Analytical Study of Association Between Celebrity Advertising and Brand Recall

Meenal P Dhotre* and Sarang S Bhola**

Today, the use of celebrity endorsement has increased drastically. It has become an integral part of almost every brand's promotional campaign and a big marketing trend. TV channels are flooded with advertisements most of them being celebrity advertisements. Celebrities are seen endorsing almost every product meant for selling. Due to high channel surfing, it is very difficult to keep the viewers' attention for a long time and to focus in a productive way. Perhaps, the advertisement with a celebrity is more likely to keep a TV remote control from changing the channel vis-à-vis a commercial with an unknown artist. While studying the rationale behind the increasing trend of celebrity endorsements across the globe, researchers explore several dimensions of the 'celebrity endorsement' technique. They summarize that celebrity endorsements are worthwhile investments in advertising considering their several benefits. Instant and better recall is one of the most important benefits. Celebrities can bring quick memorability, recall and recognition, and direct client connection with the audience. Leading film and sports personalities are the preferred choice of the Indian marketers for a better recall. This paper tries to explore various dimensions of celebrity endorsements.

Introduction

Globalization and cutthroat competition have forced marketers to strive hard to create awareness about their products as well as overall positive image about the company. They make every attempt to enhance their image in the customers' mind. As a result, they are seen spending and depending heavily on advertising.

Clow and Baack (2006) in their book have quoted that the average person is exposed to more than 600 advertisements per day. Everyday potential customers are bombarded by thousands of voices and images in the variety of print media, websites, radio and mostly through Television Commercials (TVC). Every brand attempts to grab some attention in this rat race. Against the backdrop of highly cluttered market conditions, companies try different gimmicks to get the attention and create awareness about their offerings. Celebrity advertising[1] is one amongst them.

According to McCracken (1989), celebrity endorsement has been recognized as "a ubiquitous feature of modern marketing". For higher brand recall and change in the brand preferences, use of celebrities has become a common phenomenon now. Marketers

*   Assistant Professor, Vishwakarma Institute of Management (VIM), S.N. 3&4, Kondhwa BK, Pune 411048, India. E-mail: meenaldhotre@vim.ac.in

** Assistant Professor, Karmveer Bhaurao Patil Institute of Management Studies & Research, Chhatrapati Shivaji College Campus, Camp, Satara, India. E-mail: sarangbhola@gmail.com

[1] Celebrity endorsement and celebrity advertising, these terms are used interchangeably in this article.

use this technique with the primary objective of communicating and connecting with the mass audience effectively. Many marketers perceive it as a winning formula as it serves dual purpose of creating interest in the advertisement and overcoming the media clutter.

Agrawal and Kamkura (1995) cite industry sources who estimate that approximately 20% of all TVC feature famous people. Shimp (2000) has also estimated that approximately 25% of American commercials use celebrity endorsers.

Celebrity endorsement is no more a new phenomenon in India. Though it was in existence since the late 1970s, it got a kick start after globalization during the 1990s with the entry of many private channels. Sikka Bhawna and Hari Vaibhav[2] have quoted that the recent market research finding was that eight out of 10 TVCs scoring the highest recall were those with celebrity appearances. Hence, the use of celebrity advertising has become a common market trend today.

Review of Literature

Endorsement is a technique where a well-known or respected individual such as a celebrity or an expert in the product or service area speaks on behalf of the company or the brand.

The endorser in an advertisement is the person, celebrity, spokesman, announcer and so on who endorses and/or demonstrates the product.

McCracken (1989) defines celebrity endorser as "any individual who uses his or her public recognition on behalf of a consumer good by appearing with it in an advertisement".

Celebrities can be any famous, popular public figure or respected personality in the society from any field. Mostly celebrities are from the world of films, television or sports. Though Indian marketers heavily rely on film stars and cricketers, in other countries endorsements are done by many celebrities which include authors, chefs, musicians, athletes, directors, anchor persons, models, comedians, business personalities, politicians, consumer advocates, etc. This is evident from a list of Top 100 global celebrities[3] which includes Oprah Winfrey (talking head/talk show anchor), Tiger Woods (golf player), Madonna (musician), Rolling Stones (musician), Brad Pitt (actor), etc.

Indian marketers are widely using either a film or sports personality to sell anything to the consumers. In a country like India, where film stars are treated as gods, celebrity advertising seems a good method to increase the sale. Similarly, large sections of the population are passionate about cricket. Hence, film stars and cricket players are most preferred celebrities in India for advertising almost any product. As a result they are seen endorsing every possible product from underwear to real estate. The list contains soft

---

[2] "Celebrities in Advertising-(Sell-lebrity Endorsement)", available at http://www.coolavenues.com/know/mktg/bhawna_1.php3

[3] Source: www. Forbes.com

drinks, chocolates, candies, biscuits, fast food, soaps, toothpastes, paints, cars, tires, scooters, suiting, footwear, watches, home appliances, pens, hair oil, insurance policy, diamonds, liquor, cigarettes, photo films, etc. Apparently any product or service available for sale is endorsed by the celebrities.

Today many marketers are enticed by the selling power of the celebrities and they are crazy about signing the popular celebrities to endorse their products and brand and spending big bucks on them.

However, match between celebrity and brand personality is utmost important in effectiveness and success of celebrity advertising. McCracken (1989) believes that some celebrity endorsers work better than others due to the better match or congruency between celebrity and product. Hsu and McDonald (2002) opines that endorser-product fit positively affects consumers' perceptions of celebrity's credibility, attitudes, recall, recognition, purchase intension and willingness to pay higher prices. Many researchers acknowledge match-up or fit between the product and the endorser as an important factor in determining celebrity advertising effectiveness (Kahle and Homer, 1985; Misra and Beatty, 1990; and Till and Busler, 1998). Researchers come to the agreement that when the audience perceives a celebrity endorsing the brand as consistent in performance in his field of expertise, trustworthy and credible, they tend to have more belief in that ad as well as brand.

Amitabh Bachhan fulfills all these requirements and perfectly fits the bill. In India, for years, Amitabh has remained the most favorite celebrity endorser for many brands. He is the biggest celebrity of all the time. Possibly he is the only celebrity in India, who reaches across all demographic, psychographic and geographic boundaries and cuts across the barriers of age, income, region and language. He is one Indian celebrity who attracts maximum attention and also lends his credibility status to the brands. That is the reason why every marketer wants Amitabh to be associated with their brand with the expectation of transfer of trust and credibility from him to the brand he is endorsing. He has so far endorsed more than 60 advertising campaigns.[4] Name any product and you will get the advertisement endorsed by Amitabh. Be it perfume, car, soft drink, chyawanprash, paints, pen, chocolate, financial services, suiting, detergent, etc. The list could go on. However, there is a greater threat of overshadowing the brand because of his greater celebrity power. People tend to remember only Amitabh and not the actual brand as he is endorsing too many brands. Not all brands he is endorsing enjoy the benefits from his association due to this overshadowness. People still strongly associate Amitabh with Cadbury and Nestle. His social campaign of Pulse Polio is the most effective and successful campaign which really motivated many people to walk in to the polio booth with their babies.

Marketers enjoy several benefits through celebrity endorsements. Several research studies have been undertaken to study the benefits of celebrity endorsements. Many marketing and psychology researchers have studied how celebrity endorsements affect consumer purchase decisions.

[4] Source: www.magindia.com

According to Atkin and Block (1983), celebrity endorsers have been found to produce more positive responses towards advertising and greater purchase intentions. Theory and practice proves that use of celebrities in advertising generates lots of publicity and attention (Ohanian, 1991). A research by Agrawal and Kamkura (1995) also reveals that use of celebrity endorser can have a beneficial effect on stock prices. A study by Dean and Biswas (2001) indicates that celebrity endorsement can result in more favorable advertisement ratings and product evaluations. Study by Erdogan (2001) suggests that it can have positive impact on financial returns for the companies that use celebrity endorsement strategy. Freiden (1984) in his study quotes that celebrities are perceived to be more trustworthy, believable, persuasive and likeable. Hence, they are more influential and effective than anyone else.

Marketers seem to encash these attributes of celebrity to grab the attention of the audience and influence their purchase decisions. A research by Misra and Beatty (1990) indicates that subject tended to rate the product as better and of a higher quality if was endorsed by a congruent celebrity. Research by Petty *et al.* (1983) claim that subject tended to like the product more when it was endorsed by famous athletes than by the average citizen.

Undoubtedly, celebrity advertising offers several benefits to the marketers. However, the darker side of this phenomenon cannot be ignored.

High risk is involved in using celebrity endorsers due to the huge investments made in it. Celebrities alone cannot guarantee success as consumers nowadays fairly understand advertising. People today know that celebrities are being paid a lot of money for endorsements and this knowledge leads them to critically analyze celebrity ads. While using this strategy, marketers should be aware of the shortfalls of this strategy and also give a serious consideration to some vital issues involved in it. Choosing a right celebrity that best suits to the brand he/she is endorsing is an utmost important decision for the marketers. While searching for the best celebrity 'match' for their products, marketers should consider several factors. Popularity and preference of celebrity of particular gender for particular product categories, type of celebrity, his/her profession i.e., from film or sports or any other field, age and class of celebrity, overall public image of celebrity and brand image, overexposure of the celebrities as well as overshadowing of celebrities are some of them.

This paper tries to study some of the important issues related to celebrity endorsements.

Methodology

The researchers have used both secondary and primary data for this study. Secondary data is collected from various published literature in research journals, books, magazines, newspapers and websites.

In order to collect primary data, self-administered questionnaire is used (Appendix 1). Primary data is collected from 200 respondents.

Objectives

Major research objectives are given below:

- To study the top-of-mind recall of celebrity advertisements.
- To study the association between gender of respondent and his/her preference of celebrity, i.e., gender of celebrity.
- To compare the recall of brands endorsed by both male and female celebrities.
- To study the recall of celebrity advertisements for social campaigns.
- To compare the recall of brands endorsed by film and sports personalities.

Respondents Profile

First and second year MBA students from management institutes from Pune city are targeted for the study.

Demographic Details

Name, gender, age, education, TV and cable connection ownership, daily TV watching duration, preferred TV channels (top three) of respondents are recorded.

Questionnaire Designing

Self-administered questionnaire is used which comprises of 70 questions on various aspects of celebrity endorsements. There are six parts in this questionnaire. As the questionnaire is long and it contains many open-ended questions based on top-of-mind recall, researchers found it necessary to set the time limit for filling the questionnaire. After pilot testing of the questionnaire for five respondents, 30 minutes time limit has been fixed to complete the entire questionnaire.

Part One: Top-of-Mind Recall: Five Questions

Celebrity endorsement has become a common phenomenon today. Most advertisements on TV feature celebrities largely from films, cricket and other fields. Respondents have to recall any five TV ads that come first to their mind that featured celebrities. They have to identify both brand and the celebrity.

Objective

From the responses, researchers can get the idea about which celebrities and brands have better recall, which type of celebrity, i.e., sports or film celebrity has better recall, which product categories have higher recall. It also checks whether there is any association between gender of respondent and gender of celebrity recalled by him/her.

Part Two: Latest Endorsements Recall: 10 Questions

List of 10 celebrities with the product categories which they are presently endorsing (featuring in year 2008) is given. Respondents have to identify the brand name endorsed by them.

Objective

As one celebrity endorses many brands, it creates confusion. All brands may not get the benefits. Audience may remember only established or renowned brands endorsed by that celebrity. Also, companies keep on changing the celebrities for their brands' frequently (at least for some product categories), hence viewers may not recall latest celebrities associated with that brand and may still associate the brand with its former endorser. Response to this question can help the researchers in confirming the above observations.

Part Three: Male and Female Celebrities: 10 Questions

List of 10 brands that are endorsed both by male and female celebrities, is given. These celebrities appear together or separately in the advertisement. Respondents have to identify male and female celebrities who have endorsed this brand.

Objective

Researcher can check whether there is any association between the gender of the respondent and gender of the celebrity. The popularity of the celebrity for that brand can be identified.

Part Four: Social Advertisements: Five Questions

Celebrity endorsements are used not only for commercial purpose but also for spreading social messages. List of five social campaigns is given and respondents have to identify any one celebrity appearing in that.

Objective

Researchers can check which social ads have better recall as well as in case multiple celebrities endorsing same social campaign (e.g., Pulse Polio campaign is endorsed by Amitabh Bachhan, Sachin Tendulkar, Shahrukh Khan, etc.), which celebrity has better recall.

Part Five: Match the Pairs: Five Product Categories.
Four Questions Each = 20 Questions

For some product categories such as soft drink, shampoo, soap, car, consumer electronic goods, celebrity advertising is widely used. However, celebrities are changed more frequently. Leading/top celebrities replace the former celebrity endorsers. It may create confusion amongst the audience to relate the specific brand with specific celebrity. List of four brands and four celebrities for each product category (five product categories), i.e., shampoo, beauty soap, soft drink, car and consumer electronic goods is given. Respondents are asked to match the pairs of brands and latest celebrity endorser.

Objective

It can help researchers in knowing who has better recall, celebrity or brand. Researchers can also get an idea about to what extent viewers are confused between brands and celebrities within the same product category.

Part Six: Top-of-Mind Ads of Top Celebrities: Four Celebrities.
Five Brands = 20 Questions

Film stars like Amitabh Bachhan, Shahrukh Khan and cricket players like Sachin Tendulkar, Mahendrasingh Dhoni are the most popular celebrities in India. Respondents

have to name any five latest brands endorsed by each of them which first come to their mind when they think of these four celebrities.

Objective

These four celebrities endorse variety of products and all of them have so far endorsed several brands individually. However, they may not be effective for all products. It is top-of-mind recall test. Researchers can get an idea about which brands have better recall due to these celebrities appearance.

Hypothesis

Based on the above objectives, researchers have proposed the following hypotheses:

H_0: *Respondent's gender and his/her preference of celebrity type are independent.*

H_0: *Respondent's gender and celebrity type, i.e., sports or film personalities are independent.*

H_0: *Respondent's gender and product category are independent.*

H_0: *Respondent's gender and brand recall are independent.*

Statistical Tools Used for Data Analysis

The statistical tools help the researchers to get valuable information from the raw data. Researchers have entered the raw data in MS-Excel for analysis. Percentage analysis, Chi-square test, paired Z-test, etc., are used for data analysis.

Data Presentation and Analysis

Question-wise information obtained from the students is segregated and presented in Appendix 2.

Hypothesis Testing Results:

1) H_0: *Respondent's gender and his/her preference of celebrity type are independent.*

Finding: Chi-square test result has proved that null hypothesis is accepted. It shows that respondent's gender and gender of celebrity have no association while preferring the particular celebrity. Thus, data collected does not support a common perception that respondent generally recalls/prefers the ads of a celebrity of an opposite gender (Table 1).

S. No.	Parameters	Chi-Square		H_0
		Calculated	Tabulated	
1.	Product Recall No. 1	–10.93	3.841	Accepted
2.	Product Recall No. 2	–11.07	3.841	Accepted
3.	Product Recall No. 3	–7.96	3.841	Accepted
4.	Product Recall No. 4	–1.23	3.841	Accepted
5.	Product Recall No. 5	–15.48	3.841	Accepted

Table 1: Chi-Square Test Results for H_0, Respondent's Gender and Gender of Celebrity

Null hypothesis is accepted, *i.e.*, there is no association between respondent's gender and his/her preference for celebrity (gender of celebrity).

2) *H_1: Respondent's gender and celebrity type, i.e., sports or film personalities are independent.*

Finding: Chi-square test result has proved that the null hypothesis is accepted. It shows that respondent's gender and his/her preference for celebrity from films or sports have no association. Thus, data collected does not support the common perception that male respondents would prefer celebrities from sports field, especially from cricket (Table 2).

Table 2: Chi-Square Test Results for H_1, Respondent's Gender and Celebrity Category

S. No.	Parameters	Chi-Square		H_0
		Calculated	Tabulated	
1.	Product Recall No. 1	–8.37	3.841	Accepted
2.	Product Recall No. 2	–19.24	3.841	Accepted
3.	Product Recall No. 3	–16.75	3.841	Accepted
4.	Product Recall No. 4	–24.43	3.841	Accepted
5.	Product Recall No. 5	–42.26	3.841	Accepted

Null hypothesis is accepted, i.e., there is no association between respondent's gender and his/her preference for type of celebrity (sports or films celebrity).

3) *H_2: Respondent's gender and product category are independent.*

Finding: Paired Z-test result has proved that the null hypothesis is accepted. It shows that respondent's gender and his/her preference for particular product category have no association. Thus, analysis of data collected on Part I of the questionnaire (identifying five celebrities and brands endorsed by them with the product categories) does not support a perception that males would prefer celebrity ads for particular product categories (Table 3).

Table 3: Chi-Square Test Results for H_2, Respondent's Gender Product Category

S. No.	Parameters	Paired Z		H_0
		Calculated	Tabulated	
1.		1.94	1.96	Accepted

The null hypothesis is accepted, *i.e.*, there is no association between the respondent's gender and his/her preference for product category.

4) H $_3$: *Respondent's gender and brand recall are independent.*

Finding: Chi-square test result has proved that null hypothesis is accepted for brands Clinic Plus Shampoo, Chevrolet Aveo Car, Hide and Seek Biscuits, Asian Paints and Tide

Detergent. Thus, analysis of data collected on Part III of the questionnaire (identifying male and female celebrity for same brand) suggests that respondent's gender and recall of the brand (gender of celebrity endorsing that brand) has no association. However, null hypothesis is rejected for brands Titan Watches, Pepsi, Whirlpool, Airtel and Lux. It signifies that gender of respondent and recall of the brand (gender of celebrity endorsing that brand) has some association for the above mentioned brands (Table 4).

Table 4: Chi-Square Test Results for H_3, Respondent's Gender and Recall of the Brand				
S. No.	Brands	Chi-square		H_0
		Calculated	Tabulated	
1	Titan	6.12	3.841	Rejected
2	Pepsi	66.88	3.841	Rejected
3	Clinic Plus	−43.49	3.841	Accepted
4	Chevrolet	−3.10	3.841	Accepted
5	Whirlpool	74.07	3.841	Rejected
6	Hide and Seek	−57.90	3.841	Accepted
7	Airtel	47.55	3.841	Rejected
8	Asian Paint	−23.00	3.841	Accepted
9	Tide	−164.31	3.841	Accepted
10	Lux	107.04	3.841	Rejected

Summary of Findings

Question-Wise Findings

Demographic Data

- Amongst the total 200 respondents, 72% are male and remaining are female respondents.

- Average age of respondents is 22 years.

- 63% respondents are graduates and 35% are postgraduates.

- 93% respondents own TV and only 7% do not have TV.

- However, 73% respondents have cable connection, 1% have DTH and remaining 26% do not have cable connection.

- Maximum respondents (51%) watch TV everyday for 1-3 h, followed by 43% respondents who watch TV for less than 1 h and only 6% respondents watch TV for more than 3 h.

- The respondents have given first preference to 43 different channels with highest preference for DD-I. Respondents have given second preference to 38 different channels with highest preference for Sony. Respondents have given third preference to 31 different channels with highest preference for Star Plus.

- The respondents have been asked to name any three channels preferred by them. However, 27% respondents have not named even a single channel or they have not at all responded to this question.

- Only 21% respondents have given names for all the three channels; 34% respondents have mentioned two channels and 19% have mentioned only one channel.

- The research observes that though viewers have access to several TV channels, only a few channels have a better recall and DD-I/National still remains popular over other private channels.

Part I: Top-of-Mind Recall—Identifying Any Five Brands and Their Celebrity Endorsers

It is top-of-mind recall response. Respondents have been asked to name any five celebrities that come to their mind first along with the brands they are currently endorsing. Researchers have also analyzed the responses according to the product categories and gender of celebrity.

- Respondents have given first preference to 54 different brands with highest recall for Dairy Milk, followed by Dabur on second rank and Pepsi on third rank.

- Respondents have given first preference to 31 different product categories with highest recall for chocolate/confectionary products, followed by soft drinks on second rank and cellular services on third rank.

- Respondents have given first preference to 26 different celebrities with highest recall as expected for Amitabh Bacchan, followed by Shahrukh Khan and Aamir Khan, respectively.

- Pepsi followed by Dabur and Dairy Milk—these brands have received overall highest recall from the respondents.

- Soft drink, cellular services followed by soap—these product categories have received overall highest recall from the respondents.

- Shahrukh Khan followed by Amitabh Bachhan and Aamir Khan—these celebrities have received overall highest recall from the respondents.

- Above findings also reveal that film personalities, at least in India, are preferred over the sports personalities as celebrity endorsers.

Part II: Identifying Latest Brand Endorsements by the Given List of 10 Celebrities for the Given Product Categories

Respondents have given a list of 10 celebrities and product categories and they have been asked to identify the latest brand endorsed by these celebrities.

- Only two respondents (1%) have correctly identified brands for the given list of 10 celebrities and product categories.

- Three respondents (1.5%) have not at all identified even a single brand for the given list of 10 celebrities and product categories.

- Out of the remaining, no respondent has wrongly identified all 10 brands for the given list of 10 celebrities and product categories.

- Maximum respondents have not rightly identified the brands endorsed by Rani Mukherjee for Soap and Kareena Kapoor for Beauty Soap.

- Maximum respondents (52%) have not identified the brand endorsed by Aamir Khan for Biscuits.

Part III: Identifying Male and Female Celebrities Endorsing Same Brand for the Given List of 10 Brands

Respondents have been given a list of 10 brands which are endorsed by both male and female celebrity either together or separately. Respondents have been asked to identify both the male and female celebrities for the given brands (any one celebrity of each gender in case the brand has been endorsed by multiple celebrities).

- Three respondents (1.5%) have not at all identified both male and female celebrities associated with any of the given 10 brands.

- Not a single respondent has identified both male and female celebrities for all 10 brands correctly.

- Maximum respondents (86%) have identified right 'male' celebrity for Airtel brand.

- Maximum respondents (85%) have not recalled/answered 'male' celebrity for Tide Detergent brand.

- Maximum respondents (70%) have identified right 'female' celebrity for Whirlpool Genius brand.

- Maximum respondents (96%) have not recalled/answered 'male' celebrity for Tide Detergent brand.

- Researchers have observed that in general, recall for female celebrity ad is lesser for all 10 brands compared to that of male celebrity.

Part IV: Identifying Any One Celebrity for the Given Five Social Ad Campaigns—Pulse Polio, Eye Donation, Girl Child Protection, AIDS Awareness and TB Awareness

- 99% respondents have rightly identified celebrity for Pulse Polio campaign.

- Maximum respondents (66%) have not identified celebrity for Girl Child Protection.

- Only 3.5% respondents have rightly identified celebrities for all five social ad campaigns.

Part V: Matching the Pairs of Celebrities and Brands for the Given Five Product Categories—Shampoo, Beauty Soap, Soft Drink, Car and Consumer Durables

Shampoo

- 5% respondents have not at all matched right pair of celebrity with the brand.

- 41% respondents have correctly matched the pair of all four brands with celebrity.

- 1.5% respondents have not attempted even a single question.

- Maximum respondents (68%) have matched the right pair for Pantene Shampoo and Sushmita Sen.

Beauty Soap

- 7.5% respondents have not at all matched right pair of celebrity with the brand.

- 33.5% respondents have correctly matched the pair of all four brands with celebrity.

- 5% respondents have not attempted even a single question.

- Maximum respondents (64%) have matched the right pair for Dyna Soap and Katerina Kaif.

Soft Drink

- 1.5% respondents have not at all matched right pair of celebrity with the brand.

- 64% respondents have correctly matched the pair of all four brands with celebrity.

- 2.5% respondents have not attempted even a single question.

- Maximum respondents (86%) have matched the right pair for Slice and Katerina Kaif.

Car

- 2.5% respondents have not at all matched right pair of celebrity with the brand.

- 40% respondents have correctly matched the pair of all four brands with celebrity.

- 11% respondents have not attempted even a single question.

- Maximum respondents (69%) have matched the right pair for Chevrolet Aveo Car and Saif Ali Khan.

Consumer Durables

- 3% respondents have not at all matched right pair of celebrity with the brand.

- 36% respondents have correctly matched pair of all four brands with celebrity.

- 5% respondents have not attempted even a single question.

- Maximum respondents (79%) have matched the right pair for Whirlpool and Kajol.

Part VI: Top-of-Mind Recall—Identifying Any Five Brands Endorsed by Given Four Top Celebrities—Amitabh Bachhan, Sachin Tendulkar, Shahrukh Khan and M S Dhoni

Amitabh Bachhan (Amitabh)

- 29.5% respondents have recalled all five four brands endorsed by Amitabh.

- 6% respondents have not recalled even a single brand endorsed by Amitabh.

- 1.5% respondents have kept first brand preference blank but have given some response.

- 6% respondents have recalled only one brand endorsed by Amitabh.

- Dabur has highest recall followed by Dairy Milk and Parker.

Sachin Tendulkar (Sachin)

- 18.5% respondents have recalled all five brands endorsed by Sachin.

- 8.5% respondents have not recalled even a single brand endorsed by Sachin.

- Only one respondent has kept first brand preference blank but has recalled four other brands endorsed by Sachin.

- 22% respondents have recalled only one brand endorsed by Sachin.

- Pepsi has highest recall followed by Reynolds and Boost on third rank.

Shahrukh Khan (SRK)

- 21.5% respondents have recalled all five brands endorsed by SRK.

- 10% respondents have not recalled even a single brand endorsed by SRK.

- 8.5% respondents have recalled only one brand endorsed by SRK.

Mahendrasingh Dhoni (Dhoni)

- Only 4.5% respondents have recalled all five brands endorsed by Dhoni.

- 20% respondents have not recalled even a single brand endorsed by Dhoni.

- 1% respondents have kept first brand preference blank but have given some response.

- 16% respondents have recalled only one brand endorsed by Dhoni.

- Pepsi has highest recall followed by Titan and Videocon.

Researchers have observed that in general brands endorsed by film stars, i.e., Amitabh and SRK have better recall than that of cricket players, i.e., Sachin and Dhoni.

Conclusion

Today TV is overcrowded by hundreds of private channels. Viewers thus have ample options. However, not many viewers explore several channels. When it comes top-of-mind recall, only traditional entertainment channels have a better recall. DD-I/National still remains popular. Advertisers have to consider this aspect while selecting channels for launching their celebrity ads.

As expected, research findings have supported marketers' belief that Amitabh Bachhan undoubtedly remains the most popular celebrity endorser in Indian advertising world. Obviously, all three brands Dairy Milk, Dabur and Pepsi endorsed by him have highest recall. Shahrukh Khan and Aamir Khan are also from a list of top five celebrities. Above findings support this fact.

Marketers often use both male and female celebrity for endorsing the same brand either together or separately. However, recall for which celebrity is better should be studied. Researchers have observed that in general, recall for female celebrity ad is lesser for all 10 brands given, compared to that of male celebrity. When both celebrities are used as a pair, match between them as well as their recall as a pair should be considered by the marketers.

Though Pepsi and Sachin have now parted ways and Pepsi is banking more on young cricket players from team India including Dhoni, and the fresh faces from Hindi Film Industry like Ranbeer Kapoor and Deepika Padukone, viewers still strongly associate Sachin, Amitabh and SRK with Pepsi.

In India, a large portion of population is passionate about films and cricket. Cricket seems the only sports activity in the country looking at the patronage it gets from the public. Obviously there are huge numbers of fan followers for both cricketers and film stars. Popularity and performance in the field, remain the key factors of success of celebrity endorsements for both types of celebrities. However, when it comes to the comparison of film and sports personalities, field performance seems more critical for sports personalities (cricketers) as it is immediately reflected in their endorsement contracts. Research findings also reveal that film personalities at least in India, are preferred over the sports personalities. Researchers have observed that in general brands endorsed by film stars (AB and SRK) have better recall than that of cricket players (Sachin and Dhoni). It is also observed that when the same brand is endorsed by both film star and cricketer, more viewers recall that brand endorsed by the film stars. ▢

References

1. Agrawal J and Kamakura W (1995), "The Economic Worth of Celebrity Endorsers: An Event Study Analysis", *Journal of Marketing*, Vol. 59, No. 3, pp. 56-62.

2. Atkin C and Block M (1983), "Effectiveness of Celebrity Endorsers", *Journal of Advertising Research*, Vol. 23, No. 1, pp. 57-61.

3. Clow Kenneth E and Baack Donald (2006), *Integrated Advertising, Promotion, and Marketing Communications*, 2nd Edition, p. 62, Prentice Hall of India Private Limited, New Delhi.

4. Dean D and Biswas A (2001), "Third-Party Organization Endorsement of Products: An Advertising Cue Affecting Consumer Pre-Purchase Evaluation of Goods and Services", *Journal of Advertising*, Vol. 30, No. 4, pp. 41-57.

5. Erdogan B (2001), "Selecting Celebrity Endorsers: The Practitioner's Perspective", *Journal of Advertising Research*, Vol. 41, No. 3, pp. 39-48.

6. Freiden J (1984), "Advertising Spokesperson Effects: An Examination of Endorser Type and Gender on Two Audiences", *Journal of Advertising Research*, Vol. 24, No. 5, pp. 33-41.

7. Hsu C and McDonald D (2002), "An Examination on Multiple Celebrity Endorsers in Advertising", *Journal of Product and Brand Management*, (Online), Vol. 1, available at http://www.emeraldinsight.com

8. Kahle L and Homer P (1985), "Physical Attractiveness of the Celebrity Endorser: A Social Adaptation Perspective", *Journal of Consumer Research*, Vol. 11, No. 4, pp. 954-61.

9. McCracken G (1989), "Who is the Celebrity Endorser? Cultural Foundations of the Endorsement Process", *Journal of Consumer Research*, Vol. 16, No. 3, pp. 310-21.

10. Misra S and Beatty S (1990), "Celebrity Spokesperson and Brand Congruence: An Assessment of Recall and Affect", *Journal of Business Research*, Vol. 21, No. 2, pp. 159-73.

11. Ohanian R (1991), "The Impact of Celebrity Spokesperson's Perceived Image on Consumers' Intention to Purchase", *Journal of Advertising Research*, Vol. 4, No. 2, pp. 46-54.

12. Petty R E, Cacioppo J T and Schumann D (1983), "Central & Peripheral Routes to Advertising Effectiveness: The Moderating Role of Involvement", *Journal of Consumer Research*, Vol. 10, No. 2, pp. 135-146.

13. Shimp T A (2000), *Advertising Promotion: Supplemental Aspects of Integrated Marketing Communications*, 5th Edition, Dryden Press, Fort Worth, TX.

14. Till B and Busler M (1998), "Matching Products with Endorsers: Attractiveness Versus Expertise", *Journal of Consumer Marketing*, Vol. 15, No. 6, pp. 576-86.

15. www.forbes.com

16. www.magindia.com

17. www.blonnet.com

Appendix 1

Quiz on Celebrity Advertising and Brand Recall

Here is an interesting quiz to check the celebrity endorsements' effect on a brand recall

Name: (Optional) _____   S. No.__

Gender: Male ☐$_0$ Female ☐$_1$ Age: ____ years

Education: Undergraduate ☐$_0$ Graduate ☐$_1$ Post Graduate ☐$_2$ Any Other ☐$_3$

Do you have Television? Yes ☐$_0$ No ☐$_1$ Cable Connection: Yes ☐$_0$ No ☐$_1$

Generally how many hours you watch TV everyday?   Less than 1 hour ☐$_0$ 1-3 hours ☐$_1$

                                                  More than 3 hours ☐$_2$

Preferred Channels: _____

Part I: (Top-of-Mind Recall)

Celebrity endorsement has become a common phenomenon today. Most advertisements (ads) on television (TV) feature celebrities largely from films, cricket and other fields. Please name any five TV advertisements that come first to your mind that featured celebrities.

S. No	Brand/Product	Celebrity
1.		
2.		
3.		
4.		
5.		

Part II: Latest Endorsements

Name of some celebrities (with product categories) are given below. You have to identify the brand they are endorsing. (Latest/most recent endorsements)

S. No	Celebrity and Product Category	Brand
1.	Saif Ali Khan (Tea)	
2.	Rani Mukherjee (Soap)	
3.	Shahrukh Khan (Biscuits)	
4.	Kareena Kapoor (Beauty Soap)	
5.	Aamir Khan (Biscuits)	
6.	Katrina Kaif (Hair Removing Cream)	
7.	Sachin Tendulkar (Pen)	
8.	Deepika Padukon (Hair Oil)	
9.	Rahul Dravid (Shaving Instrument)	
10.	Sushmita Sen (Shampoo)	

Part III: Male and Female Celebrities

Following brands are endorsed both by male and female celebrities. They appear together or individually in the advertisement. Name both the celebrities.

S. No	Brand	Male Celebrity	Female Celebrity
1.	Titan Watches		
2.	Pepsi		
3.	Clinc Plus Shampoo		
4.	Chevrolet-Aveo		
5.	Whirlpool Genius		
6.	Hide and Seek Biscuits		
7.	Airtel		
8.	Asian Paint Royale		
9.	Tide Detergent		
10.	Lux Beauty Soap		

Part IV: Male and Female Celebrities

Celebrity endorsements are used not only for commercial purpose but also for spreading social messages. Identify celebrities endorsing following social campaigns.

S. No	Social Campaign	Celebrity (Name Any One)
1.	Pulse Polio	
2.	Eye Donation	
3.	Girl Child Protection	
4.	AIDS Awareness	
5.	TB Awareness	

Part V: Match the Pairs

Celebrity endorsements are used for many products. However, celebrities are changed more frequently for some product categories such as shampoo, soap, car, etc. Given below are some brands and latest celebrity endorsers. You have to match the pairs of brands and latest celebrity endorser.

(a) Product: Shampoo

Brand	Celebrity	Answer
A) Clinic Plus	1. Kareena Kapoor	
B) Pantene	2. Bipasha Basu	
C) Head and Shoulder	3. Priyanka Chopra	
D) Sunsilk Black Shine	4. Sushmita Sen	

Appendix 1 (Cont.)

(b) Product: Beauty Soap

Brand	Celebrity	Answer
A) Vivel	1. Katrina Kaif	
B) Dyna	2. Priyanka Chopra	
C) D Fiama Willis	3. Kareena Kapoor	
D) Lux	4. Deepika Padukone	

(c) Product: Soft Drink

Brand	Celebrity	Answer
A) Pepsi	1. Katrina Kaif	
B) Fanta	2. Aishwarya Rai	
C) Coke	3. Rani Mukherjee	
D) Slice	4. Deepika Padukon	

(d) Product: Car

Brand	Celebrity	Answer
A) Chevrolet Aveo	1. Aamir Khan	
B) Fiat Palio	2. Saif Ali Khan	
C) Ford Fiesta	3. Abhishek Bachhan	
D) Toyoto Innova	4. Sachin Tendulkar	

(e) Product: Consumer Electronic Goods

Brand	Celebrity	Answer
A) Samsung Electronics	1. Kajol	
B) Whirlpool	2. Priety Zinta	
C) Godrej GE	3. Mahendra Singh Dhoni	
D) Videocon	4. Rahul Dravid	

Part VI: Top of Mind Ads of Top Celebrities

Film stars like Amitabh Bachhan, Shahrukh Khan and cricket players like Sachin Tendulakar, Mahendrasingh Dhoni are the most popular celebrities in India. They endorse variety of products and all of them have so far endorsed several brands individually. Name any five latest brands endorsed by each of them which first come to your mind when you think of them.

Brand	Amitabh Bachhan	Sachin Tendulkar	Shahrukh Khan	Mahendra Singh Dhoni
1				
2				
3				
4				
5				

Appendix 2

Table 1: Gender-Wise Response		
Gender	No. of Responses	(%)
Male	142	72
Female	56	28
Total 198	100	

Table 2: Education of Respondents		
Education of Respondents	No. of Responses	(%)
Under Graduate	3	2
Graduate	119	63
Post Graduate	67	35
Blank	11	–
Total	189	100

Table 3: TV Ownership		
Own TV	No. of Responses	(%)
Yes	180	93
No	13	7
Blank	7	–
Total 193	100	

Table 4: Cable Connection Ownership		
Cable Connection	No. of Responses	(%)
Yes	138	73
No	49	26
DTH	2	1
Blank	11	–
Valid Total	189	100

Appendix 2 (Cont.)

Table 5: TV Watching Time in Hours		
TV Watching Time	No. of Responses	(%)
Less than 1 h	80	43
1-3 h	96	51
More than 3 h	11	6
Blank	13	–
Total	187	100

Table 6a: Preferred Channels	
43 Channels are Identified. Highest Recall for DD-I	
Preferred Channel 1	Count
Blank	41
DD-I	23
38 Channels are Recalled. Highest Recall for Sony	
Preferred Channel 2	Count
Blank	110
Sony	8
31 Channels are Recalled. Highest Recall for Star Plus	
Preferred Channel 3	Count
Blank	145
Star Plus	6

Table 6b: No. of Channels Recalled		
No. of Channels	Count	(%)
0	53	27
1	37	19
2	68	34
3	42	21
Total	200	100

Table 7: Top-of-Mind Recall	
First Preference: Top Three Brands. 54 Brands are Recalled	
Brand 1	**Count**
Dairy Milk	28
Dabur	25
Pepsi	13
Blank	11
First Preference: Top Three Product Categories. 31 Product Categories are Recalled	
Product Category 1	**Count**
Chocolate	28
Soft Drink	28
Cellular Service	20
Blank	22
First Preference: Top Three Celebrities. 26 Celebrities are Recalled	
Celebrity 1	**Count**
AB	66
SRK	25
Aamir	16
Blank	11
Second Preference: Top Three Brands. 58 Brands are Recalled	
Brand 2	**Count**
Dairy Milk	28
Lux	20
Dabur	14
Pepsi	13
Blank	24
Second Preference: Top Three Product Categories. 29 Product Categories are Recalled	
Product Category 2	**Count**
Soft Drink	26
Cellular Service	23
Soap	21
Blank	33

Appendix 2 (Cont.)

Table 7 (Cont.)	
Second Preference-Top Three Celebrities. 28 Celebrities are Recalled	
Celebrity 2	**Count**
AB	32
SRK	30
Abhishek Bachhan	12
Blank	23
Third Preference: Top Three Brands. 66 Brands are Recalled	
Brand 3	**Count**
Lux	13
Idea	11
Airtel	8
Dairy Milk	8
Pepsi	8
Titan	8
Blank	16
Third Preference: Top Three Product Categories. 36 Product Categories are Recalled	
Product Category 3	**Count**
Soft Drink	24
Cellular Service	20
Soap	19
Blank	20
Third Preference:Top Three Celebrities. 34 Celebrities are Recalled	
Celebrity 3	**Count**
AB	20
Sachin	20
SRK	20
Aamir	17
Abhishek Bachhan	13
Saif Ali Khan	13
Blank	16

Appendix 2 (Cont.)

Fourth Preference: Top Three Brands. 71 Brands are Recalled

Brand 4	Count
Dabur	9
Lux	9
Titan	8
Pepsi	7
Sunfeast	7
Blank	28

Fourth Preference: Top Three Product Categories. 35 Product Categories are Recalled

Product Category 4	Count
Soap	17
Soft Drink	17
Biscuits	11
Cellular Service	11
Consumer	
Electronics	10
Shampoo	10
Blank	33

Fourth Preference: Top Three Celebrities. 32 Celebrities are Recalled

Celebrity 4	Count
SRK	24
AB	18
Sachin	17
Blank	28

Fifth Preference: Top Three Brands. 75 Brands are Recalled

Brand 5	Count
Idea	9
Lux	8
Airtel	7
Boost	7
Titan	7
Blank	39

Appendix 2(Cont.)

Table 7 (Cont.)	
Fifth Preference: Top 3 Product Categories. 35 Product Categories are Recalled	
Product Category 5	**Count**
Cellular Service	18
Soap	15
Soft Drink	15
Mobile Handset	10
Shampoo	10
Blank	40
Fifth Preference: Top 3 Celebrities. 36 Celebrities are Recalled	
Celebrity 5	**Count**
Sachin	19
Abhishek Bachhan	14
Aamir	14
SRK	12
Hritik	12
Blank	39

Note: AB – Amitabh Bachhan; Ads – Advertisements; Dhoni – Mahendra Singh Dhoni; Sachin – Sachin Tendulkar; SRK – Shah Rukh Khan; and TV – Television

Table 8(a): Question-Wise Responses (%) to Latest Endorsements

Responses (%)/ Question No.	1	2	3	4	5	6	7	8	9	10
Right Answer	73	32.0	73.0	28.0	20.5	48.5	50.0	47.5	80.0	64.5
Wrong Answer	11	36.5	18.5	55.5	27.5	14.0	19.5	17.5	2.5	23.0
Blank	16	31.5	8.5	16.5	52.0	37.5	30.5	35.0	17.5	12.5

Table 8(b): Latest Endorsements

Question No.	Celebrity	Product Category	Question No.	Celebrity	Product Category
1	Saif Ali Khan	Tea	6	Katrina Kaif	Hair Removing Cream
2	Rani Mukherjee	Soap	7	Sachin Tendulkar	Pen
3	Shahrukh Khan	Biscuits	8	Deepika Padukone	Hair Oil
4	Kareena Kapoor	Beauty Soap	9	Rahul Dravid	Shaving Instrument
5	Aamir Khan	Biscuits	10	Sushmita Sen	Shampoo

Table 9(a): Male and Female Celebrity Endorsements for Same Brand

Response (%)	Question No./ Gender of celebrity	1	2	3	4	5	6	7	8	9	10
Right Answer	Male	71	79.0	30.5	49.5	66.0	61.0	85.5	47.0	14.0	73
	Female	32	55.0	42.5	44.0	70.0	11.0	40.0	42.5	1.5	82
Wrong Answer	Male	4	7.0	8.5	7.0	4.5	4.5	0.5	7.0	1.0	1
	Female	7	11.5	14.0	2.5	3.5	5.5	1.5	0.5	2.5	4
Blank	Male	25	14.0	60.5	43.5	29.5	34.5	14.0	46.0	85.0	26
	Female	61	33.5	43.5	53.5	26.5	83.5	58.5	57.0	96.0	14

Table 9(b): Brands Endorsed by Male and Female Celebrities

Question No.	Brand	Question No.	Brand
1	Titan Watches	6	Hide and Seek Biscuits
2	Pepsi	7	Airtel
3	Clinc Plus Shampoo	8	Asian Paint Royale
4	Chevrolet Aveo	9	Tide Detergent
5	Whirlpool Genius	10	Lux Beauty Soap

Table 10(a): Recall of Social Advertisements

Response (%)/Q. No.	1	2	3	4	5
Right Answer	99	79.0	25.0	32.0	44.0
Wrong Answer	0	8.5	9.5	18.5	20.5
Blank	1	12.5	65.5	49.5	35.5

Table 10(b): Recall of Social Advertisements

Question	1	2	3	4	5
Social Ad	Pulse Polio	Eye Donation	Girl Child Protection	Aids Awareness	TB Awareness

Table 11: Matching of Pairs

Response (%)/Q. No.	1	2	3	4
a) Shampoo				
Right Answer	60.5	67.5	56.5	56.0
Wrong Answer	34.5	27.5	36.0	37.5
Blank	5.0	5.0	7.5	6.5

Appendix 2 (Cont.)

Table 11 (Cont.)				
Response (%)/Q. No.	**1**	**2**	**3**	**4**
b) Beauty Soap				
Right Answer	52.0	64.0	50.5	59.5
Wrong Answer	35.5	24.5	34.5	31.0
Blank	12.0	11.5	15.0	9.5
c) Soft Drinks				
Right Answer	73.5	76.5	74.5	86.0
Wrong Answer	22.0	16.5	18.0	9.5
Blank	4.5	7.0	7.5	4.5
d) Car				
Right Answer	69	53.5	44	67.0
Wrong Answer	15	27.5	35.5	18.5
Blank	16	19.0	20.5	14.5
e) Consumer Durables				
Right Answer	55.5	79	48	50.5
Wrong Answer	33.5	13	38	37
Blank	11	8	14	12.5