

**Prof. Farhat Mohsin**  
Assistant Professor,  
I.T.S-Institute of Management, Greater Noida

**Ms. Anuradha Maurya**  
Assistant Professor,  
Trident Group of Institutions, Ghaziabad,

**Dr. Vikas Singh**  
Director General and Professor,  
Trident Group of Institutions, Ghaziabad

# PROMOTION THROUGH TV COMMERCIALS: CREATIVE ADVERTISING VS. CELEBRITY ENDORSEMENT

## ABSTRACT

Day by day consumers are exposed to thousands of voices and images in magazines, newspapers, websites, radio and television. Every brand attempts to steal at least a fraction of a person's time to inform about attributes of their product. TV commercials is an effective way to convey the message to the audience. Companies work hard to make their promotional / advertisement campaign unique, striking and successful. Innovation and creativity is essential for successful promotion of product. The common belief in advertising is that celebrity endorsement enhances the effectiveness of marketing strategy. It is also believed that celebrities are able to connect fast to the viewers, ultimately making the customers more likely to choose the product giving it a competitive edge. Unfortunately though, at times celebrities are seen endorsing products by roping as replacement of innovative and creative advertising ideas. If companies do not have much to brag about their product then also in such cases celebrity endorsement turns out to be an effective strategy. Through celebrity endorsement company usually manages to garner attention from a sufficient number of people to patronize the product, simply because of its association with their favorite celebrity. Still, it is quite an expensive approach to brand building. This paper is based on primary data collected through a questionnaire. The questionnaire was administered to more than 300 respondents. The respondents were exposed to most popular TV commercials of last two years and their recall was investigated. The paper tries to explore various dimensions of celebrity endorsement and concept based creative advertisement and its association with brand recall.

**Keywords:** Celebrity endorsement, brand recall, brand building, brand equity

## INTRODUCTION

The purpose of advertising is to communicate about brand and increase brand market share (Runyon, 1984). In modern time advertising has been playing a significant role in our daily life. It is considered an excellent tool for communication and non economic purposes. In era of globalization it has gained a new status. Advertising being an art is created in an attractive manner by using attractive words, symbols pictures, messages and technological advances has added new feathers to the entire gamut of promotion campaigns. Promotion is a critical element of the marketing mix for any brand. In recent years, as the amount of advertisement clutter has increased dramatically, the ability of conceptual advertisements to gain attention has become more valuable.

In India today companies are investing large sum of money to attain their brand and themselves with endorsers. Celebratory Endorsement has attracted immense arguments on whether it really contributes to the brand building process or whether it is just another tool to make the brand more visible in the mind of consumers. Across the world, celebrities have been used for a variety of brands. Indian marketers are now using it very extensively and it is witnessing an era of competition that it never experienced before (Ramesh, 2001).

In India there is a belief that celebrities are effective

spokespeople for promoting products or brands (Katyal, 2007). Companies all over the world use celebrities to advertise their brand and products. Celebrity Endorsement has become a form of advertising in India. Today no doubt inspired by the declining effectiveness of the different marketing communications (Blonde and Rozern, 2006), the advertising industry is willing to pay the increasing rewards the celebrities are asking. On the other hand, companies have limited control over the celebrities' persona which can also result in high risk and no gain situations. Needless to argue that it is well worth to enquire the relative effectiveness of using celebrity endorsers compared to using non celebrity spoke persons.

Various advertising styles are used by advertisers to influence consumer brand choice behavior and among these different available choices are very popular choice is Celebrity Endorsement ( Alsmadi, 2006). Many investigators supported that it is well worth to investigate the relative effectiveness of using celebrity endorsers compared to non celebrity spoke persons. There are several type of communication strategies are being used in supporting the brand imagery. Due to modern and colorful marketing communication strategies it becomes difficult to get every advertisement gets noticed, so it becomes very essential for the designer of an advertising campaign to differentiate his Advertisement from others and attract viewer's attention. For a successful brand promotion and enhancing consumer's attention it becomes essential for companies to induct all possible measures to influence the purchase intentions of a consumer and to inculcate the deep desire to own a particular brand. The uses of celebrity in promotion campaigns are increasingly widespread and have become mandatory for a brand recall and brand recognition. The role of conceptual theme in advertisements are based on different types of feelings and emotions like warm, sophisticated, clever,

humorous, boisterous and silly commercials. The effectiveness of celebrity endorsement in advertising comes from the associative link between the brand and the celebrity, but the creation of such link is concurrent with the risk (Till, 1998). According to Tondon & Mehrotra (2005), celebrity endorsement is associated with the financial risk. The demand for famous entertainment and popular celebrities for advertising is big and these individual are sometimes very expensive to use as endorsers. It is important for a company to consider if a celebrity endorser is worth the investment. Katyal (2009), names the risk that comes because of incongruity between the celebrity and the brand. All these dangers should be addressed in the process of selecting celebrities for advertisements. The use of celebrity endorsement is very valuable but still risky decision and every step in this process should be carefully considered.

## REVIEW OF LITERATURE

Analysis of literature on the use of celebrity endorsement or creating a conceptual Advertisement allows envisaging the tendency to study the process of celebrity endorser selection. From the company's point of view the consumer's buying intentions and his attitudes have been studied by the researchers from the various perspectives of using conceptual ads or celebrity endorsed ads. Advertising is the most important way to attract the consumers and this concept has gone through traditional to modern view. Nowadays marketers are creative and they develop every possible strategy to attract the customers (Blech & Blech, 2001).

Previous research on celebrity endorsement reveals that celebrity endorsers produced more constructive attitude towards advertising and superior purchase intentions than a non celebrity endorsers. (Atkin

& Block 1983). According to Seno & Lukas (2007), celebrities are more than other type of endorsers such as the company manager, distinctive consumer and the qualified expert etc.

Among the different styles available, celebrity endorsement is becoming a popular choice in the advertising agency. (Alsmadi, 2006). Promoters have been using celebrities to promote their products since the late of nineteenth century (Erdogan, 1999). Mehta (1994) argue that there were no statistically major difference in attitudes towards advertising brand and purchase intention on endorsed brand among celebrities and non celebrity endorsement, but difference were found in cognitive responses generated by respondents. Research have shown that the use of celebrities in advertisements can have a positive influence on the celebrity, message recall, memory and likeability of the advertisements and finally on the purchase intentions. (Menon, 2001, Pornpitakpan, 2003, et.al).

McCracken (1989) defined celebrity endorser as any character who enjoys open acknowledgement and who uses this recognition on behalf of a consumer goods by appearing with it in an advertisement. Kamins (1989) defined celebrity endorser as an individual who is recognized by the public for his or her achievement in area other than that of the product endorsed. Previous several researches reveal that consumer find celebrity endorsement more striking and powerful as compared to non-celebrity endorsements. Kumar (2010), in his study proved that celebrity endorsement surely impact the purchase decisions of the consumers. Number of celebrity endorsements proved very winning, whereas other completely failed, resulting in termination of the respective celebrity communicator. (Walker et al. 1992).

According to Melissa ST. James, a doctorate fellow and marketing instructor at the George Washington University, "Studies show that using celebrities can

boost consumer's awareness of the advertisement capture their attention and make advertisement more superb". Wenguen Gan (2006) explores the Chinese consumer behavior towards celebrity and non celebrity commercials. The consequences shows that Chinese consumers favor Celebrity commercials and respondents collectively like celebrity who have more outstanding skills, even though there are other different reasons on hand such as fine appearance, good mature and good career sprit. Khatri (2006) has also observed that there are chances that the celebrity is remembered more than a brand. He further explained that a cyber media research study reveals that 80% of the respondents approached for research remembered the celebrity but could not recall the brand being endorsed. Goldsmith and Laferty (1999) found that Endorser credibility is one of the most frequently used criteria in advertising to influence consumers' attitudes and purchase intentions. There is a huge impact of celebrity endorsements among the consumers through TV commercials in India as Indians like the celebrities a lot and there is a huge fan following.

The empirical results proved that concept based advertisements contributed significantly. In today's market, creative advertising has become an important marketing strategy for many companies to promote their products to the largest market. It also has a positive relation with a significant contribution to the brand acceptance. Celebrity endorsement has been recognized as one of the most well liked of advertising in current time. It has turn out to be trend and supposed as a winning method for product promotion a brand reputation. (Mukherjee, 2009). A vital aim of advertising is the urging of customers i.e., the active attempt to change or modify consumer's attitude towards brands. (Solomon, 2002). Over the years there have been a number of studies that have

examined under what conditions endorsers are appropriate for products. (Till & Busler, 2000). The reason for using celebrity endorsement goes to their huge potential influence in promotional campaigns. (Brown & Basil, 1995, Hofner & Cantor, 1991) favored that many studies described the positive effects of celebrities on consumer buying behavior such as the adoption of clothing styles, product choice and health behaviors.

Frazer and Brown (2002) examined how audience connect themselves with celebrities and how this affected their personal life. They considered that people selectively integrated the perceived values and behaviors they saw in celebrities, they admired and finally adopted them into their own lives.

## OBJECTIVES OF THE STUDY

In order to target consumers successfully on television, advertisers need to understand how they respond to television advertisements with or without the use of celebrities. The present study was carried out with following objectives in Indian market setting:

1. To study the top of mind recall of popular and best TV advertisements.
2. To compare the recall of brands endorsed by celebrities and concept advertising.
3. To study the concept advertising in terms of appeal with masses.
4. To study the association between gender of respondent and his/her preference of celebrity.

## RESEARCH METHODOLOGY

The researchers have used both primary and secondary data for the study. In order to collect primary data, self-designed questionnaire was used. The questionnaire was designed on the basis of top 10 television advertisements as selected

by the national newspaper "The Economic Times" for the year 2011 and 2012. Total 16 advertisements were used as Surf excel featured in both the years, and advertisements of NOKIA, HUL and ICICI had their name exposed throughout the experiment so recall of those advertisements could not be ascertained. The questionnaire had glimpses of these 16 TV advertisements as screen shots. Out of sixteen best advertisements considered for the year 2011 and 2012, only four were celebrity endorsed while others were based on concepts or themes. The questionnaire was administered to about three hundred and fifty people and out of which three hundred and five responded correctly and completely. The respondents included 268 males and 37 females. Convenience sampling approach was adopted in order to collect the primary data, however questionnaire was administered diligently to avoid any possible bias. The individuals targeted for the collection of data for this research were undergraduate, graduate and post graduate students in NCR.

## DATA ANALYSIS AND FINDINGS

Respondents for the study were mostly young teenagers as sixty percent (60%) of respondents were teens and thirty nine (39%) were aged 20-35 years and only 1% was aged over 35 years.

Maximum respondent (62%) watch TV for less than 1 hour, followed by 23% respondents who watch TV for 1 to 3 hrs and only 15% respondents watch TV for more than 3 hours in a day. The respondents of this study have given first watching preference to Entertainment channels on television. However, female respondents preferred movies channels as their second preference and male respondents preferred music channels as their second option.

The statistical tools were used by the researchers to get valuable information from the data. Researchers have entered the data in IBM SPSS 19 for analysis.

1. To analyze the top - of-mind recall by identifying top brand and its celebrity endorser or advertising concept.

Respondents were asked to name the brand that comes first in their mind along with celebrity endorsers or concepts associated with the advertisement. Researchers also analyzed the response according to gender and age group of with respect to brand/celebrity recall.

**Table 1: Age Group of respondent \* Celebrity of the first brand Cross tabulation**

Age group of respondent	Celebrity of the first brand										
	Aamir Khan	Abhishek Bachchan	Aishwarya Rai	Akshay Kumar	Amitabh Bachchan	Ayushman Khurana	Hrithik	John Abraham	Kajol	Kareena Kapoor	Katrina Kaif
19 or less	14	16	2	6	0	2	2	5	0	12	25
20-35	2	6	2	9	2	0	2	2	2	1	16
Over 35	0	0	0	0	0	0	0	0	0	0	0
M.S Dhoni	Mukesh	Priyanka Chopra	Ranbir Kapoor	Sachin Tendulkar	Salman Khan	Shahrukh Khan	Shilpa Shetty	Sunny Deol	Sunny Leone	Virat Kohli	
4	2	2	0	0	36	9	6	10	3	2	
0	0	1	2	6	19	7	2	0	0	4	
0	0	0	0	0	0	2	0	0	0	0	

**Table 2: Chi-Square Test Result**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	90.479	44	.000
Likelihood Ratio	82.743	44	.000
N of Valid Cases	305		

From all the responses collected 26 teen and 34 non-teen respondents did not give preference to celerity endorsed advertisements, rather they preferred concept based advertisements.

- Teen as well as Non-Teen respondents preferred Salman Khan as their first choice among celebrities (film & sports both) followed by Katrina Kaif.
- Abhishek Bachchan and Akshay Kumar are

- i. Ho: Respondent's age group has no effect on celebrity recall

**Findings:** Chi-square test result has proved that null hypothesis is rejected. It shows that respondent's age has an effect on recall of celebrity. The data collected, support the perception that teens and non-teens would prefer the celebrity which is popular in current scenario (Table2)

preferred on third rank among teens and non-teen respondents.

- It is observed that celebrity recall power among non-teen is lesser than teen respondents.

- ii. Ho: Respondent's age has no effect on brand recall

**Findings:** Chi-square test result has proved that null hypothesis is rejected. It shows that age of

the respondent has an effect on recall of brand. (Table3). The data collected does not support the perception that teen respondents recall the new

upcoming brands whose telecast frequency on television is higher and non-teens would recall the established brands in the market.

**Table 3: Chi-Square Test Result**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	163.019	90	.000
Likelihood Ratio	163.342	90	.000
N of Valid Cases	305		

- Both teen and non-teen respondents have given first preference to Lux as brand recall and second preference to Wheel Active.

i.  $H_0$ : There is no significant difference in product category recall between celebrity endorsed and concept based advertisements.

- Idea and Airtel have been on third rank among teens and non-teens.

**Findings:** t-Test result has proved that null hypothesis is rejected because  $p < 0.05$  and  $t > t_{critical}$ . It shows that there is no significant difference in product category recall between celebrity endorsed and concept based advertisements.

**II. To analysis the recall of brands endorsed by celebrities and concept advertising of top 16 best television advertisements each for the year 2011 and 2012.**

**Table 4: t-Test: Two-Sample Assuming Equal Variances**

	Celebrity endorsed advertisements	Concept base advertisements
Mean	1.697540984	1.450786885
Variance	0.070840973	0.081233589
Observations	305	305
Pooled Variance	0.076037281	
Hypothesized Mean Difference	0	
Df	608	
t Stat	11.05060377	
P(T<=t) one-tail	2.69E-26	
t Critical one-tail	1.647363673	
P(T<=t) two-tail	5.37E-26	
t Critical two-tail	1.963873303	

Product category recall of celebrity endorsed advertisements was greater than concept based advertisements. Maximum number of the respondents did not recall the product category of advertisements such Axis Bank, Tata Sky and Imperial Blue. The product

category recall of celebrity endorsed advertisements was higher as all four ads belongs to top film celebrities such as Amitabh Bachchan, Shahrukh Khan, Salman Khan and Irfan Khan. All these celebrities are popular among teen as well non-teen respondents.

- ii. **ii. Ho: There is no significant difference in brand recall between celebrity endorsed and concept based advertisements.**

is accepted because  $p > 0.05$  and  $t < t_{critical}$ . The data supports the perception that brand recall of concept based advertisements was greater than celebrity endorsed advertisements.

**Findings:** t-Test result has proved that null hypothesis

**Table 5: t-Test: Two-Sample Assuming Equal Variances**

	<i>Concept advertisement</i>	<i>Celebrity endorsed advertisements</i>
Mean	1.689344262	1.67704918
Variance	0.069545256	0.068879422
Observations	305	305
Pooled Variance	0.069212339	
Hypothesized Mean Difference	0	
Df	608	
t Stat	0.577131246	
P(T<=t) one-tail	0.282032214	
t Critical one-tail	1.647363673	
P(T<=t) two-tail	0.564064427	
t Critical two-tail	1.963873303	

Brand recall of concept based advertisements was higher than celebrity based advertisements. Concept advertisements such as Surf Excel, Airtel, Vodafone, Idea, Fanta, Good Day were mostly recognized by respondents. These advertisements include the element of creativity such as emotion, strong message, music and excitement. The creativity associated with ads was to create something new, unique, extremely attractive and appealing to the consumers. These advertisements clearly support the concept that creative advertisements developed significantly favorable brand and advertisement attitude and greater unaided brand recall.

### III. To study the concept advertising in terms of appeal with masses

Researchers have used images of 16 top brands for two consecutive years 2011 and 2012. Respondents were asked to identify the product category to which the image belongs and mention the brand name as well. Out of those 16 brands, 4 brands belong to celebrity endorsed

advertisements and remaining 12 brands belongs to concept-based advertisements. Creative advertisements developed significantly more favorable brand and advertisement attitude and greater unaided brand recall. Creative elements appeal in advertising includes strong message, humor, children, excitement, music and emotion. Surf-Excel, Airtel, Vodafone, Idea and Fanta are the top five popular concept based advertisements among the masses.

1. Children are one of the key prominent features in advertisement and can be seen in every fourth advertisement. The child's simplicity; instant reaction and unique perspective towards the advertisement make changes. Surf Excel was in top 10 best television advertisements for both the year 2011 & 2012 for the concept associated with it 'DAAG ACCHE HAI'. The innocence of kids is shown well in the advertisement which focus on the aspect that stains are good and kids are bound to make their dress dirty. So living life with dirt without fearing it. 87% respondents have identified

right product category and 60% of respondents have correctly mentioned the brand i.e. Surf Excel.

2. Two different advertisements of Airtel were in top 10 for the year 2011 and 2012. 55% of respondents have identified the advertisement featured in 2011 in comparison to 76% of respondents in 2012. The finding also reveals that 69% of respondents mentioned the brand name for the advertisement featured in 2012 in comparison to only 10% for the advertisement featured in 2011. The advertisement was popular because of the concept 'HAR EK FRIEND JARURI HOTA HAI'. The advertisement has generated an emotional response among youth consumers by focusing the 'FRIENDSHIP' concept. It's the best example how to deliver needs of communication, react on them and engage to Gen next.
3. Two different advertisements of Vodafone were in top 10 for the two consecutive years 2011 & 2012. 73% of respondents have identified the right product category for the advertisement featured in 2012 in comparison to 53% for advertisement featured in 2011. Vodafone had acquired Hutch in 2007. Irfan Khan was the brand ambassador for Hutch. Vodafone continued with Irfan Khan and later introduced pug as brand ambassador for complete transition focusing 'HUTCH IS NOW VODAFONE'. The idea behind introducing pug as a brand ambassador as it represents where you go

the network and communication follows.

4. 66% of respondents have identified the right product category and 55% of respondents mentioned the name of the brand. Idea is also a popular advertisement among both male and female respondents because of the song 'HUNNY BUNNY'. In short span the song goes viral due to its catchy lyrics. In a diversified country like ours, the advertisement has done its best to reach everyone at once. The advertisement loops around a simple phone ringtone and how different people listen to it and interpret differently by singing it differently. The advertisement talks about how good is idea's network coverage from Kashmir to Kerala ringing everyone's phone.
5. 70% of respondents have identified right product category for Fanta and 61% of respondents recognized the brand Fanta because of the lyrics 'MANN UCHHAL UCHHAL JAYEE' and animation of the jumping city.

**IV. To study the association between gender of respondent and his/her preference of celebrity**

- i. **Ho: Respondent's gender has no effect on brand recall.**

**Findings:** Chi-square test result has proved that null hypothesis is rejected. It signifies that gender of the respondent and recall of the brand has some significant association (Table 6).

**Table 6: Chi-Square Test Result**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	122.354	45	.000
Likelihood Ratio	114.473	45	.000
N of Valid Cases	305		

- Respondents have given first preference to 45 different brands with highest recall for Lux, followed by Wheel Active on second rank and Idea on third rank.
- Respondents have given first preference to 15 different

categories with highest recall for soap/washing powder products, followed by cellular services on second rank and mobile phones on third rank.

- Male respondents have given first preference to Lux, followed by Wheel Active and Idea.



Female respondents have given first preference to Wheel active and Boost as their second preference.

iii. Ho: Respondent's gender has no effect on celebrity recall

Findings: Chi-square test result has proved that null hypothesis is rejected. It shows that gender of

Table 7: Gender of the respondent \* Celebrity of the first brand Cross tabulation

Gender of Respondent	Celebrity of the first brand										
	Katrina Kaif	Salman Khan	Abhishek Bachchan	Shahrukh Khan	Aamir Khan	Akshay Kumar	Kareena Kapoor	Sunny Deol	Shilpa Shetty	John Abraham	
Male	41	40	22	18	16	15	13	10	8	7	
Female	0	15	0	0	0	0	0	0	0	0	
Virat Kohli	Aishwarya Rai	Hrithik	M.S Dhoni	Priyanka Chopra	Sunny Leone	Amitabh Bachchan	Ayushman Khurana	Kajol	Mukesh	Ranbir Kapoor	Sachin Tendulkar
6	4	4	4	3	3	2	2	2	2	2	0
0	0	0	0	0	0	0	0	0	0	0	6

Table 8: Chi-Square Test

Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	92.585	22	.000
Likelihood Ratio	91.369	22	.000
N of Valid Cases	305		

concept based advertisements.

- Respondents have given first preference to 22 different celebrities with highest recall for Kartina Kaif, followed by Salman Khan and Abhishek Bachchan among male respondents.
- Female respondents preferred Salman Khan with highest recall followed by Sachin Tendulkar.
- Above findings also reveal that film personalities are preferred over the sports personalities as celebrity endorsers.

### CONCLUSION

In today's media landscape where it is very difficult to shape consumers attitude and intentions and move them to next level of buying process, advertisers find it even more difficult and challenging to break through the clutter of competing

respondent has an effect on celebrity recall. Thus, data collected supports the perception that respondent generally recall advertisements of a celebrity of an opposite gender (Table8)

From all the responses collected 44 male and 16 female respondents did not give preference to celerity endorsed advertisements, rather they preferred

advertisement. The advertising industry has experienced dynamic changes over the last several decades. The changes have been good in terms of Technology advancement, Medium and more methods to attract consumers and on creativity. The instrument of celebrity endorsement is a pervasive element in advertising and communication management. When it comes to top-of-mind recall, only celebrity endorsed advertisements have a better recall. As expected, the findings have supported marketers' belief that celebrity endorsements facilitate brand recall. Salman Khan was the most popular celebrity recognized by both male and female respondents for the advertisement of Wheel Active. Katrina Kaif was popular among male respondents and Sachin Techulkar was popular among female respondents.

In India presence of Celebrities makes a big difference and

this can work across markets. Recall of product category of celebrity endorsed ads were popular among respondents. The reason being that the famous celebrity can contribute to an ad travelling well but the ultimately success comes down to the power creativity and good concept in advertisements. Airtel was most popular brand recognized by the respondents followed by Vodafone and Surf Excel. It is observed that these advertisements were associated with the concept. These advertisements had higher brand recall among respondents. The advertisements without celebrities and popular personalities have been equally accepted by the customers. The attractive advertising campaign and product tag lines and captions have a major influence on the customers recall.

Creative advertising needs to intelligent, sharp, imaginative to the point and extremely catchy. It must motive people to purchase advertisement product. The message and appeal made should be able to make positive impact on the consumers. There is great hunger from consumer's side they wanted to see things differently and its advertiser's responsibility to attract and engaged the consumers, they remember and memorize the creative ads than the product. Marketers need to understand the various dimension of advertising creativity such as originality, flexibility, elaboration, artistic value and humor.

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