score of 2.55 and ranked second. The ability to relate to consumer factor has a score of 1.78 and ranked one. Suits the brand image is another factor which has a score of 3.54 and ranked fourth, followed by attractive personality of celebrity factor that has a score of 3.38 and ranked third. Generating curiosity about the product is the factor that has a score of 3.75 and ranked fifth in the table.

Inference- From the above it is concluded that population believes/agrees that celebrities' ability to relate the product to consumer and celebrities' positive impact on the product is the most important factors that helped the buyer in recalling of the products while purchasing. Attractive personality of the celebrity, followed by suits the

brand image are the weak factors on which population disagrees and hence it is concluded that these factors do not helped the buyer in recalling of the products while purchasing. Celebrity generates curiosity about the product is the weakest factor among all the factors on which also the population disagrees that this factor has helped the buyer in recalling of the products while purchasing.

3. **Recall the name of the brands by the name of celebrities and segments given.**

Table No.4.73: Frequency Table of Recalled Name of the Brands By the Name

of Celebrities and Segments

Name of celebrity and associated segment	Yes	No
Shahrukh Khan – Car	260	40
Aamir Khan - Satellite Tv	262	38
Kareena Kapoor Khan – Shampoo	218	82
Sachin Tendulkar – Invertor	271	29
Amitabh Bachhan – Chocolate	247	53
Total	**1258**	**242**
Mean Value	**252**	**48**

Table No.4.74: Estimation of Range Using Standard Normal Distribution

	Yes	No	Calculation of p value	Calculation of q value (1-p)	Standard Error of sample (√pq/n)	Calculation of Z value (1.96*S.E)	Area= p value ± Z Value	
Mean Value	252	48	0.8387	0.1613	0.0212	0.0416	0.7971	0.8803

Interpretation- It can be seen from the table no. 4.74 the area under which population recalled the name of the brands by the name of celebrities and segments given is 0.7971 to 0.8803.

Inference- From the above it can be concluded that there is 95% chance that out of every 100 person in Lucknow city who been asked to recalled the name of the brands by the name of celebrities and segments given 79.71% to 88.03% of person will able to recalled the name of the brands by the name of celebrities and segments given to them.

4. **Celebrity based advertisement have a better impact on the recall of brand than non celebrity based advertisement.**

Table No.4.75: Computed table representing celebrity based advertisements

have a better impact on the recall of brands by consumers.

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency (F)	Computation of values of responses (WT X F)
Strongly Agree	1	300	300-599	67	67
Agree	2	600	600-899	75	150
Neutral	3	900	900	52	156
Disagree	4	1200	901-1200	49	196
Strongly Disagree	5	1500	1201-1500	57	285
Total				**300**	**854**
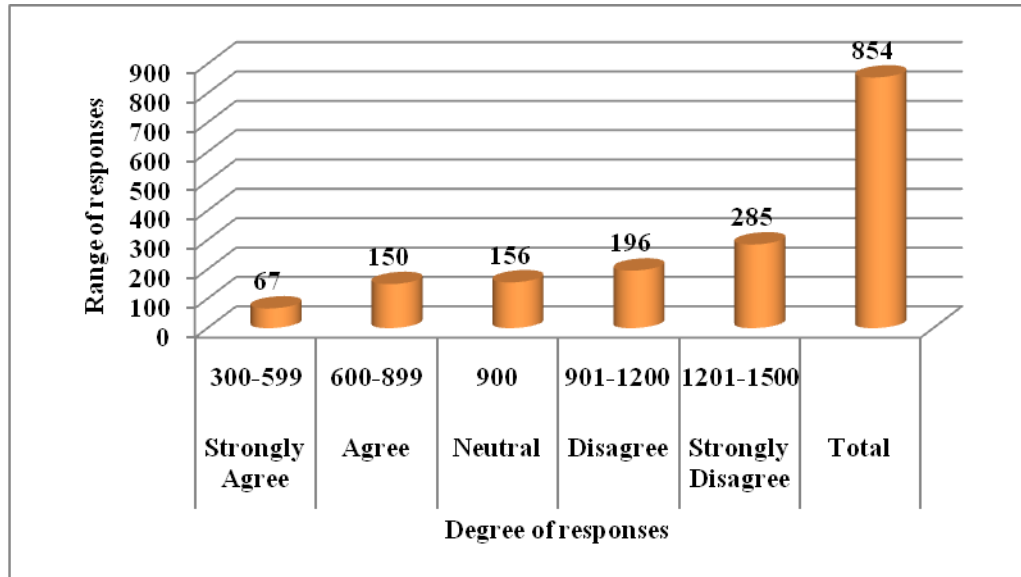
Figure No. 4.69: Figure Showing Celebrity Based Advertisements Have a

Better Impact on the Recall of Brands By Consumers.

Interpretation- From the table no. 4.75 the computed value is been calculated as 854 which fall in the group of agree.

Inference- From the above figure 4.69 it is concluded that population agreed to the fact that celebrity based advertisements have a better impact on the recall of brand by consumers.

Objective No- 8 Effect of Celebrity endorsed advertisements on brand switching by consumers.

1. **Customer starts using a particular product by watching their favourite celebrity endorsing that product.**

Table No.4.76: Computed Table of Customer Starts Using a Particular Product by Watching Their Favourite Celebrity Endorsing that Product.

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency (F)	Computation of values of responses (WT X F)
Immediate	1	300	300-599	17	17
After Some Time	2	600	600-899	214	428
Never	3	900	900	69	207
Total				**300**	**652**
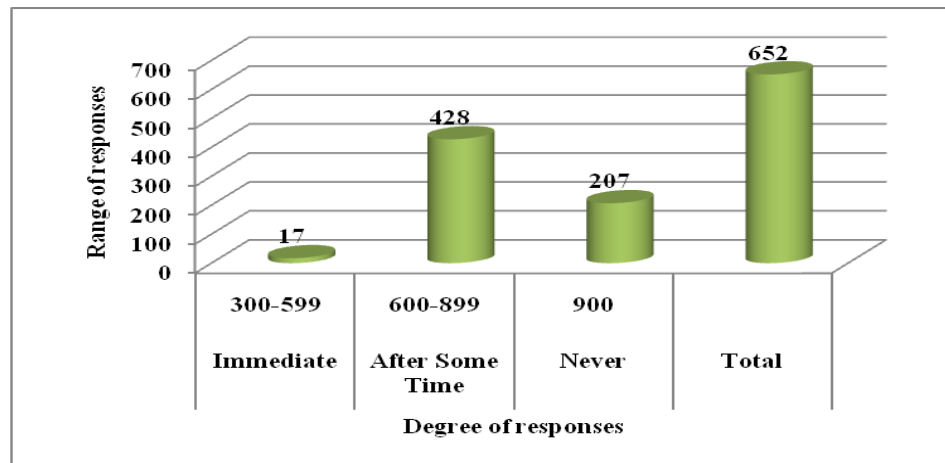
Figure No.4.70: Figure Showing That Customers Start Using a Particular Product by Watching Their Favourite Celebrity Endorsing that Product.

Interpretation- From the table no.4.76 the computed value is been calculated as 652 which fall in the group of after sometime.

Inferences- From the above figure 4.70 it can be concluded that population accept that they start using a particular product after some time of watching their favourite celebrity endorsing that product.

2. **Switching the regular brand of particular product by customers, as it is now not endorsed by their favourite celebrity.**

Table No.4.77: Computed Table Showing Customers Switching the Regular Brand of Particular Product as it is Now Not Endorsed by Their Favourite Celebrity

Degree	(WT)	Computation of Range (WT X N)	Range for Different Degree of responses	Frequency (F)	Computation of values of responses (WT X F)
Strongly Agree	1	300	300-599	23	23
Agree	2	600	600-899	53	106
Neutral	3	900	900	57	171
Disagree	4	1200	901-1200	97	388
Strongly Disagree	5	1500	1201-1500	70	350
Total				**300**	**1038**
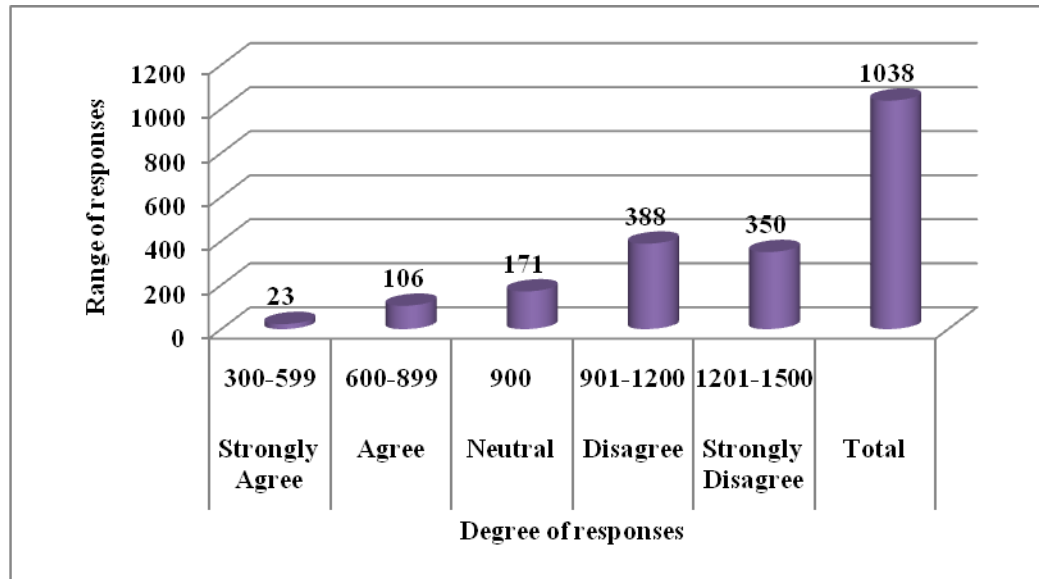
Figure No.4.71: Figure Showing Customers Switching the Regular Brand of

Particular Product as it is Now Not Endorsed by Their Favourite Celebrity.

Interpretation- From the table no. 4.77 the computed value is been calculated as 1038 which fall in the range of disagree.

Inference-From the above figure 4.71 it can be concluded that population disagree with the fact that customers will switch the regular brand of particular product as it is now not endorsed by their favourite celebrity.

4.3 HYPOTHESIS TESTING

1.   Hypothesis no. 1

H$_0$ -   The celebrity endorsed television advertisement has equal affect on the middle class consumers of different income group in influencing consumer buying behaviour.

H$_a$ -   The celebrity endorsed television advertisement does not have equal affect on the middle class consumers of different income group in influencing consumer buying behaviour.

Applying x^2 test:

Table No: 4.78: Observed Frequency Table for Hypothesis 1

	(2-4Lacs)	(4-6Lacs)	(6-8Lacs)	(8-10Lacs)	Total
STRONGLY AGREE	4	8	7	8	27
AGREE	34	43	28	20	125
NEUTRAL	13	16	12	16	57
DISAGREE	12	5	23	10	50
STRONGLY DISAGREE	16	12	11	2	41
Total	**79**	**84**	**81**	**56**	**300**

The expected frequency will be:

$$E = \frac{RT \; x \; CT}{N}$$

Table No: 4.79: Expected Frequency Table for Hypothesis 1

	(2-4Lacs)	(4-6Lacs)	(6-8Lacs)	(8-10Lacs)	Total
STRONGLY AGREE	7.11	7.56	7.29	5.04	27.00
AGREE	32.92	35.00	33.75	23.33	125.00
NEUTRAL	15.01	15.96	15.39	10.64	57.00
DISAGREE	13.17	14.00	13.50	9.33	50.00
STRONGLY DISAGREE	10.80	11.48	11.07	7.65	41.00
Total	79.00	84.00	81.00	56.00	300.00

Table No: 4.80: Calculation of Chi Square for Hypothesis 1

O	E	$(O-E)^2$	$(O-E)^2/E$
4	7.11	9.67	1.36
34	32.92	1.17	0.04
13	15.01	4.04	0.27
12	13.17	1.36	0.10
16	10.80	27.07	2.51
8	7.56	0.19	0.03
43	35.00	64.00	1.83
16	15.96	0.00	0.00
5	14.00	81.00	5.79
12	11.48	0.27	0.02
7	7.29	0.08	0.01
28	33.75	33.06	0.98
12	15.39	11.49	0.75
23	13.50	90.25	6.69
11	11.07	0.00	0.00

Table No: 4.80: Calculation of Chi Square for Hypothesis 1 *[Continued….]*

8	5.04	8.76	1.74
20	23.33	11.11	0.48
16	10.64	28.73	2.70
10	9.33	0.44	0.05
2	7.65	31.96	4.18
$\sum O$ =300	$\sum E$ =300		$\sum [(O-E)^2/E]$=29.50

Hence, the calculated value of x^2= 29.50

Degree of Freedom is

d.f. = (r-1) (c-1) = (5-1) (4-1) = 12

The table value of x^2 for 12 degree of freedom at 5% significance level is

v = 12, $x^2$0.05 = 21.03

On comparing the calculated value with the tabulated value of x^2, it is found that calculated value is more than the table value, so the alternate hypothesis is accepted. Hence, it can be said that the celebrity endorsed television advertisement does not have equal affect on the middle class consumers of different income group, the population falling under the income group of 4-6 Lacs is majorly affected followed by the population falling under 8-10 Lacs income group. Respondent falling under the income group of 6-8 Lacs is the least affected group.

2.   Hypothesis no. 2

Ho - The celebrity endorsement in television advertisement does not have a significant impact in influencing consumer buying behaviour in favour of the advertisers.

Ha - The celebrity endorsement in television advertisement has a significant impact in influencing consumer buying behaviour in favour of the advertisers.

Applying x^2 test:

Expected Frequency $= \frac{\text{Total No. of Respondants}}{5} = \frac{300}{5} = 60$

Table No: 4.81: Calculation of Chi Square for Hypothesis 2

O	E	(O-E)2	(O-E)2/E
27	60	1089	18.150
125	60	4225	70.417
57	60	9	0.150
50	60	100	1.667
41	60	361	6.017
$\sum$O =300	$\sum$E =300		$\sum$ [(O-E)2/E]=96.400

Hence, the calculated value of x^2 = 96.400

Degree of Freedom is

d.f. = (r-1) (c-1) = (5-1) (2-1) = 4

The table value of x^2 for 4 degree of freedom at 5% significance level is

v = 4, $x^2$0.05 = 9.488

On comparing the calculated value with tabulated value of x^2, it is found that calculated value is higher than the table value, so the alternate hypothesis is accepted. Thus, it can be concluded that the celebrity endorsement in television advertisement has a significant impact in influencing consumer buying behaviour in favour of the advertisers.

3.   Hypothesis no. 3

H$_0$ -   There is no association between the change in the attitude of children and their over demanding behaviour by seeing celebrity endorsed advertisements.

H$_a$ -   There is association between the change in the attitude of children and their over demanding behaviour by seeing celebrity endorsed advertisements.

Applying x^2 test:

Table No: 4.82: Observed Frequency Table for Hypothesis 3

Degree	Over demanding Behaviour	Change in the attitude	Total
Strongly Agree	50	23	73
Agree	138	177	315
Neutral	46	44	90
Disagree	50	52	102
Strongly Disagree	16	4	20
Total	**300**	**300**	**600**

The expected frequency will be:

$$E = \frac{RT \times CT}{N}$$

Table No: 4.83: Expected Frequency Table for Hypothesis 3

Degree	Over demanding Behaviour	Change in the attitude	Total
Strongly Agree	36.5	36.5	73
Agree	157.5	157.5	315
Neutral	45	45	90
Disagree	51	51	102
Strongly Disagree	10	10	20
Total	300	300	600

Table No: 4.84: Calculation of Chi Square for Hypothesis 3

O	E	$(O-E)^2$	$(O-E)^2/E$
50	36.5	182.25	4.99
138	157.5	380.25	2.41
46	45	1	0.02
50	51	1	0.02
16	10	36	3.60
23	36.5	182.25	4.99
177	157.5	380.25	2.41
44	45	1	0.02
52	51	1	0.02
4	10	36	3.60
$\sum O = 300$	$\sum E = 300$		$\sum [(O-E)^2/E] = 22.10$

Hence, the calculated value of $x^2 = 22.10$

Degree of Freedom is

d.f. = (r-1) (c-1) = (5-1) (2-1) = 4

The table value of x^2 for 4 degree of freedom at 5% significance level is

$v = 4$, $x^2_{0.05} = 9.488$

On comparing the calculated value with tabulated value of x^2, it is found that calculated value is more than the table value, so the alternate hypothesis is accepted. Hence, it can be said that there is an association between the change in the attitude of children and their over demanding behaviour.

By seeing celebrities endorsed advertisement the children's of the families have become over demanding which has lead to significant change in the attitude of children over a period of time.

4.   Hypothesis no. 4

H$_o$ - Celebrity endorsed advertisements have no significant impact on brand recall.

H$_a$ – Celebrity endorsed advertisements have a significant impact on brand recall.

Applying x^2 test:

We have calculated expected frequency

Expected Frequency $= \dfrac{Total\ No.of\ Respondants}{5} = \dfrac{300}{5} = 60$

Table No: 4.85: Calculation of Chi Square for Hypothesis 4

O	E	$(O-E)^2$	$(O-E)^2/E$
67	60	49	0.817
75	60	225	3.750
52	60	64	1.067
49	60	121	2.017
57	60	9	0.150
$\sum O = 300$	$\sum E = 300$		$\sum [(O-E)^2/E] = 7.801$

Hence, the calculated value of $x^2 = 7.801$

Degree of Freedom is

d.f. = (r-1) (c-1) = (5-1) (2-1) = 4

The table value of x^2 for 4 degree of freedom at 15% significance level is

v = 4, $x^2_{0.15} = 6.745$

On comparing the calculated value with table value of x^2, it is found that the calculated value is more than the table value, so the alternate hypothesis is accepted. Thus, it is concluded that celebrity endorsed advertisements have significant impact on brand recall.

5. Hypothesis no. 5

H$_o$ – Celebrity endorsed television advertisements do not have a significant impact on brand switching by consumers.

H$_a$ – Celebrity endorsed television advertisements have a significant impact on brand switching by consumers.

Applying x^2 test:

Expected Frequency = $\frac{Total\ No.of\ Respondants}{5}$ = $\frac{300}{5}$ = 60

Table No: 4.86: Calculation of Chi Square for Hypothesis 5

O	E	$(O-E)^2$	$(O-E)^2/E$
23	60	1369	22.817
53	60	49	0.817
57	60	9	0.150
97	60	1369	22.817
70	60	100	1.667
$\sum$O =300	$\sum$E =300		$\sum [(O-E)^2/E]$=48.268

Hence, the calculated value of x^2= 48.268

Degree of Freedom is

d.f. = (r-1) (c-1) = (5-1) (2-1) = 4

The table value of x^2 for 4 degree of freedom at 5% significance level is

v = 4, $x^2_{0.05}$ = 9.488

On comparing the calculated value with tabulated value of x^2, it is found that calculated value is more than the table value, so the alternate hypothesis is accepted. Hence, it can be said that celebrity endorsed television advertisements have a significant impact on brand switching by consumers.

6. Hypothesis no. 6

H$_o$- The attitude of the children's has not changed over a period of time by viewing celebrity endorsed advertisements.

H$_a$- The attitude of the children's has changed over a period of time by viewing celebrity endorsed advertisements.

Applying x^2 test:

Expected Frequency $= \frac{Total\ No.of\ Respondants}{5} = \frac{300}{5} = 60$

Table No: 4.87: Calculation of Chi Square for Hypothesis 6

O	E	(O-E)^2	(O-E)^2/E
23	60	1369	22.81667
177	60	13689	228.15
44	60	256	4.266667
52	60	64	1.066667
4	60	3136	52.26667
$\sum$O =300	$\sum$E =300		$\sum$ [(O-E)^2/E]=308.57

Hence, the calculated value of x^2= 308.57

Degree of Freedom is

d.f. = (r-1) (c-1) = (5-1) (2-1) = 4

The table value of x^2 for 4 degree of freedom at 5% significance level is

v = 4, $x^2_{0.05}$ = 9.488

At alpha 0.05 and 4 degrees of freedom, the critical value from the chi square distribution table is 9.488. From the table it is inferred that the Chi-square test statistics shows calculated value 308.57 which exceeds the tabulated value of 9.488. So the alternate hypothesis is accepted.

Hence, it can be said that the attitude of the children's has changed over a period of time by viewing celebrity endorsed advertisements.

CHAPTER 5

FINDINGS AND CONCLUSION

5.1 FINDINGS OF THE STUDY

In broader view the aim of the study is to find out that is celebrity endorsement television advertisement plays any role in changing the consumer perception and buying behaviour of middle class people of Lucknow city, for which detailed analysis is done in the previous chapter and following are the findings:

1.   Middle class section of Lucknow city

First and the foremost work was to find out the middle class people of Lucknow city but before that who is the middle class that has to be defined so after various discussions and Literature review it was concluded that there is no specific definition or criteria to find out that middle class it can be defined with different type of terms such as income, values, cultural affinities, lifestyles, educational attainments and service sector employment. In this study researcher has taken income for defining the middle class, on the basis of the study by Mc Kinsey Global Institute that suggests middle class comprise of two categories i.e. seekers (earning Rs. 2,00,000.00 – 4,99,999.00) and the strivers (earning 5,00,000.00 – 10,00,000.00).

The report by National Council for Applied Economic Research's (NCAER) Centre for Macro Consumer Research said by 2015-16, India will be a country of 53.3 million middle class households, translating into 267 million people falling in the

category. (As per 2000-01 prices, middle class classification was based on annual income of Rs 2-10 lakh.) Currently India has 31.4 million middle class households (160 million individuals). By 2025-26 the number of middle class households in India is likely to more than double from the 2015-16 levels to 113.8 million households or 547 million individuals.

In this context it is believe that when middle class population is rising on all corners of the country, so as in Lucknow, the capital of Uttar Pradesh (the highest populated state of India) will not be an exception of rising middle class.

For representing the middle class section of Lucknow city the researcher has selected some areas which are immensely populated with middle class viz: Nirala Nagar area from the north side of the city, for south side of the city Vrindavan Colony and to cover central Lucknow Sadar Cantonment area. The reasons for selecting these areas are that the researcher belongs to this city and has personal experience that the mentioned areas are densely populated with middle class section of Lucknow. The another reason for selecting the Nirala Nagar area and Vrindavan Colony is that they are developed by the LDA (Lucknow development authority) and Awas Vikas Parishad for middle class groups and mostly consist of MIG houses which validate the point of being the highly middle class populated areas of Lucknow city and the reason for selecting Sadar Cantonment area was that, this area is an old market place which mainly consists of small traders and businessmen who represent the middle class population of Lucknow city. Hence, these areas were selected by the researcher as true representative of the entire middle class population of the Lucknow city.

2. Analyzing the consumer buying attitude regarding television advertising.

As per the analysis of the data, table no. 4.6 shows that most of the population spends almost about 0-2 hour in a day on watching television which makes television advertisements as a good medium for marketer to promote their products. In continuation to this another finding strengthen the facts, from table no 4.12 it can be seen the television advertising has been ranked one medium for spreading the awareness about the product, maximum population strongly agree to the fact that television advertisement is the best of all the medium available for spreading awareness and promoting their products for marketer. From the table no. 4.13 it is seen that when people were inquired about if their purchases are influenced by television advertisements maximum population shows low influence, which concluded that only television advertisements do not, influences the purchases decision of population. In this extension when they were asked that if their purchases have been affected by celebrity endorsed advertisements, in table no 4.15 maximum population agree to the fact, this shows that celebrity is the governing factor that influences the purchase decision of middle class population which further leads to change in buying attitude of middle class consumer. From the table no. 4.14 it can be seen that population strongly agree to the fact that companies are using celebrities based television advertisement which states that population is aware about the fact that companies are using celebrities based television advertisements for promotion. Table no. 4.16 displays that population also agreed to the view that celebrity endorsed television advertisement have influenced the buying behaviour of their family. Hence, the above findings collectively conclude that television

advertisement plays a major role in spreading awareness, influencing and affecting the buying attitude of individual's as well as families.

3. **Effect of celebrity endorsement on middle class consumers of different age, income and gender groups.**

McCraken (1989) found that the use of celebrity endorsers stand for an effective way of transferring meaning to brands as it is believed that celebrity endorsers bring their own emblematic meaning to the endorsement process and that this cultural meaning residing in the celebrity is passed on to the product which in turn is passed on to the consumer. The presence of celebrity is likely to be influential in the purchase of the product.

From the table no. 4.17 and 4.18 it was found that celebrity endorsed advertisements affect the purchase of consumers equally regardless of their gender i.e., being male or female does not affect the buying decisions, both male and female agree to the fact that celebrities endorsed advertisements has affected their purchases. While analyzing the effect of celebrity endorsed advertisements on the purchase of consumers on basis of income group researcher found that population falling under the income group of 4-6 Lacs and 8-10 Lacs agreed to the statement that celebrity endorsed advertisements has affected their purchases while middle class population belonging to the group of 2-4 Lacs and 6-8 Lacs disagree with the fact that there purchases has been affected by celebrity endorsed advertisements. Researcher also tried to find out that which age group population purchases is majorly influenced by celebrity endorsed advertisements. It was founded that population falling under the age group of 31-40

years, 41-50 years and 51-60 years are majorly affected by the celebrity endorsement as they all agree to the fact that celebrities endorsed advertisements has affected their purchases. While population belonging to age group of 21-30 years disagree to the fact that celebrities endorsed advertisements has affected their purchases. Researcher has also found out that population belonging to the age group of 61 and above have a neutral opinion about their purchases has been affected by celebrity endorsed advertisements.

Hence it is concluded that celebrity endorsed advertisement has a major effect in purchase decision by the consumer of middle class population, and gender has no effective role playing in it while people whose earning is between 4-6 Lacs and 8-10 Lacs and age group 31-40, 41-50 and 51-60 years are majorly affected group.

4. Factors need to be present in the celebrity while endorsing the retail brand

As per this study from table no 4.28 and 4.33 researcher found that Film stars are the most effective celebrities while endorsing the product maximum population strongly agrees that film stars are the best persons while endorsing the retail products in television advertisements and have greater influence over them, as film star have a natural talent of acting and communication which makes them far better spokesperson than others and can get easily connected with the masses, Till and Bustler (2000) have also stated that for effective advertising, physical attractiveness of the celebrity is important. In this continuation researcher also found out from table no. 4.29 and 4.33 that sport persons are on the second numbers in the preference list of consumers as maximum population agrees that sports celebrities are the effective celebrities while endorsing the retail products in television advertisements. Researcher also found that

business icons, animation character and entertainers are the least preferred celebrities as maximum population disagrees and believe they are not effective while endorsing the retail products in television advertisements. They have been ranked as fifth, fourth and third respectively in the table no. 4.33. It was found in the study that out of the five factors selected viz: impressive appearance, expertise in their work, charitable activity, commitment and public image.

As per the table no.4.34 and 4.39 Impressive appearance of the celebrities is the most appealing factor need to present in the celebrity for effective endorsement, as population agrees to the fact that Impressive appearance is the most important factors that needed to present in the celebrities while endorsing the product in television advertisements for middle class consumers and it also has been ranked one by the population .In this continuation it was also found out that from table no. 4.38 and 4.39 that public image is ranked second in the preference list of consumers as they feel that public image is the second most important factor needed to present in the celebrities as population believes that positive public image of celebrities is must for effective endorsement because people follow the life style of their preferred celebrity and try to copy them. Charitable activity factor, commitment Factor and expertise factors are the least effective factors that influence the population as maximum population disagrees and ranked them as fifth, fourth and third respectively in table no. 4.39. Beside the celebrities personal factors there are other factors also, which affect the purchase decision of the consumer viz: Quality, Price, Brand loyalty, Suggestion from Peers and Cultural approval.

The table no. 4.40 and 4.45 shows that middle class population prefer Quality as the most important factor which affect their buying decision they have also ranked it as first and foremost requirement for the purchase of the product, in this following from table no. 4.41 and table no. 4.45 shows price is the second major factor which affects the middle class buying decision to which they have ranked it as second and as the study is about the middle class population, generally middle class people are price sensitive so this factor becomes more important in this context. From the table no. 4.42 and table no. 4.45 it can be seen that Brand loyalty is an important factors that influences the buying decision of middle class as population agrees to this factors and ranked it third most preferred factor.

Beside these factors there were also factors like Suggestion from Peers and Cultural approval to which maximum population disagrees and ranked as fourth and fifth respectively in table no. 4.45, which makes these factors as least effective factors that influences the purchase decision of the product by middle class consumers. From the table no. 4.46 it was found that maximum population agrees female celebrities are more persuasive than male celebrities while endorsing retail products. Thus, it can be concluded that the film stars and sports stars are the most effective celebrities while endorsing products in television advertisement and celebrities having impressive appearance and a good public image can affect the preference of consumer during purchase of the product. Quality, price and brand loyalty are the most important factors other than celebrity personal factor that influence the purchase of the product by middle class consumers.

5. The impact of celebrity endorsement on the buying behaviour of middle class consumers.

As per the study researcher found from the table no. 4.47 that celebrity based advertisements are more influential than the non-celebrity based advertisements as maximum population agrees to it, this shows the consumers itself prefer the advertisements which are endorsed by the celebrity as more influential. McCraken (1989) argued there lays a difference between celebrities and anonymous person as it is assumed by him that celebrities have the capability of delivering meanings of extra depth, power and subtlety and also offers a range of lifestyle and personality which cannot be matched by anonymous people. In the similar vein he continues to prove that most heavily stereotyped celebrity produces not just single meanings but also interconnected multiple meanings indicating that celebrity endorsers are far more effective than non-celebrity endorsers.

From the table no. 4.48 it was found that maximum population disagrees to the fact that celebrity's presences in the advertisement increases the authenticity of the product, the consumers have the view that the authenticity of the product does not increases by the presence of celebrity which states that only celebrity alone cannot do the all, product personal qualities and brand image also play a role in developing authenticity of the product. The table no. 4.49 shows that population agrees to the fact that they like to buy the product which are endorsed by their favourite celebrity and frequently shown on television. Hence, it can be concluded that celebrity endorsement has a positive impact on the buying behaviour of the consumers.

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6. Latent impact of celebrity endorsement on consumer's belief

Literatures and various researches shows that celebrity endorsed advertisement has positive impact on consumers but there are some other factors which might be actively or passively have their impact which may or may not be positive, but those factors have made a great deal of change in the beliefs of the society over a period of time. Some factors that have been affected due to the celebrity endorsement is like budget of the family, behaviour of children of the family, attitude of the women of the family. Bandyopadhyay, Kindra and Sharp (2001) showed how children feel validated in their choice of product when a celebrity endorses it.

When this research was done some dormant factors was analyzed. From the table no 4.50 it was found that population agrees to the statement that they prefer to watch those television advertisement which have their favourite celebrities. From the table no 4.51 it was found that maximum population also agrees to the fact that celebrity's presence and its popularity in the television advertisement overshadow the attention of consumers from the product. From the table no. 4.52 it was found out that population disagrees with the fact that they buy products which are not required by them or buy the unwanted product in the influence of celebrity endorsed television advertisement which makes this factors a weak but it was observed during the data collection process those families which have kids have a strong opinion about purchasing the unwanted products as compare to others so it can be concluded that children's leads to purchase of unwanted products in their families.

From the table no. 4.53 it has been clearly observed that population disagrees to the statement that celebrities also uses the products which he endorsed them in television advertisement, this states that people are aware of this fact that products which are being endorsed by the celebrities' are seldom used by them. In the table no. 4.54 it has been clearly depicted that by seeing celebrity endorsed advertisement there has been change in the expectation of the families, as population agrees to this fact. The family members have become conscious about the latest development in products and variety of products available in there surrounding.

From the Table no. 4.55 it was found that by seeing celebrity endorsed advertisement there has been change in the expectation of the families and lead to increase the monthly budget over a period of time as maximum population agrees to this statement, the reason behind this fact is that now a day's more and more families member has become aware about their specific needs and tailored products satisfying those specific needs and secondly material comfort among the people has increased over the time.

In this process researcher has also tried to collect the views of people about their children's that what behavioral changes have taken place in them by viewing celebrities endorsed advertisements for this children between the age group of 5-15 years have been taken and responses are collected by their parents so that biasness can be reduced and clear picture can be portrayed. From the table no. 4.56 researcher found out children's takes more interest in watching those advertisements which consist of their known celebrity as maximum population agrees to the statement, this states that children's takes

interest in watching their favourite celebrity and which further states that they might also copy them. From the table no. 4.57 researcher found that maximum population agreed to the statement that children's of the families are more influenced by watching their known celebrities in different advertisement and in this context another finding from table no. 4.58 depict that children's of the families have become more over demanding by seeing their favourite celebrity in the advertisement as population also agrees with this statement.

From the table no. 4.59 it was found that over the period of time there has been change in the attitude of the children by seeing celebrity endorsed advertisements. Besides children's a major finding related to female has also been derived, table no. 4.60 shows that maximum population agreed that female celebrity endorsements has affected the aspiration level of females of the society for being more independent and career oriented.

So it is concluded that celebrity endorsed advertisement has affected the children of the families and there have been changed in their attitude and become over demanding and budget of the families have also grown over the period as well and not only children's it has also affected the females of the society positively for being more independent and career oriented.

7. To analyze the impact of celebrity endorsed television advertisement on the recall of bands by the consumer.

Literature shows positive impact of celebrity endorsed television advertisement on the recall of bands by the consumer. Experiments suggest that in certain situations, celebrity endorsement can enhance recall and consume assessment of the products. (Clark & Horstman, 2003) Mishra and Beauty (1990) Petty et al (1983) and Menon et al (2001) indicate that celebrity endorsements enhance brain recall. In this study primarily it was investigated that which type of media is more effective in brand recall, from the table no. 4.62 and 4.66 it was found out that television advertisement is the most effective media for recalling of brands by consumers as it population has ranked one among all the available mediums, in this following from the table no. 4.61 and 4.66 print media advertising holds the second position after television advertisement for the recall of brands by consumers as maximum population agrees to it. Whereas mobile internet, word of mouth and radio mediums has a low brand recall by the population and they were ranked as third, fourth and fifth respectively by the people which can be seen in the figure no. 4.66.

In the analysis it was also founded that which quality of celebrities does helps people to recall the product while purchasing and researcher found from table no. 4.68 and 4.72 celebrities ability to relate the product to consumer is the most effective quality that helps the population to recall the product while purchasing as they strongly agrees and ranked one to the statement. Customer was able to recall those products easily whose celebrities are capable of making the connection of the product with the customer

effectively. In this continuation from the table no 4.67 and 4.72 researcher also found that positive impact of the celebrity is the second best quality of celebrities that helps people to recall the product while purchasing, as celebrity is able to transfer the meaning to the product which helps in brand recall and population also agree and ranked two to the statement. Beside these there were some other qualities such as attractive personality, celebrity suits the brand image and celebrity generate the curiosity about the product to which population has disagreed that these qualities of celebrities do not helps people to recall the product while purchasing and ranked them third, fourth and fifth respectively in the table no. 4.72.

To find how effective people are in recalling a brand by celebrity was tested for this population were given with a set of name of celebrities from different categories and segment name in which they endorsed any particular brand product, they were asked to tick yes or no as whether they were able to connect the celebrity with the segment given in front of them or not and are also able to recognize the brand, which shows that celebrity endorsed advertisement have a better brand recall, it was seen from the table no 4.74 that there is 95% chance that out of every 100 person in Lucknow city who been asked to recalled the name of the brands by the name of celebrities and segments given 79.71% to 88.03% of person will able to recalled the name of the brands by the name of celebrities and segments given to them. In another analysis it was found that from table no. 4.75 that population agrees to the statement that celebrity endorsed advertisement have a better impact on the recall of brand than non celebrity based advertisement .

It can be concluded that television advertisement is the best medium that helps in recall of products followed by the finding that people were able to recognize celebrity endorsed advertisement easily than non celebrity based advertisement and celebrity must able to connect effectively the product to the consumer for effective brand recall.

8. To study the effect of celebrity endorsement on brand switching by consumers.

It was found from the table no. 4.76 the customer will use a particular product after some time which have been recently started endorsing by their favourite celebrity, as maximum population have agreed to the above opinion, which clearly shows that people have a keen interest in the product which have been recently endorsed by their favourite celebrity but still they will not accept the product at once but adopt it after some time. This shows that there are other factors also which the customer feels important while making his/her purchase decision.

In an another finding table no. 4.77 shows that population disagrees to the statement that they will switch their regular brand just because of the reason that it is now not endorsed by their favourite celebrity, it can also be assumed that a particular brand over a period of time has developed a relation with the consumer which prevent them from switching, as it was earlier said that only celebrity is not the factor that affect brand switching.

5.2 LIMITATION OF THE STUDY

Although the research was carefully prepared and has reached its aims, there are some unavoidable limitations and shortcoming. First, because of the time limit, this research was conducted on a small size of population of three hundred respondents, who

belong to the area of Nirala Nagar, Vrindavan Colony and Sadar Cantonment to be the representative of middle class population of Lucknow city. Second many respondents were also uninterested in giving their responses due to lack of interest or any importance to them, sometimes respondents also asked for clarification about some questions which might have lead them to form a biased opinion after the explanation of the questions. The limitation of this study might be also its potential multi-dimensionality of the self-efficacy and outcome expectations construct.

The research also has delimitation, such as the research problem was defined to find the consumer perception towards celebrity endorsement in television advertisement for retail brands in middle class segment of Lucknow city. Firstly, the television media has its effect on larger section of people i.e. geographical coverage, and major celebrity endorsed advertisements are shown on television, not only shown but frequency of these advertisements is also very high than any other medium. It was also not feasible to cover the effect of celebrity endorsed advertisement through all medium of communication, so considering these reasons television medium is selected for the study and as far as middle class is concerns, India is a developing economy and from literature it has been cleared that India is a growing economy and have a large number of middle class living in it, who form a larger part of consumer market, so to make this study more relevant and close to largest section of people researcher has confined his research to the middle class.

5.3 SCOPE FOR FURTHER RESEARCH

The study of "Consumer perception towards celebrity endorsement in television advertisements for retail brand in middle class segment of Lucknow city" provides a natural guide to future research. Further studies can be done by researchers or scholars in the following issues to have more insights on the subject. Firstly this research is confined to define the characteristics, attitude and buying behaviour of middle class population only which leaves the scope of taking this study a step forward and find out the buying behaviour of the other classes of people prevailing in the society. Secondly the study is limited to define the Consumer perception towards celebrity endorsed advertisement in television media; its effect on consumer perception from any other media like print media, radio, internet etc can also be studied.

Thirdly the study was restricted to Lucknow city capital of Uttar Pradesh. A comparative study of other states will be of interest area to analyze the regional variations in multi linguistic and multi cultural, diversified country like India, to have a clear and broader generalization.

The research also discovered some findings about the children's as they are becoming over demanding and change in the attitude has also been found, so a special need is required to look into the matter and also find the factors responsible for it. The study reveals that female celebrities had a special role in persuading the consumers, so it also creates the curiosity that are female celebrities better than male celebrities? And if

the answer is yes then what are the factor underlying for this to hold true in our society, is yet another question that still needed to be answered.

The research also provides scope for finding the facts about negative effect of the celebrity endorsements and effect of multiple endorsements by celebrities on consumers.

5.4 CONCLUSION

India as a country is known for loving its stars, people like to follow their favourite celebrity and copy their style. The Indians idolize their Bollywood actors and cricketers. The advertisers see this as an opportunity to grab and work on so as to increase their operations and endorse their product. Today celebrity endorsement is a billion dollar industry in India and every marketer is in the race of snatching the market share of others by using effective celebrity who can connects the product with the people and on whom they can trust upon.

Advertising through Television allows marketers to show and tell a wide audience about his businesses, products and services. It allows demonstrating the benefits of ownership. Television plea to the educated as well as the uneducated and this is one feature of Television that makes it unique and different from other mediums. Despite the conception of new media from all corners such as social media and the internet, Television continues to be among one of the most lasting entertainment options available.

A celebrity endorsement provides an alternative to creative advertisements. Where creative advertisements are more prone towards logic or humor, celebrity

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endorsements mainly focus on the strengths of the celebrity and more often, it mainly aims to make the celebrity communicate directly to the public "I use this brand, do you" and in real meaning the celebrity is communicating with his loyalists "I am using this brand and so should you". Thus, for leading organizations they are one of the most preferable endorsers. There are several reasons for such widespread use of celebrities, because of their high profile. Celebrities may help advertisements stand out from the surrounding mess, thus improving their communicative ability. Celebrity endorsement if used successfully makes brand stand out from the clutter and encourage brand recall and facilitates instant awareness.

In a country like India celebrities act as major opinion leaders and play major role in brand recall. Celebrities are helpful in initiating a desired state of need among consumers. India with its broad diversity, offer an attractive scope to study the swarm of changes which developmental activities, which has brought about in its social and economical framework and television remains the most effective medium for reaching today's customers. It is also the most efficient medium for introducing people to brands. The potential consumers usually pay attention to those advertisements that use celebrity as icons, consumers purchase the product under the influence of their favourite celebrity

The world is changing fast and its economy can be expected to increasingly rely on the middle classes. Middle classes are an important key driver of growth, as the income elasticity for durable goods and services for middle class consumers is greater than one. China and India are at the forefront of the expansion of the global middle class India is no exception. Especially after the opening up of the economy, the pace of

change that India and its people are experiencing in their socio-cultural environment is spectacular.

The finding of the study shows that middle class people are influenced by celebrity endorsed television advertisement they prefer to buy the product which are endorsed by their favourite celebrities and the factor that influence them to buy the product is their impressive appearance followed by their public image. However celebrity is not the only factor that influences their buying behaviour, being a middle class section of society quality and price of the product and as well as brand loyalty towards the products matters.

Study also shows that celebrities through whom people get influenced are the film stars followed by sport persons and television advertisement is the best medium that helps in recall of products followed by the finding that people were able to recognize celebrity endorsed advertisement easily than non celebrity based advertisement and celebrities positive impact and his ability to connect effectively the product to the consumer are the most important factors that helps in effective brand recall. Celebrity endorsed advertisement has major effect in purchase decision by the consumer of middle class population, and gender has no effective role playing in it while people whose earning is between 4-6 Lacs and 8-10 Lacs followed by age group of 31-40, 41-50, 51-60 years are majorly affected group.

The study revealed that celebrities initiate an action to buy the product and help them to remember a brand. Besides all this the study has also found some other latent

effects which were not earlier revealed by any other study, that over a period of time due to celebrity endorsement some of the changes have come in the beliefs of the society like the attitude of the children have changed, children have become over demanding due to which the products that are not required are being purchased by the families which further leads to affect the budget of the family, due to celebrity endorsement female aspiration level has changed, also it was discovered in the study that consumer prefer female celebrity over male celebrities. Hope that all this study will be of great help to the advertising world and to the society; this study opens the door of further more studies.

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Interview Schedule

Dear Sir/Madam,

My name is Raj Kumar Mishra I am pursuing my Ph.D. (Doctorate of Philosophy) from BBD University and the topic of my Thesis is "Consumer Perception towards Celebrity Endorsement in Television Advertising for Retail Brands in Middle Class Segment of Lucknow City". In this research I will be studying the impact of celebrity endorsement on the buying behaviour of consumer.

Kindly cooperate by answering the following questions. I assure you that the details will be solely used for academic research purpose and confidentiality will be maintained.

Thank you for your time and kind cooperation.

PERSONAL DETAILS (put a tick √ mark for your answer)

Name: ……………………………………………………………………….

Age: (21-30) ☐ (31-40) ☐ (41-50) ☐ (51-60) ☐ (61& above) ☐

Gender: M ☐ **F** ☐ **Marital status: Married** ☐ **Unmarried** ☐

Occupation: Service ☐ **Business** ☐ **Professionals** ☐ **Retired** ☐

Income (PA): 2 - 4 Lacs ☐ **4 - 6 Lacs** ☐ **6 -8 Lacs** ☐ **8-10 Lacs** ☐

Contact No. ………………………………………. **Date** …………………. **Place** ……………………

1. How many hours in a day you watch television?

    a. 0-2hours ☐   b. 2-4hours ☐   c. 4-6hours ☐   d. more than 6 hours ☐

2. How do you get awareness about latest products?
   (*Please rank your answers from high to low by ranking 1 for the highest and 5 for the lowest*)

    a. Print media (Newspapers, Magazines etc.) ☐

    b. Television advertising ☐

    c. Word of mouth ☐

    d. Mobile& Internet ☐

    e. Radio ☐

Celebrity – refers to the individual who is known to the public (actor, sport figure & entertainer etc.) for his or her achievements in area other than that of the product class endorsed.

Celebrity Endorsement - Any individual who has public recognition and who utilizes this recognition on behalf of a customer by screening himself with in an advertisement the other utilization of a celebrity is acting in brand testimonials, or even acting as spokesperson.

3 To which extent your purchase is influenced by television advertisement?

   a. Very high ☐   b. High ☐   c. Moderate ☐   d. Low ☐   e. Very low ☐

4 Now a day's most of the companies are using celebrity in television advertisements for promotion of their products.

   a. Strongly agree ☐   b. agree ☐   c. neutral ☐   d. disagree ☐   e. strongly disagree ☐

5 Do you think your purchase has been affected by celebrity endorsed advertisement?

   a. Strongly agree ☐   b. agree ☐   c. neutral ☐   d. disagree ☐   e. strongly disagree ☐

6 Celebrity based advertisement has influenced the buying behaviour of your family.

   a. Strongly agree ☐   b. agree ☐   c. neutral ☐   d. disagree ☐   e. strongly disagree ☐

7 Which type of celebrity, do you find more attractive for endorsement of your product? (*please rank your answers from high to low by ranking 1 for the highest and 5 for the lowest*)

   a. Film stars ☐

   b. Sports person ☐

   c. Businessman ☐

   d. Entertainers (models etc.) ☐

   e. Animation based ☐

8 Which factor of a celebrity would influence your purchase?(*please rank your answers from high to low by ranking 1 for the highest and 5 for the lowest*)

   a. Impressive appearance ☐

   b. Expertise in the main work ☐

   c. Charitable activity ☐

   d. Commitment ☐

   e. Public image ☐

9 What are the other factors that influence your purchase, other than celebrity?(*please rank your answers from high to low by ranking 1 for the highest and 5 for the lowest*)

   a. Quality ☐

   b. Price ☐

   c. Brand loyalty ☐

   d. Suggestion from peers' and relatives ☐

   e. Cultural approval ☐

10 Do you think female celebrities are more persuasive than male celebrities while endorsing the product?

   a. strongly agree ☐ b. agree ☐ c. neutral ☐ d. disagree ☐ e. strongly disagree ☐

11 Celebrity based advertisement are more influential than non-celebrity based advertisement.

   a. strongly agree ☐ b. agree ☐ c. neutral ☐ d. disagree ☐ e. strongly disagree ☐

12 Do you think celebrity based advertisements are more authentic than the non-celebrity based advertisements.

   a. strongly agree ☐ b. agree ☐ c. neutral ☐ d. disagree ☐ e. strongly disagree ☐

13 Would you purchase the product which is endorsed by your favourite celebrities and are frequently shown on television?

   a. strongly agree ☐ b. agree ☐ c. neutral ☐ d. disagree ☐ e. strongly disagree ☐

14 Do you prefer to watch your favourite celebrity endorsing products on televisions?

   a. strongly agree ☐ b. agree ☐ c. neutral ☐ d. disagree ☐ e. strongly disagree ☐

15 As a consumer does your attention to the product gets overshadowed by the popularity of the celebrity in the advertisement

   a. strongly agree ☐ b. agree ☐ c. neutral ☐ d. disagree ☐ e. strongly disagree ☐

16 Do you feel as a consumer, sometimes you purchase product which you may not have required just because that brand is being endorsed by your favourite celebrity?

   a. strongly agree ☐ b. agree ☐ c. neutral ☐ d. disagree ☐ e. strongly disagree ☐

17 The product endorsed by your favourite celebrity, is also used by them?

   a. strongly agree ☐ b. agree ☐ c. neutral ☐ d. disagree ☐ e. strongly disagree ☐

18 There has been change in the expectation of your family because of celebrity endorsed advertisements.

   a. Strongly agree ☐ b. agree ☐ c. neutral ☐ d. disagree ☐ e. strongly disagree ☐

19 Due to viewing celebrity endorsed advertisements by family members their expectation has increased the monthly budget over a period of time.

   a. Strongly agree ☐ b. agree ☐ c. neutral ☐ d. disagree ☐ e. strongly disagree ☐

20 Children's takes interest in watching advertisements which consist of their known celebrity.

   a. Strongly agree ☐ b. agree ☐ c. neutral ☐ d. disagree ☐ e. strongly disagree ☐

21 Children's of the family are more influenced by watching their known celebrity in different advertisement.

    a. Strongly agree ☐   b. agree ☐   c. neutral ☐   d. disagree ☐   e. strongly disagree ☐

22 Do you think that the children's of your family have become over demanding by viewing their favorite celebrity in the advertisement.

    a. Strongly agree ☐   b. agree ☐   c. neutral ☐   d. disagree ☐   e. strongly disagree ☐

23 Over the period of time the attitude of children has changed by viewing celebrity endorsed advertisements.

    a. Strongly agree ☐   b. agree ☐   c. neutral ☐   d. disagree ☐   e. strongly disagree ☐

24 Female celebrity endorsement has affected the aspiration level of females for being more independent and career oriented.

    a. Strongly agree ☐   b. agree ☐   c. neutral ☐   d. disagree ☐   e. strongly disagree ☐

25 Which type of media is more effective in helping you to recall about the product
(*Please rank your answers from high to low by ranking 1 for the highest and 5 for the lowest*)

    a. Print media (Newspapers, Magazines etc.) ☐

    b. Television advertising ☐

    c. Word of mouth ☐

    d. Mobile& Internet ☐

    e. Radio ☐

26 Think of a celebrity and a specific brand He/ she endorses and examines his/her importance in the advertisement that effects your buying decision. Rate the below mentioned statements on the scale of 1 to 5. (Where 1 means **Strongly Agree** and 5 means **Strongly Disagree**).

S.No.	Statements	Rating
1	He/ She has a positive impact on the product	
2	He/ She can relate to consumer	
3	He/ She suits the brand image	
4	He/ She is an attractive person	
5	He/ She generates curiosity about the product	

27 Can you recall the name of the brand by the name of celebrity and segment given to you...?

    a. Shahrukh Khan-Car   Yes ☐   No ☐

    b. Aamir Khan - Satellite TV   Yes ☐   No ☐

    c. Kareena Kapoor Khan - Shampoo   Yes ☐   No ☐

    d. Sachin Tendulkar- Invertors   Yes ☐   No ☐

    e. Amitabh Bachhan - Chocolate   Yes ☐   No ☐

28 Celebrity based advertisement which are shown on the television can be recalled easily than non-celebrity based advertisement.

a. Strongly agree ☐ b. agree ☐ c. neutral ☐ d. disagree ☐ e. strongly disagree ☐

29 As a customer will you start using a particular brand which is being now endorsed by your favourite celebrity?

a. Immediate ☐ b. After some time ☐ c. Never ☐

30 Do you switch from your regular brand of particular product, if it is now not endorsed by your favourite celebrity?

a. Strongly agree ☐ b. agree ☐ c. neutral ☐ d. disagree ☐ e. strongly disagree ☐