

Effect of Celebrity Endorsements on Consumers' Decision-Making Processes: A Study of Television Advertisements for Selected FMCG Products

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Abstract

Today one of the most prevalent forms of FMCG advertising is through the use of celebrity endorsement. In fact celebrity endorsers are being used extensively in almost all television advertisements for the promotion of different brands. Marketers invest huge amounts of money in contracts with celebrity endorsers each year, since they believe that celebrities affect the process of selling of their brands or products positively. Marketers use celebrity endorsement in order to help in easy brand recall especially during purchasing situations. Though there are many studies about celebrity endorsements, but it seems that there are limited researches about the relationship between celebrity endorsers and attitudes of the consumers. The purpose of this paper is to specify the impact of using celebrity endorsers in advertisements on purchase intentions of customers, particularly for FMCG products.

Introduction, Need and Scope of the Study

Strategic positioning and effective communication are the two most important “mantras” guiding brand success in today’s competitive marketing environment. The marketers ensure all possible efforts to promote their brands and to grab the consumers’ attention. The impetus is on attracting the customer’s attention and developing positive associations not just to influence recall but also to induce trial and eventually affect purchase decisions. In a market where advertising plays a vital role in coordinating consumer purchases, it becomes important to companies to induce all possible measures to influence motivate and inculcate desire to purchase, in the customers through an effective advertising campaign. Theory and practice proves that the use of celebrities in advertising generates lot of publicity and immediate attention. Celebrities are people who enjoy public recognition by a large share of a certain group of people whereas attributes like attractiveness, extraordinary lifestyle are just examples and specific common characteristics cannot be observed though it can be said that within a corresponding social group celebrities generally differ from the social norm and enjoy a high degree of public awareness. This is true for classic forms of celebrities like actors (for example Sharukh khan, Amitabh Bachhan), models (John Abraham, Malaika Arora,

Diya Mirza) Sports athletes (for example Sachin Tendulkar, Sania Mirza) entertainers (Barkha Dutt, Shekhar Suman) and Pop Stars (Mika, Dailer Mehndi) but also for less obvious groups like businessmen (for example Dirubhai Ambani) or politicians (Laloo Prasad Yadav) Besides these there are fictional celebrities like Ronald McDonald, Fido dido, gattu, Amul Girl, Pillsbury doughboy and the like. While surfing through the channels of TV one realizes that either some celebrities are endorsing several brands or a specific brand is endorsed by different spokesperson. For instance, Amitabh Bachhan is enacting Parker, Hajmola, Navrattan Oil, Cadbury dairy milk and many more. On the other hand, Coke has been endorsed by Hritik Roshan, Aishwarya Rai, Aamir Khan, Virendra Sehwal and many more in the category. The following table provides a brief overview of different brands endorsed by Top 10 celebrities in India.

The Big Endorser	The Brand
a) Sachin Tendulkar	Pepsi, Adidas, TVS, Britannia, MRF, ESPN
b) Shahrukh Khan	Pepsi, Santro, Videocon, LML
c) Amitabh Bachan	Pepsi, Cadbury, Dabur, Nerolac, Reid & Taylor
d) Aamir Khan	Coke, Titan
e) Saurav Ganguly	Emami, Hero Honda, Britannia, LG
f) Saif Ali Khan	Asian Paints, Yamaha, Frito Lays, Royal Stag
g)Virendra Sehwal	Boost, Badur, Coke, Team Samsung, Britannia, Adidas, Mayur
h) Rahul Dravid	Castrol, Samsung, Pepsi, Hutch, Britannia, Reebok
i) Aishwarya Rai	Nakshatra, Lu, L'oreal, longiones watches
j) Preety Zinta	Cadury, Godrej, TVS Scooty, Maggi, Head & Shoulders

Source: Top 10 celebrity endorsers, riding the wave, Prachi Raturi (2008), Brunch Hindustan Times Magazine (1).

Celebrities appear in public in different ways. First, they appear in public when fulfilling their profession for example Sachin Tendulkar is loved by millions for his wonderful performance in the cricket fields. Further celebrities appear in public by attending special celebrity events ex. filmfare star awards, Videocon screen awards etc. In addition they are present in News, Fashion magazines and tabloids, which provide second source of information on events and private life of celebrities through mass media channels. Celebrity Endorsements act as a credible means of “money burning”. Social standing people want to wear the “right” clothes, drink the “right” beverages and use the “right” fragrances. Specifically a consumer who observes messages for two different firm’s products, one product’s message containing a celebrity endorsed and the other not, believes the celebrity endorsed product will have more purchases and so be of higher value (Clark & Horstman,

2003)(2).Celebrity endorsement is more likely to be observed for those products having a high price-production cost margin and on a large customer base. Celebrity endorsements are typically more targeted towards nationally marketed products than for local or niche market products and also for products such as running shoes, soft drinks etc. that is for those products where the price cost margins are apparently large. The basic assumption underlying celebrity endorsement is that the value associated with the celebrity is transferred to the brand and therefore helps in creating an image that can be easily referred to by consumers. Consequently by association the brand can very quickly establish the credibility get immediate recognition and improve sales. However, there are many risks associated with such endorsers. The brand could slide down just as quickly as it moved up the consumers mind. There are many cases of brands failing in the market place despite famous celebrities endorsing them. India as a country is known for loving its stars. The Indians idolize their Bollywood actors and cricketers. 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. The advertisers see this as an opportunity to grab and work on so as to expand their operations and promote their product. This paper focuses on examining the attitudes and perceptions of Indian consumers about the celebrity endorsement process and their subsequent impact on their purchase decisions.

The research essentially focuses around a few selected FMCG products for the following reasons:

1. As these FMCG products are bought very frequently by the consumers, the impact of celebrity endorsers on consumers' decisions can be easily identified.
2. The number of celebrity endorsers for FMCG products are much higher than any other product category.

Literature Review

In a today's dynamic and highly competitive business environment customers are becoming more demanding (Alsmadi, 2006) (3). Their expectations are continuously rising while marketers are continuing their efforts to meet them. Before the golden era of television, marketing was not too important. Then, when television is in its golden age, in marketers' creative advertising efforts, they turn to celebrity endorsement to influence consumer brand choice behavior. Researchers argue that advertisers should pay attention to how advertisement messages are presented to consumers. For example, the way of how information is labelled or packaged may significantly influence consumers' judgment and decisions about the product. A celebrity is a well-known personality who enjoys public recognition by a large share of a certain group of people (Schlecht, 2003)(4). Whereas attributes like

attractiveness, extraordinary lifestyle or special skills are just examples and specific common characteristics cannot be observed, it can be said that within a corresponding social group celebrities generally differ from the social norm and enjoy a high degree of public awareness (Schlecht, 2003)(4). Celebrities (e.g. models, actors, television stars, artists and, sport athletes) are known to the public for their accomplishments in areas other than the product class endorsed (Friedman & Friedman, 1979)(5). They usually enjoy high public recognition, and often have powerful influence upon endorsing products. The person who is involved in communicating the marketing message in either a direct or an indirect manner is known as the source (Belch & Belch, 1995)(6). This process of social influence results in an individual adopting the attitude advocated by the communicator: compliance, identification and internalization and this is what gives a source their influence (Kamins)(7). Friedman (5) tested four types of endorsers (celebrity, CEO, expert, and typical consumer) and determined that in comparison with other types of endorsers, the celebrity endorser scored particularly well on dimensions such as trustworthiness, believability, persuasiveness, and likeability. They appear on television as spokespersons on behalf of the advertised brand, or ordinary users of such brand. In either way they often deliver a convincing message. Even in some cases, celebrities act as spokespeople in advertising to promote products and services (Kambitsis et.al., 2002)(8). The reason for using celebrity endorser goes to their huge potential influence. Cited from Alsmadi (2006)(3), many studies described the positive effects of celebrities on consumer buying behavior, such as the adoption of clothing styles, product choice, and health behaviors. Celebrity endorsers pass on their symbolic meanings and acquired associations to the products they endorse easier because they have an ability to communicate with mass. Several benefits of using celebrities are fostering trust and drawing attention, any or all of which can translate into higher brand sales (Choi et al)(9). Furthermore, audience may also trust the advice provided by some famous persons, and in certain cases celebrities may even be perceived as competent to discuss the product. Ohanian's (1991)(10) study on how the perceived image of a celebrity endorser affected consumer's intention to purchase found that only the perceived expertise of the celebrities was a significant factor explaining the respondents' intention to purchase (Mishra and Betty, 1990)(11), for the first time defined congruency in the field of celebrity. Research indicates when consumers make brand choices about products; they are making lifestyle statements since they are buying into not only an image but also an emotional relationship (Till et al)(12). Bowman et al(13) suggest that it may be easier to establish a product image with an initial celebrity endorsement than it is to change a product image that is already associated with a celebrity or is well established through some other means. According to Mishra and Betty (1990)(11) and Kamins(7) congruence between an endorser (celebrity) and a brand

has generally (and logically) been considered to have a positive impact on a brand's image. Congruency between the celebrity and the product in terms of characteristics such as image, expertise or attractiveness plays an important role for the effectiveness of the advertisement and an optimal match between the celebrity endorser and the product is therefore crucial. (Till and Busler)(12). Celebrity appears on media on behalf of advertised product, brings information for the audience, shares the experience, and gives a powerful influence to the audience for the endorsed product. Compared to other endorser types, famous people achieve a higher degree of attention and recall. A study, as cited from Alsmadi (2006)(3) maintained that consumers were likely to take more notice of celebrity advertisements and improve their level of product recall (Bowman, 2002)(13). They increase awareness of a company's advertising, create positive feelings towards brands and are perceived by consumers as more entertaining. McCracken (14) has examined how audience members identified themselves with celebrities, and how this affected their personal lives. He concluded that people selectively integrated the perceived values and behaviors they saw in celebrities they admired and adopted them into their own lives. The effectiveness of a celebrity endorser depends in part upon the meaning he or she brings to the endorsement process (McCracken, 1989)(14). Demographic characteristics are relatively easy to establish but it is more subjective categories such as expertise, likeability and trustworthiness which are used more regularly to determine the effectiveness of a source. Therefore Ohanian (1991)(10) and others have better explained the endorsement process. McCracken (1989)(14) put the cultural foundation of endorsement theory into perspective when analyzing the social implication of internalizing the qualities of unattractiveness, untrustworthy, and unbelievable endorser. In general, a message delivered by a high credibility source will be accepted more readily and is more likely to lead to greater attitude change. Ohanian (1991)(14) analyzed celebrity endorsers on three measures, to examine which characteristics of the source would be the most effective in influencing purchase intention. The three areas that were used in the survey were physical attractiveness, trustworthiness, and expertise.

Research Methodology

The research is exploratory in nature. People of different age groups mostly young generation were asked about their views on celebrity endorsement and the factors they rated as important for celebrity endorsement specifically for FMCG products. The target population included the population of different age groups but mostly the young generation. A sample size of 100 respondents has been taken for the study. The sampling technique used is convenience sampling. The survey was conducted in National Capital Region. The data used was both from primary and secondary sources.

A highly structured questionnaire was used as a tool for collecting primary data and the data was analyzed using SPSS. The techniques used for analysis, were chi-square and factor analysis. A pilot survey was conducted amongst the sample population to shortlist the top ten celebrity endorsers and the product categories, likewise.

Objectives of the Study

- To identify the consumers' perceptions about celebrity endorsements in TV advertisement for FMCG products
- To find out the type of celebrity preferred and reasons for celebrity endorsement
- To find out the preferred celebrities who endorse FMCG products and their association with the product category
- To understand the factors that customers think are important for celebrity endorsement for FMCG products

Analysis and Findings

Since all values are less than 0.9, there is no multi co linearity and singularity. Since KMO value is 0.673, there is relevance of factor analysis. The data is adequate and is relevant (Table 1,2).

Barlett's Test:

H0: All factors have no association with each other.

H1: All factors have association with each other.

Chi-square cal = 188.387

Chi square tab = 209.102

CHI tab > CHI cal, Hypothesis is accepted. All factors have no association with each other. For factor analysis, the initial Eigen values were labeled at 1.00. Eight components constitute of 61.406% of variance, namely Comp 1- 10.048%, Comp 2- 9.131%, Comp 3- 8.142%, Comp 4- 7.959%, Comp 5- 7.180%, Comp 6- 6.600%, Comp 7- 6.356%, Comp 8- 5.990%, i.e., 65.558% of total variance. The rotated component matrix (Tables 4, 5, 6, 7) has been taken for the analysis, which converged in 23 iterations and 8 factors were extracted. The extracted factors have been aptly grouped and named as follows:

Factor 1: Pleasant (animations, Physical appearance, Presentation, Attitude)

Factor 2: Proficient (Expertise, Credibility, Exclusivity)

Factor 3: Elegant (Image, Style)

Factor 4: Gender biased (Gender of celebrities, Sports celebrities)

Factor 5: Multiple endorsers (Physical appearance, multiple endorsements)

Factor 6: Charismatic (Personality, Physical appearance, Likable)

Factor 7: Execution (Performance)

Factor 8: Acceptable (Bollywood celebrities, Common man, Popularity, Suitability)

To know the impact of favorite celebrity on gender, chi-square was used.

H0: There is no association between gender and time frame to buy the product.

H1: There is association between gender and time frame to buy the product.

$T_{tab} = 9.348$ $T_{cal} = 10.922$ Since, $T_{cal} > T_{tab}$, Hypothesis is rejected. Thus there is an association between the gender and time frame to buy the product. Females are more likely to buy the product after watching the advertisements of FMCG products endorsed by their favorite celebrity (Table 8).

To know the most popular Bollywood celebrities, median was calculated. It is clear from table 9 that the most preferred Bollywood celebrities among the respondents are Amitabh Bachchan and Shahrukh Khan. To identify, the most popular sports celebrities, median was calculated. It is clear from table 10 that the most preferred sports celebrities among the respondents are Sachin Tendulkar and Mahendra Singh Dhoni. To identify the category in the FMCG sector, where the consumers felt that the celebrities can be endorsed, again median was calculated. It is clear from table 11 that the most preferred FMCG products in which respondents like to see celebrities are soap and cosmetics. It is also clear from table 12 that respondents think that celebrities are featured in the advertisements of FMCG products for increasing sales and getting attention. A chi square test was used to identify the gender differences amongst featuring of celebrities for a specific reason. Table 13 illustrates that there is no association between the gender and their perceptions about why advertisements featuring celebrities could be watched for better reasons, as

H0: There is no association between gender and respondents' perceptions about why advertisements featuring celebrities could be watched.

H1: There is association between gender and respondents' perceptions about why advertisements featuring celebrities could be watched.

$T_{tab} = 9.348$ $T_{cal} = 4.096$ $T_{cal} < T_{tab}$, thus Hypothesis accepted.

Most of the respondents prefer celebrities in the advertisement of FMCG products. Respondents are gender biased as far as celebrity endorsement is concerned. They understand that for different products, gender of the celebrity matters a lot. Respondents like both Bollywood and Sports celebrities endorsing FMCG products. Amitabh Bachchan tops the list of preferred Bollywood celebrities and Sachin Tendulkar tops the list of preferred sports celebrities. Respondents feel that the physical appearance, presentation & attitude of the celebrities are important factor that are worth considering for celebrity endorsement of FMCG products. It means that for endorsements, the celebrities should be pleasant. Similarly the expertise, credibility, image, style, personality, performance & suitability with the product are also some important factors for the celebrity endorsement of FMCG product. That is, celebrities endorsing the product should be proficient, elegant, charismatic, acceptable, well in execution etc. If the respondent's favorite celebrity endorses the product then they are more likely to go and buy the product within month after watching the advertisement. Females are more likely to go and buy the product as compared to males.

In selected FMCG products like soaps, cosmetics, soft drinks, chocolates etc. respondents prefer that celebrities should endorse these products. Respondents think that celebrities are featured in the advertisement mostly for increasing sales and getting attention. Irrespective of the gender respondents watch advertisements featuring celebrities for both entertainment and information. Since presence of celebrity endorsers affects purchase decisions of consumers, producers and retailers have always preferred to use celebrity endorsements in order to sell their products believing that use of celebrities in advertisements could have many benefits and advantages including: 1) facilitating of brand identification 2) changing or impressing the negative attitude towards a brand 3) repositioning an existing brand 4) global marketing or positioning of a brand or product 5) affecting purchase intentions of consumers. Although use of celebrity endorsers as brand messenger is impressive, it can have some risks. For instance, celebrities who are known to be guilty because of negative events (e.g., accident) may have harmful effects on the products that they endorse. Thus using of a celebrity in advertising causes to influence brand attitude and purchase intentions of consumers. Celebrity endorsement has a strong effect on consumers' memory and learning approach too. Most consumers are not in a purchasing situation when they read messages of the brand.

Conclusion

It can be concluded from the survey that celebrity endorsements are gaining more and more popularity. Today the most prevalent forms of FMCG advertising is through use of celebrity

endorsement. Selection of celebrity to endorse a particular product is a very difficult task for the marketers. A celebrity is used to impart credibility and inspirational values to a brand, but the celebrity needs to match the product. A good brand campaign idea and an intrinsic link between the celebrity and the message are musts for a successful campaign. Celebrities are no doubt good at generating attention, recall and positive attitudes towards advertising provided that they are supporting a good idea and there is an explicit fit between them and the brand. On the other hand, they are rendered useless when it comes to the actual efficiency of the core product, creating positive attitudes to brands, purchase intentions and actual sales. There are several different factors, which are worth considering before endorsing any celebrity; as the use of celebrity in advertising causes to influence brand attitude and purchase intentions of consumers. Some of the important factors for celebrity endorsement are image, style, attitude, popularity, physical appearance, performance, suitability with the product etc. Celebrity endorsement has a strong effect on consumer's memory and learning approach too. Most consumers are not in a purchasing situation when they come across different brand messages. But the use of celebrity endorsement may influence them to buy the product within month after watching the advertisement if it is endorsed by their favorite celebrities. Among the Bollywood celebrities most preferred one is the Amitabh Bachchan, followed by Shahrukh Khan, Aamir Khan, Katrina Kaif, Aishwarya Rai etc. and among the Sports celebrities most preferred one is the Sachin Tendulkar, followed by Mahendra Singh Dhoni, Sania Mirza, Yuvraj Singh etc. Marketers use celebrity endorsement in helping easy recall of brands. In some of the selected FMCG products such as soaps, cosmetics, soft drinks, chocolates etc. respondents feel that celebrities should endorse these products. Thus we can say that celebrity endorsement if used effectively, makes the brand stand out, galvanizes brand recall and facilitates instant awareness. To achieve this, the marketer needs to be really disciplined in choice of a celebrity. Hence the right use of celebrity can escalate the Unique Selling Proposition of a brand to new heights; but a cursory orientation of a celebrity with a brand may prove to be claustrophobic for the brand. Marketers should take care of the gender of the celebrities endorsing the product as it matters to the consumers. Important factors namely Pleasant, Proficient, Elegant, Gender biased, Multiple endorsers, Charismatic, Execution, Acceptable should be taken care of while endorsing a celebrity.

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Annexure

Correlation Matrix

	GenderOf Celebrities	Bollywood Celebrities	Sports Celebrities	CommonMan	Animations	Image	Personality	Popularity	Physical Appearance
Correlation GenderOfCelebrities	1.000	-.039	-.073	-.078	-.083	.119	-.035	.027	-.011
BollywoodCelebrities	-.039	1.000	.155	.014	.054	.049	-.054	-.147	-.095
SportsCelebrities	-.073	.155	1.000	.059	-.089	-.209	-.196	.140	.071
CommonMan	-.078	.014	.059	1.000	-.206	.083	.157	-.030	-.055
Animations	-.083	.054	-.089	-.206	1.000	-.022	-.159	-.047	-.228
Image	.119	.049	-.209	.083	-.022	1.000	.039	-.048	-.030
Personality	-.035	-.054	-.196	.157	-.159	.039	1.000	.066	.147
Popularity	.027	-.147	.140	-.030	-.047	-.048	.066	1.000	.083
PhysicalAppearance	-.011	-.095	.071	-.055	-.228	-.030	.147	.083	1.000
Performance	.035	.045	.129	-.082	.121	-.096	.052	.083	.154
MultipleEndorsement	.094	-.008	-.065	.146	-.009	.004	.133	-.056	-.237
Expertise	-.088	.050	.028	.035	.159	.008	-.033	-.007	-.125
Presentation	.040	.073	-.147	.172	-.109	.123	.096	-.028	.063
Suitability	.075	-.184	-.093	-.056	.037	.112	.123	-.013	-.058
Credibility	.160	.017	.020	.133	.011	.116	.019	.068	-.106
Attitude	-.005	.011	.133	.289	-.269	-.073	.008	.077	-.052
Likeable	-.030	-.064	-.035	.048	-.074	.057	-.144	.057	-.175
Exclusivity	-.052	-.059	-.164	.069	-.125	-.079	.069	-.051	-.004
Style	.215	-.007	.019	-.044	-.104	.057	.047	.137	.117

Performance	Multiple Endorsement	Expertise	Presentation	Suitability	Credibility	Attitude	Likeable	Exclusivity	Style
.035	.094	-.088	.040	.075	.160	-.005	-.030	-.052	.215
.045	-.008	.050	.073	-.184	.017	.011	-.064	-.059	-.007
.129	-.065	.028	-.147	-.093	.020	.133	-.035	-.164	.019
-.082	.146	.035	.172	-.056	.133	.289	.048	.069	-.044
.121	-.009	.159	-.109	.037	.011	-.269	-.074	-.125	-.104
-.096	.004	.008	.123	.112	.116	-.073	.057	-.079	.057
.052	.133	-.033	.096	.123	.019	.008	-.144	.069	.047
.083	-.056	-.007	-.028	-.013	.068	.077	.057	-.051	.137
.154	-.237	-.125	.063	-.058	-.106	-.052	-.175	-.004	.117
1.000	-.089	-.166	-.025	.074	-.076	.177	-.048	-.045	-.010
-.089	1.000	.082	-.157	-.017	-.004	-.101	.017	.013	.140
-.166	.082	1.000	-.052	.047	.271	-.220	-.078	-.133	-.154
-.025	-.157	-.052	1.000	.015	.110	.322	-.063	-.111	.082
.074	-.017	.047	.015	1.000	.049	-.024	-.040	-.030	-.062
-.076	-.004	.271	.110	.049	1.000	-.009	-.037	-.119	.240
.177	-.101	-.220	.322	-.024	-.009	1.000	-.023	-.068	-.038
-.048	.017	-.078	-.063	-.040	-.037	-.023	1.000	.102	-.052
-.045	.013	-.133	-.111	-.030	-.119	-.068	.102	1.000	.008
-.010	.140	-.154	.082	-.062	.240	-.038	-.052	.008	1.000

Table 1: Correlation Matrix

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.673
Bartlett's Test of Sphericity	Approx. Chi-Square
	188.387
	df
	171
	Sig.
	.172

Table 2: KMO test

Communalities	Initial	Extraction
Gender Of Celebrities	1.000	.542
Bollywood Celebrities	1.000	.607
Sports Celebrities	1.000	.648

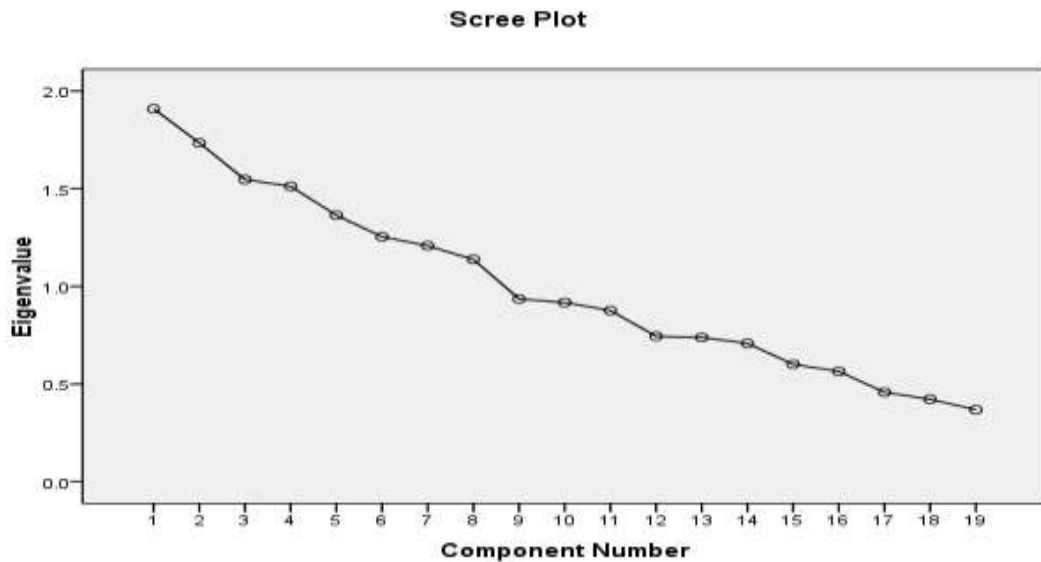
Common Man	1.000	.643
Animations	1.000	.578
Image	1.000	.445
Personality	1.000	.661
Popularity	1.000	.528
Physical Appearance	1.000	.718
Performance	1.000	.611
Multiple Endorsement	1.000	.740
Expertise	1.000	.695
Presentation	1.000	.620
Suitability	1.000	.571
Credibility	1.000	.603
Attitude	1.000	.741
Likeable	1.000	.608
Exclusivity	1.000	.454
Style	1.000	.654

Table 3: Extraction Method: Principal Component Analysis.

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.909	10.048	10.048	1.909	10.048	10.048	1.764	9.285	9.285
2	1.735	9.131	19.179	1.735	9.131	19.179	1.545	8.129	17.415
3	1.547	8.142	27.321	1.547	8.142	27.321	1.506	7.927	25.342
4	1.512	7.959	35.280	1.512	7.959	35.280	1.491	7.850	33.192
5	1.364	7.180	42.460	1.364	7.180	42.460	1.402	7.378	40.569
6	1.254	6.600	49.060	1.254	6.600	49.060	1.331	7.004	47.574
7	1.208	6.356	55.416	1.208	6.356	55.416	1.323	6.964	54.538
8	1.138	5.990	61.406	1.138	5.990	61.406	1.305	6.867	61.406
9	.935	4.922	66.328						
10	.917	4.828	71.156						
11	.876	4.611	75.768						
12	.745	3.919	79.687						
13	.738	3.885	83.571						
14	.708	3.727	87.298						
15	.601	3.163	90.461						
16	.565	2.972	93.433						
17	.458	2.409	95.842						

18	.422	2.220	98.062						
19	.368	1.938	100.000						

Table 4: Total Variance Explained



Component Matrix ^a	Component							
	1	2	3	4	5	6	7	8
GenderOfCelebrities				.422				
BollywoodCelebrities			.464				-.550	
SportsCelebrities		-.443	.522					
CommonMan				-.507				
Animations	-.614							
Image		.505						
Personality						.525		
Popularity							.448	
PhysicalApperance	.411							
Performance		-.411						.506
MultipleEndorsement					.420			.542
Expertise	-.457					.441		
Presentation	.494				-.415			
Suitability							.493	
Credibility		.531	.419					
Attitude	.652							
Likeable						-.405		
Exclusivity			-.528					

Style			.462		.466			
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Table 5: Principal Component Analysis. 8components extracted.

	Component							
	1	2	3	4	5	6	7	8
GenderOfCelebrities				.653				
BollywoodCelebrities								-.762
SportsCelebrities				-.728				
CommonMan								-.411
Animations	-.541							
Image			.599					
Personality						.713		
Popularity								.524
PhysicalApperance	.695				-.632	.467		
Performance							.741	
MultipleEndorsement					.809			
Expertise		.629						
Presentation	.524							
Suitability								.508
Credibility		.639						
Attitude	.758							
Likeable						-.666		
Exclusivity		-.596						
Style			.791					

Table 6:Rotated Component Matrix

Component Matrix ^a	Component							
	1	2	3	4	5	6	7	8
GenderOfCelebrities				.422				
BollywoodCelebrities			.464				-.550	
SportsCelebrities		-.443	.522					
CommonMan				-.507				
Animations	-.614							
Image		.505						
Personality						.525		
Popularity							.448	
PhysicalApperance	.411							
Performance		-.411						.506
MultipleEndorsement					.420			.542
Expertise	-.457					.441		
Presentation	.494				-.415			
Suitability							.493	
Credibility		.531	.419					
Attitude	.652							
Likeable						-.405		
Exclusivity			-.528					
Style			.462		.466			

Cross tabulation	Count	Gender		Total
		male	female	
BuyTheProduct *				
Gender				
BuyTheProduct	Within one hour	1	2	3
	Within one week	6	6	12
	Within fortnight	5	10	15
	Within month	26	44	70
Total		38	62	100

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.922 ^a	3	.820
Likelihood Ratio	8.903	3	.825
Linear-by-Linear Association	8.194	1	.659
N of Valid Cases	100		

Table 8: Chi-square tests - Gender

Component Transformation Matrix

Component	1	2	3	4	5	6	7	8
1	.790	-.213	-.063	.323	-.346	.248	.174	.100
2	.214	.351	.621	.328	.404	.134	-.380	.111
3	.295	.754	-.309	-.055	-.032	-.214	.070	-.441
4	-.461	.367	-.055	.578	-.329	.255	.296	.233
5	-.005	-.192	-.569	.548	.350	-.300	-.350	.064
6	.021	.174	-.429	-.308	.183	.723	-.273	.244
7	.170	.228	-.063	-.215	.136	-.394	.255	.794
8	.030	-.100	-.023	.093	.658	.205	.686	-.186

Table 7: Extraction Method: Principal Component Analysis, Rotation Method: Varimax with Kaiser Normalization, Rotation converged in 23 iterations.

Cross tabulation		Count	Gender		
Featuring Celebrities * Gender	Information Entertainment Both Others		male	female	Total
			Featuring Celebrities	Information	29
	Entertainment	2	10	12	
	Both	6	14	20	
	Others	1	2	3	
Total		38	62	100	

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.096 ^a	3	.251
Likelihood Ratio	4.392	3	.222
Linear-by-Linear Association	1.962	1	.161
N of Valid Cases	100		

Table 13: Chi-square tests

	Amitabh Bacchan	RaniMukherjee	SaifAliKhan	ShahRukhKhan	Amir Khan	Hrithik Roshan	AishwaryaRai	DeepikaPadukone	AkshayKumar	Kaif	BipashaBasu
N Valid	100	100	100	100	100	100	100	100	100	100	100
Missing	0	0	0	0	0	0	0	0	0	0	0
Median	1.00	9.00	8.00	2.00	3.00	5.00	6.00	10.00	7.00	4.00	10.50

Cross tabulation		Count	Gender									
Featuring Celebrities *			male	female	Total							
Featuring Celebrities	Information		29	36	65							
	Entertainment		2	10	12							
	Both		6	14	20							
	Others		1	2	3							
Std. Deviation		1.474	1.115	1.707	2.721	1.778	1.498	1.625	1.484	1.523	1.326	1.891

Table 9: Statistics (bollywood)

	YuvrajSingh	VirendraShehwag	RahulDravid	SaniaMirza	Dhoni	Sachin
N Valid	100	100	100	100	100	100
Missing	0	0	0	0	0	0
Median	3.00	5.00	6.00	4.00	2.00	1.00
Std. Deviation	1.096	.926	.869	1.003	.900	.886

Table 10: Statistics (Sports)

	Toiletries	Soap	Cosmetics	ToothCleaning	Shaving	Detergents	SoftDrinks	Chocolate
N Valid	100	100	100	100	100	100	100	100
Missing	0	0	0	0	0	0	0	0
Median	8.00	2.00	2.00	5.00	6.00	7.00	3.00	4.00
Std. Deviation	1.063	1.014	1.387	1.380	1.189	2.033	1.286	1.552

Table 11: Statistics (category)

	Fun	Increasing Sales	Information	Getting Attention
N Valid	100	100	100	100
Missing	0	0	0	0
Median	4.00	1.00	3.00	2.00
Std. Deviation	.783	.829	.876	.810

Table 12: Statistics (role of celebrities)