Factors Governing Students' Perception of Celebrity Advertising

Subhadip Roy

Abstract

The use of celebrities in advertisements is not new in India. In the late 1970's actor Shammi Kapoor used to advertise for the 'Paan Parag' brand. In the early eighties popular cricketers like Kapil Dev and Sunil Gavaskar used to advertise for Pamolive and Cherry Canvas Shoe Polish (among others) respectively. In today's era of advertisement clutter, some studies have found out that 25% of all the advertisements published or aired feature celebrities.

In the year 2005, actor Shah Rukh Khan has signed up a deal worth Rs 100 crore with the 'Sunfeast' brand of food products from ITC. The contract made him the highest paid brand ambassador in India. Most of the popular celebrities like Amitabh Bachchan, Sachin Tendulkar, Aishwarya Rai etc are earning in crores from the brands they are endorsing. But is it justified for the companies to go for such huge investments? This was the problem scenario against which the study was planned. The objective of the study was to find out the factors which govern the perception of students (pursuing higher education) about celebrity advertising.

Keywords: *Celebrity Advertising, Student Perception, Factors.*

Introduction

Everyday when we open the newspaper or turn on the television set we find some celebrity or other in an advertisement of a product or service of a particular company. Companies are spending huge amount of money on celebrity advertisements and celebrities like Amitabh Bachchan are earning crores of Rupees by virtue of endorsing different brands. But is it actually the celebrities who induce the consumers to buy aparticular product? Do consumers have the same image of the celebrity as of the brand he/she is endorsing? These were some of the questions which led to the development of this study. The project aims to throw light on various issues of celebrity branding as little work has been done on this issue in the Indian context.

Literature Review

Celebrity endorsements can be traced back to the 1870's when Reverend Henry Ward Beecher (brother of famous litterateur Harriet Beecher Stowe) endorsed Waltham watches in a print advertisement in Harpers Weekly. Personalities from the entertainment industry were probably used for the first time by Murad Cigarettes in the year 1905. (Clark and Horstmann 2003) Use of sports celebrities was popularized by Adidas in the 1950's where the communication campaigns of Adidas featured celebrities like Franz Beckenbauer.

Researchers like Agrawal and Kamakura (1995) have cited sources which claim that around 20% of all commercials aired on television feature celebrities, the most emphasis being on soft drinks and athletic shoes. Current estimates (Shimp 2000) indicate that the percentage of celebrity advertisements have increased to 25% of all commercials. Erdogan (1999) has identified various advantages and disadvantages of a celebrity endorsement strategy which are given in Table 1:

Table 1 Advantages and Disadvantages of Celebrity Endorsements	
Advantages	**Disadvantages**
Increased Attention	Overshadowing of the Brand
Image Polishing	Public Controversy
Brand Introduction	Image Change & Overexposure
Brand Repositioning	Image Change & Loss of Public Recognition
Underpin Global Compaigns	Expensive

Source: Adapted from "Celebrity Endorsement: A Literature Review" by B. Zafer Erodgan, *Journal of Marketing Management*, 1999.

A study by Agrawal and Kamakura (1995) found out that the announcement of a celebrity endorsement contract had a favorable impact on the stock returns of a company. "On an average, investors seem to value positively the use of celebrities in advertisements" (Agrawal and Kamakura 1995, Pg. 60) However, they also opined that the manager should be cautious about identifying the proper celebrity who will enhance the returns. In current literature, there are four basic models which deal with the issue of celebrity endorsements.

The Source Credibility Model

The source credibility model has its roots in social research which was later used in communication studies. The basic tenet of this model is that information obtained from a credible source; say a celebrity, has a favorable impact on the beliefs, opinions and action of a recipient (Erdogan 1999). Many studies have been performed to find out the underlying dimensions such as Ohanian (1990). However, the two most common dimensions on which source credibility depends are "expertness" and "trustworthiness". Expertness is defined as "a perceived ability of the source to make valid assumptions" (McCracken 1989, Pg. 311) Trustworthiness is defined as "perceived willingness of the source to make valid assertions" (McCracken 1989, Pg. 311). Most of the studies on trustworthiness of celebrities found that if the celebrity is trustworthy, it has an impact in persuasion and attitude change of a consumer. With regards to expertise, studies in social psychology have found that the degree of compliance by the recipient of the communication varied with the perceived level of expertise of the source (in this case a celebrity).

The Source Attractiveness Model

The source attractiveness model also has its origin in social psychology. The source attractiveness model suggests that the attractiveness of a celebrity has an effect on the message to the recipients. There are three dimensions of attractiveness which are 'Familiarity', 'Similarity' and 'Likeability'.

Familiarity means the awareness or knowledge about the source which comes from exposure. Similarity refers to the supposed resemblance between the source and the receiver of the message. Likeability is the acceptance of the source by virtue of its attractiveness and appearance. A study by Ziegel (1983) had found out that the loss of popularity by a celebrity can lead to a damaging impact on the brand. A similar thing may be happening in India where Sourav Ganguly's popularity is falling and so most of the brands endorsed by him (like Pepsi) may have a damaging impact on its image. In fact Pepsi has stopped airing advertisements featuring Sourav Ganguly. Though both the source models (Source Credibility and Source Attractiveness) have been validated by the researchers (Friedman and Friedman 1979, Atkins and Block 1983) the source models fail to answer many questions (McCracken 1989). Firstly, the source models do not allow the researcher to understand the appeal of a particular celebrity. Secondly, the source models do not allow for the comparison between celebrities. Thirdly, the source models do not provide for checking celebrity product or celebrity brand congruence. That is why the source models leave questions such as why a celebrity is not compatible with a particular product category, as found in the study by Friedman and Friedman (1979).

The Meaning Transfer Model

Because of the flaws in the Source Models (both Source Credibility and Source Attractiveness), the meaning transfer model was suggested by McCracken (1989). He opined that all the celebrities stand for a set of meanings to the consumer. Added to that, the celebrities offer a range of personality traits and lifestyles patters which cannot be explained by the source models. Generally the objective of the advertisement should be to transfer the meaning from the celebrity to the product. Thus, "The ad must be designed to suggest the essential similarities between the celebrity and the product so that the consumer will be able to

take the last step in the meaning transfer process" (McCracken 1989, Pg. 316).

The Celebrity -Product Congruence Model

The celebrity-product congruence model suggests that in case there is a match between the characteristics of the celebrity and the product, the impact is more favourable on the consumers. The concept of celebrity product congruence has been established by studies of scholars such as Baker and Churchill (1977) Friedman & Friedman (1979) etc. A study by Misra and Beatty (1990) found out that the brand recall and affection towards the brand was enhanced when the celebrity had matching features as that of the brand. A study by Walker et al. (1992) tried to find out the effect of celebrity endorsements on students. The two celebrities chosen were Madonna and Christie Brinkley. Both the celebrities were rated on the some semantic differential scale consisting of 25 differential pairs of characteristics. Compared to Christie Brinkley, Madonna was perceived to be more exotic, less attractive, hard, unnatural, unfeminine, risky etc. The study also tried to find out how the celebrities would be perceived if they had endorsed some hypothetical products like Bath Towels, Jeans and VCRs. It was found that the Bath Towels endorsed by Christie Brinkley were perceived to be of higher quality, higher class, more soft, feminine and more pleasant than those endorsed by Madonna. On the other hand, the Jeans endorsed by Madonna was perceived to be more masculine than that endorsed by Christie Brinkley. Thus authors thus suggested that, "a previously unendorsed product is likely to 'Pick up' more endorser characteristics than a previously endorsed product" (Walker et al. 1992, Pg. 40). Thus, the study suggested that consistency between the image of the product and image of the celebrity may lead to easier prediction of the effect of an endorsement.

Source Credibility Scale

Ohanian (1990) developed a scale based on the source models. The scale measured the celebrity endorser's perceived expertise,

trustworthiness and attractiveness.

Figure 1
The Source Credibility Scale

Attractiveness :		
Attractive	:	Unattractive
Classy	:	Not classy
Beautiful	:	Ugly
Elegant	:	Plain
Sexy	:	Not sexy
Trustworthiness :		
Dependable	:	Undependable
Honest	:	Dishonest
Sincere	:	Insincere
Trustworthy	:	Untrustworthy
Expertise :		
Expert	:	Not an Expert
Experience	:	Inexperienced
Knowledgeable	:	Unknowledgeable
Qualified	:	Unqualified
Skilled	:	Unskilled

Source: Ohanian, Roobina. (1990) Construction and validation of a scale to measure celebrity endorsers' perceived Journal of Advertising,

the 15 item semantic scale is given in Figure 1.

The perceptions regarding John McEnroe and Madonna were studied in the exploratory phase and Linda Evans and Tom Selleck in the confirmatory stage. Though the scale was tested for reliability and validity (both the tests were affirmative), the author suggested inclusion of more dimensions in further studies. He also opined that the celebrity product match was still to be studied. However, the Ohanian Scale was validated by Pornpitakpan (2003) in a study involving 880 undergraduate students in Singapore. The perceptions of the students about four celebrities namely, Jackie Chan, Yun Fatt Chow, Faye Wong and Zoe Tay were studied. The research verified the scale developed by Ohanian (2003). A similar scale was developed by Dawra and Katyal in India who have tried to find out the possible match between celebrities and brands to be endorsed by them.

Methodology

The objective of the study was to find out the underlying dimensions of perceptions of students regarding celebrity advertising /endorsements. The statistical tool used in this part was Factor Analysis. Factor analysis can be defined as: "a multivariate statistical technique that is concerned with the identification of structure within a set of observed variables". (Stewart, 1981).

In this study, factor analysis was used to find out the perceptual dimensions that affect consumer perception of celebrity advertising.

The methodology used here was R factor analysis which tries to find out relationship among the variables examined.

Formulation of Questionnaire

The survey used a questionnaire which had 17 statements, both positive and negative, which were based on perceptions regarding celebrity advertisements. The responses were collected on a seven point Likert scale ranging from 1 (Strongly Disagree) to 7 (Strongly Agree).

The questionnaire also included questions on the psychographic profile of the respondents.

Data Collection

The study required both Secondary and Primary Data.

Secondary Data

Secondary data like news reports from websites like www.indiatimes.com, articles from EBSCO database, research reports and survey reports from the internet were collected.

Primary Data

Primary data was collected with the help of a survey conducted in Hyderabad. Since the objective of the study was to find out the students' perception of celebrity advertisements, the target population was restricted to students pursuing higher education, in this case MBA students. The respondents were selected from students pursuing Masters in Business Administration (MBA) in ICFAI Business School (IBS), Hyderabad. Time constraint was one of the main reasons for limiting the target population to IBS Hyderabad, but considering the fact that students come from all over India to study in IBS Hyderabad, care was taken to make the data collected geographically diverse.

Sample Size

The targeted sample size was 100 respondents and the achieved number of responses was 95.

Respondent Profile

Since the study was restricted to the students of ICFAI Business School there was not much variance among the psychographic variables. The average age range was 19-22 with very low variation. The male female ratio was around 60:40.

Care was taken to make sure that there was a balance of respondents from all the different regions. The number of respondents from the different regions was:

i.   East and North East India : 19
ii. North India   : 20
iii. West India   : 20
iv. Central India   : 17
v.   South India   : 19
Total   **: 95**

Results of Analyses

The Initial Variables with which the study was started were as follows:

1. Celebrity Advertisements are good to watch (gtowatch)

2. I frequently buy Products Advertised by Celebrities (freqbuy)

3. I think the Celebrities sometimes use the Products Advertised by them (celebsuse)

4. I can identify myself with a celebrity when I use a Product advertised by Him/Her (identify)

5. I don't think that the Celebrities Endorse Brands only for earning money. (notonlymon)

6. Claims made by Celebrities in Advertisements are authentic. (claimsauthen)

7. Usage of Celebrities in Advertisements strengthens the image of the Brand. (strenimage)

8. Some Brands should only be advertised by Celebrities. (somebrandonlyceleb)

9. Celebrity Ads are effective till the time the concerned celebrity remains popular. (effectill)

10. I won't buy certain products even if they are advertised by Celebrities. (wont buy even if celeb)

11. Celebrity Advertisements are used to make

me buy something which I don't need. (tobuynoneed)

12. Using Celebrities in Advertisements hampers the Image of the Celebrities. (celebimagehamper)

13. It is better to emphasize on Product attributes rather than on Celebrities in Ads. (productattrthanceleb)

14. Celebrity Advertisement is just another marketing Gimmick. (gimmick)

15. After watching a Celebrity Advertisement, I only remember the celebrity and not the product. (onlyremcelb)

16. Celebrity Advertisements are useless for Products used by the Whole Family. (uselessforfam)

17. Celebrity Advertisements are a Waste of Money. (wasteofmon)
The Statistical Software used was SPSS 12 for Windows.

The initial results of the R factor analysis were not satisfactory as some of the attributes showed an MSA value below .6, which was taken to be the minimum level for acceptance. Also the KMO criteria (ideally, KMO value should be greater than 0.7) was also not fulfilled. Thus after successive removal of variables it was found out that a solution containing 13 variables gave a high KMO and also high individual MSA values. The KMO test results are given in Table 1 (Refer to Annexure I for the Anti Image Correlation Matrix).

Table 1
KMO and Bartlett's Test

Kaiser - Meyer - Olkin Measure of Sampling Adequacy.		.701
Bartlett's Test of Sphericity	Approx. Chi-Square	237.579
	Df	78
	Sig.	.000

The attributes retained in the solution were:

1. Celebrity Advertisements are good to watch. (*gtowatch*)

2. I frequently buy Products Advertised by Celebrities. (*freqbuy*)

3. I think the Celebrities sometimes use the Products Advertised by them. (*celebsuse*)

4. I can identify myself with a celebrity when I use a Product advertised by Him/Her. (*identify*)

6. Claims made by Celebrities in Advertisements are authentic. (*claimsauthen*)

7. Usage of Celebrities in Advertisements strengthens the image of the Brand. (*strenimage*)

8. Some Brands should only be advertised by Celebrities. (*somebrandonlyceleb*)

10. I won't buy certain products even if they are advertised by Celebrities (*wontbuyevenifceleb*)

11. Celebrity Advertisements are used to make me buy something which I don't need. (*tobuynoneed*)

13. It is better to emphasize on Product attributes rather than on Celebrities in Ads. (*productattrthanceleb*)

14. Celebrity Advertisement is just another marketing Gimmick. (*gimmick*)

16. Celebrity Advertisements are useless for Products used by the Whole Family. (*uselessforfam*)

17. Celebrity Advertisements are a Waste of Money. (*wasteofmon*)

The number of factors were found out to be 5 according to the Latent Root Criteria (Eigen Value > 1) and the 63.34% of the total variance have been explained by the five factor solution.

A Varimax Rotation was performed with the initial Factor Solution and from the Rotated Component Matrix (Refer to Annexure I for all other factor outputs) given in Table 2 we can identify the different factors as:

Factor 1: gtowatch, strenimage, uselessforfam, wasteofmon.

Factor 2: freqbuy, identify, claimsauthen.

Factor 3: tobuynoneed, productattrthanceleb.

Factor 4: wontbuyevenifceleb, gimmick.

Factor 5: celebsuse, somebrandonlyceleb.

TABLE 2
Rotated Component Matrix[a]

	Component				
	1	2	3	4	5
gtowatch	-.720	.314			
freqbuy		.514		-.338	.316
celebsuse		.470			.603
identify		.502	.580		
claimsauthen		.757			
strenimage	-.631			.332	
somebrandonlyceleb					.811
wontbuyevenifceleb				.785	
tobuynoneed			.765		
productattrthanceleb	.318		-.641	.331	
gimmick				.546	-.331
uselessforfam	.802				
wasteofmon	.688		-.388		

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 10 iterations.

There was some initial confusion regarding the naming of factors. However, in case of variables gtowatch and strenimage, the statements were considered as negative because of the negative sign of their loadings. Thus "Celebrity Advertisements are good to watch" became "Celebrity Advertisements are not good to watch" and "Usage of Celebrities in Advertisements strengthens the image of the Brand" became "Usage of Celebrities in Advertisements doesn't strengthens the image of the Brand". Finally the Factors were named as follows:

Factor 1: gtowatch, strenimage, uselessforfam, wasteofmon. Name: Celebrity Misuse

Factor 2: freqbuy, identify, claimsauthen. Name: Celebrity Assurance

Factor 3: tobuynoneed, productattrthanceleb. Name: Celebrity Leverage

Factor 4: wontbuyevenifceleb, gimmick. Name:

Marketing Gimmick

Factor 5: celebsuse, somebrandonlyceleb. Name: Celebrity Association

Factor 1: Celebrity Misuse

This factor stands for the common perception of the respondents about the misuse of celebrities in advertisements and endorsements. The two variables, 'Celebrity Advertisements are useless for Products used by the Whole Family, (uselessforfam)' and 'Celebrity Advertisements are a Waste of Money, (wasteofmon)' clearly indicate the perception of the respondents about the misuse of celebrities in advertisements. Added to that, the other two variables, 'Celebrity Advertisements are good to watch, (gtowatch)' and 'Usage of Celebrities in Advertisements strengthens the image of the Brand, (strenimage)' got an average negative response which implies that 'Celebrity Advertisements are not good to watch' and 'Usage of Celebrities in Advertisements doesn't strengthens the image of the Brand'.

Factor 2: Celebrity Assurance

This factor stands for the assurance provided by the celebrities through advertisements and endorsements. The average respondent felt that the 'Claims made by the celebrities in advertisements were authentic, (claimsauthen)' and the objective of the use of celebrity advertisements is to make the viewers identify themselves with the celebrities when they use the product, which is evident form the inclusion of the variable 'I can identify myself with a celebrity when I use a Product advertised by Him/Her, (identify)'. The other variable included in this factor was 'I frequently buy Products Advertised by Celebrities, (freqbuy)'.

Factor 3: Celebrity Leverage

This factor stands for the consumer opinion about the use of celebrities to leverage the value and attractiveness of a product. The two variables included in this factor, 'Celebrity Advertisements are used to make me buy something which I don't need (tobuynoneed), and 'It is better to emphasize on Product attributes rather than on Celebrities in Ads

(productattrthanceleb)', signify this point only.

Factor 4: Marketing Gimmick

This factor provides evidence of the fact that the average respondent thinks that celebrity advertisements are a marketing gimmick only. The fact is well pointed out by the inclusion of the two variables, 'I won't buy certain products even if they are advertised by Celebrities, (wontbuyevenifceleb)' and 'Celebrity Advertisement is just another marketing Gimmick, (gimmick)' in this factor.

Factor 5: Celebrity Association

The last factor stands for the association between the celebrity and the product/brand. The variables included in this factor were, 'I think the Celebrities sometimes use the Products Advertised by them, (celebsuse)' and 'Some Brands should only be advertised by Celebrities (somebrandonlyceleb)' which in fact are representative of the Celebrity-Brand association.

Limitations and Conclusions

The study has its own share of limitations. First of all, some more variables can be included when we want to find out the factors defining consumer perception of celebrity branding /

advertising. This can be found out with the help of a Focus Group Discussion. Secondly, the scale of the study was also very small and a similar study can be done in different regions and different demographic areas, say Urban, Sub-urban, Rural and the results can be compared to see whether there is any change in perception or not.

Nevertheless, this study can act as a starting point because similar studies are rare to find in India. In spite of all the limitations, the study was able to generate some conclusive results about the possible factors governing the perceptions regarding celebrity advertising. This can be worked on further to find out the relative weights of the different factors and whether there are differences between people from different demographic backgrounds. This may lead to the refinement of the results and emergence of new findings.

ANNEXURE I
FACTOR ANALYSIS RESULTS

Communalities

	Initial	Extraction
gtowatch	1.000	.676
freqbuy	1.000	.537
celebsuse	1.000	.603
identify	1.000	.636
claimsauthen	1.000	.625
strenimage	1.000	.611
somebrandonlyceleb	1.000	.689
wontbuyevenifceleb	1.000	.680
tobuynoneed	1.000	.644
productattrthanceleb	1.000	.682
gimmick	1.000	.459
uselessforfam	1.000	.753
wasteofmon	1.000	.639

Extraction Method: Principal Component Analysis

Anti-image Matrices

		gtowatch	freqbuy	celebsuse	identify	claimsauthen	strenimage	somebran donlyceleb	wontbuyev enifceleb	tobuynoneed	productattr thanceleb	gimmick	uselessfo rfam	wasteofmon
Anti-image Covariance	gtowatch	.607	-.154	-.058	-.030	.028	-.129	.021	.093	-.030	-.130	.037	.178	.083
	freqbuy	-.154	.641	-.117	-.048	-.164	-.058	-.170	.150	.051	.123	-.078	.024	-.119
	celebsuse	-.058	-.117	.772	-.019	-.098	-.013	-.091	-.101	-.106	-.087	.165	.014	.010
	identify	-.030	-.048	-.019	.729	-.156	-.040	.090	.034	-.104	.073	.086	-.110	.168
	claimsauthen	.028	-.164	-.098	-.156	.754	-.048	.031	.059	-.069	-.094	.117	-.007	-.005
	strenimage	-.129	-.058	-.013	-.040	-.048	.786	.029	-.128	-.034	.051	-.067	.038	.096
	somebrandonlyceleb	.021	-.170	-.091	.090	.031	.029	.822	-.004	-.076	.016	.096	-.061	.152
	wontbuyevenifceleb	.093	.150	-.101	.034	.059	-.128	-.004	.837	.046	-.012	-.111	-.001	.006
	tobuynoneed	-.030	.051	-.106	-.104	-.069	-.034	-.076	.046	.763	.224	-.080	-.096	.061
	productattrthanceleb	-.130	.123	-.087	.073	-.094	.051	.016	-.012	.224	.632	-.142	-.179	-.044
	gimmick	.037	-.078	.165	.086	.117	-.067	.096	-.111	-.080	-.142	.751	-.091	.051
	uselessforfam	.178	.024	.014	-.110	-.007	.038	-.061	-.001	-.096	-.179	-.091	.515	-.212
	wasteofmon	.083	-.119	.010	.168	-.005	.096	.152	.006	.061	-.044	.051	-.212	.555
Anti-image Correlation	gtowatch	.745a	-.247	-.085	-.045	.042	-.188	.030	.130	-.044	-.209	.054	.318	.142
	freqbuy	-.247	.673a	-.166	-.071	-.235	-.082	-.234	.205	.073	.193	-.113	.042	-.199
	celebsuse	-.085	-.166	.751a	-.026	-.129	-.017	-.115	-.125	-.138	-.125	.216	.023	.015
	identify	-.045	-.071	-.026	.724a	-.211	-.053	.116	.044	-.139	.107	.116	-.180	.265
	claimsauthen	.042	-.235	-.129	-.211	.728a	-.063	.039	.074	-.091	-.137	.156	-.011	-.008
	strenimage	-.188	-.082	-.017	-.053	-.063	.809a	.036	-.158	-.044	.072	-.087	.060	.146
	somebrandonlyceleb	.030	-.234	-.115	.116	.039	.036	.662a	-.004	-.095	.023	.122	-.094	.226
	wontbuyevenifceleb	.130	.205	-.125	.044	.074	-.158	-.004	.683a	.057	-.017	-.140	-.002	.009
	tobuynoneed	-.044	.073	-.138	-.139	-.091	-.044	-.095	.057	.664a	.323	-.106	-.153	.094
	productattrthanceleb	-.209	.193	-.125	.107	-.137	.072	.023	-.017	.323	.638a	-.206	-.314	-.074
	gimmick	.054	-.113	.216	.116	.156	-.087	.122	-.140	-.106	-.206	.692a	-.147	.080
	uselessforfam	.318	.042	.023	-.180	-.011	.060	-.094	-.002	-.153	-.314	-.147	.676a	-.397
	wasteofmon	.142	-.199	.015	.265	-.008	.146	.226	.009	.094	-.074	.080	-.397	.708a

a. Measures of Sampling Adequacy(MSA)

Total Variance Explained

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	3.406	26.201	26.201	3.406	26.201	26.201	2.246	17.278	17.278
2	1.493	11.481	37.682	1.493	11.481	37.682	1.641	12.621	29.899
3	1.199	9.226	46.908	1.199	9.226	46.908	1.596	12.278	42.177
4	1.105	8.499	55.406	1.105	8.499	55.406	1.402	10.786	52.963
5	1.031	7.931	63.338	1.031	7.931	63.338	1.349	10.375	63.338
6	.937	7.204	70.542						
7	.759	5.835	76.377						
8	.703	5.408	81.785						
9	.605	4.658	86.443						
10	.594	4.570	91.013						
11	.508	3.912	94.924						
12	.344	2.647	97.572						
13	.316	2.428	100.000						

Extraction Method: Principal Component Analysis.

Component Transformation Matrix

Component	1	2	3	4	5
1	-.650	.409	.423	-.329	.350
2	.633	.638	-.114	-.349	.240
3	.380	-.059	.887	.246	-.066
4	-.145	.572	-.124	.797	-.037
5	.105	-.309	-.074	.271	.902

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

Component Matrix[a]

	Component				
	1	2	3	4	5
gtowatch	.631		-.462		
freqbuy	.567	.378			
celebsuse	.475	.344		.305	.399
identify	.517		.421		-.369
claimsauthen	.441	.546			
strenimage	.470	-.360		.499	
somebrandonlyceleb	.399				.701
wontbuyevenifceleb	-.333	-.372		.493	.389
tobuynoneed	.434		.671		
productattrthanceleb	-.546		-.370	.422	
gimmick	-.487			.393	
uselessforfam	-.622	.485	.304		
wasteofmon	-.631	.482			

Extraction Method: Principal Component Analysis.

a. 5 components extracted.

References

Aaker, Jennifer. (1997) "Dimensions of Brand Personality." *Journal of Marketing Research*, Vol. 34, Issue 3, pg. 347.

Agrawal, Jagdish; Kamakura, Wagner A. (1995) "The Economic Worth of Celebrity Endorsers : An Event Study Analysis." *Journal of Marketing*, Vol. 59, Issue 3, pg. 56.

Atkins, Charles; Block, Martin. (1983) "Effectiveness of Celebrity Endorsers." *Journal of Advertising Research*, Vol.23, Issue 1, pg. 57.

Baker, Michael J.; Churchill Jr., Gilbert A. (1977) "The Impact of Physically Attractive Modelson Advertising Evaluations." *Journal of Marketing Research*, November, Vol. 14 Issue 4, pg.538.

Clark, Robert C.; Horstmann, Ignatius J. "Celebrity Endorsements." Unpublished Manuscript, collected from http://www.bu.edu/econ/seminars/micro/pdffall03/celebendorsebu.pdf as on 29.05.2005.

Dawra, Jagrook; Katyal, Kanupriya. (2005) "Brand Celebrity Conformance", Working Paper

Erdogan, B. Zafer. (1999) "Celebrity Endorsement: A Literature Review." *Journal of Marketing Management*, May, Vol. 15, Issue 4, pg.291.

Friedman, Hershey H.; Friedman, Linda. (1979) "Endorser Effectiveness by Product Type." *Journal of Advertising Research*, October, Vol. 19, Issue 5, pg.63.

McCracken, Grant.(1989) "Who is the Celebrity Endorser? Cultural Foundation of the Endorsement Process." *Journal of Consumer Research*, Vol.16, Issue 3, pg. 310.

Misra, Shekhar; Beatty, Sharon E. (1990) "Celebrity Spokesperson and Brand Congruence: An Assessment of Recall and Affect." *Journal of Business Research*, September, Vol. 21, Issue 2, pg.159.

Ohanian, Roobina. (1990) "Construction and validation of a scale to measure celebrity endorsers' perceive expertise." *Journal of Advertising*, Vol. 19, Issue 3, pg.39.

Pornpitakpan, Chanthika. (2003) "Validation of the Celebrity Endorsers' Credibility Scale: Evidence From Asians." *Journal of Marketing Management*, February, Vol.19, Issue 1 / 2, pg.179.

Shimp, Terrence. (2000) "Advertising, Promotion: Supplemental Aspects of Integrated Marketing Communications." 5th ed. Fort Worth, TX: The Dryden Press.

Stewart, David W. (1981)"The Application and Misapplication of Factor Analysis in Marketing Research" *Journal of Marketing Research*, Vol. 18, Issue 1, pp.51-62.

Tripp, Carolyn; Jensen, Thomas D.; Carlson, Les. (1994) "The Effect of Multiple Product Endorsements by Celebrities on Consumer Attitudes and Intentions", *Journal of Consumer Research*, Vol 20, Issue 4, pp 535-47.

Walker, Mary; Langmeyer, Lynn; Langmeyer, Daniel. (1992) "Celebrity Endorsers: do you get what you pay for?" Journal of Consumer Marketing, Spring, Vol. 9, Issue 2, pg.69.

Ziegel, Vic. (1983) "Mark Spitz: Eleven Years and Seven Gold Medals Later", *Advertising Age*, February 7 Issue.

Shahrukh Khan's Rs. 100 crore deal. Collected from http://www.bollywoodmantra.com/website/postt2001.html on 30.05.2005.

Bachchan India's top role model: Survey. Subhash K. Jha, Indo-Asian News Service, May 18, 2005. Collected from http://www.hindustantimes.com/news/7242_1366770,00180007.htm on 30.05.2005.

Persis Khambatta, Ayesha Dharkar, Aishwarya Rai. Aditi Mathews. Collected from http://www.worldspaceshop.com/modules.php?name=WS_Home&art=readfeature&sid=105 on 30.05.2005.

About the Author :

Subhadip Roy is a Research Scholar in the ICFAI Institute for Management Teachers, Hyderabad

He can be reached at subhadip7@rediffmail.com, or subhadip12001@yahoo.com