

The Impact of Headline & Celebrity on Consumer Mind and Retention

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ABSTRACT

An advertisement to be effective it must generate some sort of mental change in the target audience’s mind, (i.e., they must think or feel differently about the product or service as a result of being exposed to the advertising). In turn, for this mental change to occur there must be a physical change to the brain itself. Exactly how advertising actually generates this “change of mind” has been the subject for much research, conjecture and hypothesising over the course of the last century. On the basis of the repetitive exposure of the advertisement to the respondents, the over result regarding the right recall of the headline & celebrity of the FMCG’s products give the mix responses.

Keywords: *Consumer Mind, Consumer Retention, Celebrity, Headline*

INTRODUCTION

For an advertisement to be effective it must generate some sort of mental change in the target audience’s mind, (i.e., they must think or feel differently about the product or service as a result of being exposed to the advertising). In turn, for this mental change to occur there must be a physical change to the brain itself (Chandran 2003). Exactly how advertising actually generates this “change of mind” has been the subject for much research, conjecture and hypothesising over the course of the last century.

Neuroscience and cognitive psychology have described memory as the subjective experience of an individual becoming consciously aware in the present of a past feeling or event through an “active constructive

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process of acquisition, storage and retrieval” (Braun 1999). Memory is not a single entity residing in a single place, it is the attempt by the brain to recreate the pathways of neurons forged into the brain by the original experience (Neimark 1995). “Recall does not involve the mind replaying a piece of mental video-tape...it is an active process of remembering that pulls together pieces of memories and reconstructs a new memory that never really existed before” (Hall 2002)

This conceptualisation of memory suggests that it is distinctly imperfect, in terms of both its fallibility and being beyond an individual’s direct control. Seven major faults with memory have been identified (Schacter 2001). Individuals are often unable to remember ideas, facts or events when required, and conversely are sometimes unable to readily forget events or information that we would prefer not to. False memories can be created through suggestions from external sources without us being aware that this has occurred. Perhaps of greatest relevance to advertisers is that memory is biased, with veridical details often subconsciously unknowingly being reconstructed and replaced by an individual’s mind to fit in with their current knowledge and beliefs. Additionally it is prone to misattribution, where a remembered fact or idea or event is assigned to an incorrect source, for example a person believing they heard something from a friend, when in reality they recalled something they heard or saw in an advertisement, or vice versa (Schacter 2001).

Media generally appear to be delivering smaller audiences, and those who are delivered are more able to avoid advertising altogether. It is not surprising, therefore, that a medium which has seen attendance increase greatly should have attracted advertising support. Judgement and interpretation of the data are essential. If what are recalled are details of the execution which are not directly related to the brand, such as a mountain range shown in the background, the question arises of what value is to be placed on recalling such elements. It depends on how the advertisement was written, what its intentions were, and how it is expected to work.

Advertising researchers and practitioners alike continue to pose the question “how does advertising work?” (Ambler and Rose 2001). For an ad to be effective it must generate some sort of mental change in the target audience’s mind, (i.e., they must think or feel differently about the product or service as a result of being exposed to the advertising). In turn, for this mental change to occur there must be a physical change to the brain itself (Chandran 2003).

Since the 1980s, theories of how humans encode, store and retrieve information have permeated marketing thought and theory development (e.g. Keller, 1987). It is important to note that while referring to retrieval from memory, they do not confine the relevance solely to memory-based purchase situations (Lynch and Srull, 1982). Even when all or most brands are present at the point of choice (e.g. at a supermarket) consumers still retrieve information from memory and only notice specific brands, as evidenced by the short amount of time taken to choose brands despite wide ranges on offer (Dickson and Sawyer, 1990). Therefore the issue of retrieval of brand name information from memory is still relevant.

REVIEW OF LITERATURE

Researchers for the last many decades have attempted to understand how advertising works. From the early learning theories of persuasion (Hovland, Janis, and Kelly, 1953; McGuire, 1972) and the hierarchy of effects model, including Dagmar (Colley, 1961), to the more recent Elaboration Likelihood Model (ELM, Petty & Cacioppo, 1981, 1986), the extensive work on effects of ad attitudes on ad performance (Baker & Lutz, 1987; Batra & Ray, 1984; Mackenzie, Lutz, & Belch, 1986; Mackenzie & Lutz, 1989; Muehling, Stoltman, & Mishra, 1990; Muehling, Laczniak, & Stoltman, 1991), and the ARF Validity Study (Haley & Baldinger, 1991), various pieces of the advertising effectiveness puzzle have been addressed. Based on these advances, the Advertising Response Model (ARM) has been delineated (Mehta, 1994).

Numerous studies have addressed the issue related to the consumer attitude, retention of memory & psychographic factors in measuring advertising effectiveness, but one of the best appeared in 1999 in the *Journal of Marketing*. Authors Vakratsas and Ambler reviewed over 250 articles that appeared in the academic literature and summarized their findings. This study is of interest in three ways. First, it provides a theoretical framework of advertising's impact on buyer behavior and a taxonomy of the theoretical perspectives that have driven much of the academic research. Second, by reviewing the theoretical models and the research designs that test them, we can easily understand the common metrics used today to assess the impact of advertising. Third, the authors identify five generalizations that tell us what we really know about advertising effectiveness based on their literature review (Vakratsas & Ambler, 1999).

To test the intermediate effects of advertising on consumers' attitude & cognition, (Shyam, Narayan, Obregon, and Uppal, 1998) used a laboratory

setting to assess the recall and recognition of online text advertisement versus the same advertisement in a newspaper. The online and print ads were both embedded in news stories. While no difference in recollection appeared for the news stories in each medium, people who were exposed to the printed newspaper ad had higher recognition scores for its advertising content than those who received the online version. In measuring the affective impact of an ad, Calder and Malthouse created metrics to assess a reader's experience with printed media (Calder & Malthouse, 2004). They developed measures to assess the media user's qualitative experience with magazines and whether this experience related to the advertising in it. For example, Calder and Malthouse found that people regard time spent reading magazines as a luxury, and they read magazines both for personal quiet time and to learn about new things.

The researchers' next step was to determine whether the readers' affective response to the medium impacted the opinion of an ad appearing in the medium. Their attitudes towards the ad were measured (with scales of "energetic," "soothing," etc.), as well as their qualitative experiences of reading. The results indicated a positive relationship between the readers' affective responses to magazine reading and their attitudes towards the ads. That is, readers with more positive responses to survey questions such as, "I find the magazine to be a high-quality and sophisticated product," had more favorable attitudes towards the bottled water ad. The research demonstrates that the way a person experiences a magazine or newspaper can affect the way the person reacts to advertising in the publication. An advertisement in a magazine that absorbs its readers is worth more to the advertiser than the same ad in a magazine that does not absorb its readers as much. In a recent study, however, "product/medium congruence" was tested for print advertisements on "creative" media like egg shells or elevator panels (Dahlen, 2005)²⁸. Dahlen found that cognitive responses to ads (e.g., brand associations or attitudes towards an ad) were more positive for products advertised on congruent media than on incongruent media.

The understanding of how the mind processes and stores information is invaluable to advertisers. If there is little to no understanding of the information processing skills of the consumers with whom one is working, it would be almost impossible to design advertisements that contributes to high levels of effectiveness. However, attempting to understand the myriad theories of information processing and cognitive development can be overwhelming and contradictory. Advertising message, picture, words, color, celebrity use strategy is a well-researched topic in both

the academic as well as practitioners community. Ray (1982) classifies commercials by “format,” e.g. warmth, testimony, refutation, repetition and fear. Rothschild (1987) refers to classes of creative appeal (rational versus emotional) and execution style (slice of life, product comparison, problem/solution, music, sex and humour). Belch and Belch (1990) used the term “Appeals” (rational, emotional and combinations) and “Execution Styles” (factual message, scientific/ technical evidence, demonstration, comparison, testimonial, slice of life, animation, personality symbol, fantasy, dramatization, humour and combinations).

OBJECTIVE

The broad objectives of the research are as follows-

1. To identify the impact of headline, with and without exposure on consumer mind and retention.
2. To identify the impact of Celebrity, with and without exposure on consumer mind and retention.

Research Methodology

An exploratory research design was followed to carry out the study. The present study was based on both the primary as well as on secondary data. The secondary data was collected from published and unpublished business reports, magazines, journals, books and internet. The review of literature & growth & performance for this study is completely based on the collection of secondary data. Primary data was collected on the basis of the questionnaires (opened ended and closed ended) related to the consumer attitude, memory and advertising effectiveness. The data related to psychographic profile including demographic profile is collected by filling the common questionnaire from all the 400 respondents from different places.

For the analysis of five advertising attributes on consumer mind & retention of information is based on the collection of data on varied days from the respondents in other set of questionnaires. The two way analysis method was conducted to draw the appropriate result. The first method was based on repetitive exposure of the selected advertisements of the FMCG products where as under the second method based on non repetition of the exposure to the booklet. On Day 1st, the total 400 respondents selected was provided with the booklet containing 18 Ads of

print media, of selected FMCG’s products for 10 minutes and then asked to fill the given questionnaire. For the day one under both the methods, over all 18 advertisements of FMCG products from 3 different categories are equally selected i-e.

Category-1 personal care, oral care, hair care, skin care, personal wash (soaps)

Category -2 cosmetics and toiletries, deodorants, perfume, famine hygiene, paper products, household care.

Category-3 packed food items and beverages

6 advertisements from each category were considered and placed in the booklet to be shown to the respondents. Under the first method only these 18 selected ads are shown to the respondents for their responses on day 1, and asked to fill the questionnaire on the basis of it. On day 2, 1 week and 15 days respondents were asked to fill the questionnaire on the basis their memory of the booklet shown on day 1. In the second method on day 2 ads from each category were replaced with the 2 new ads that means over all 6 ads were replaced on day 2 & further on same process is repeated for 1 week & 15 days. In 1 week & 15 day booklet the 2 ads which have been changed were replaced with one out of previous one and one from the not changed one. The ads of FMCG product published in different magazine from 2003 to 2011 are considered in it.

Consumer Mind & Retention of Information	
Day 1 (400 respondents) 18 ads shown	
Day 2 (with exposure 6 ads change) (200 respondents)	Day 2 (without exposure) (200 respondents)
1 Week (with exposure 6 ads change)	1 Week (without exposure)
Day 15 (with exposure 6 ads change)	Day 15 (without exposure)

The cross-sectional study used to compare demographical variables, attitude, retention, & psychographic factors of the respondent/responses with each other. In the questionnaire three kinds of scaling used namely Nominal, Ordinal and Interval scale to know the respondents demographic profile and attitudes towards the print advertisement. In these questionnaires, three kinds of scaling were used. Firstly, Nominal scale especially Dichotomous and Multiple choice questions, Second kind of scaling was used Ordinal scale to know the preferences of media etc. Third scaling was very important to know the attitude of the respondent i.e. Interval scale especially Likert scales.

Table 1: Sequence of Advertisement Display

Category-1				
S. No.	Day-1	Day-2	1 Week	15 Days
1.	Loreal Hair Color	-	-	Godrej Renew
2.	Vaseline healthy white	Boroplus	-	-
3.	Veet, Ready to use wax strips	-	Parachute after shower	Himani Fast Relief
4.	Fiama Di Wills Soaps	-	-	-
5.	Anchor White Tooth paste	-	-	-
6.	Vatika Shampoo	Pentene Shampoo	Sunsilk Shampoo	-
Category-2				
7.	Garnier Men Deodorant	Fair & Handsome	-	-
8.	Olay Total Effect	-	-	-
9.	Loreal Glossy Shade	-	-	-
10.	Neutrogena Fine Fairness	Revlon Touch & Glow	Garnier Light Matte	-
11.	Harpic toilet cleaner	-	-	Vanish Fabric Starch
12.	Lakme Sun Effect	-	Everyuth Face Scrub	Fem Fairness Bleach
Category-3				
13.	Taj Mahal	-	Sugar free	Nutrilite Butter
14.	Dabur Honey	Dabur Chayawanprash	Roohafza	-
15.	Knorr Soup	-	-	-
16.	Sunfeast Kit-Fit Biscuits	Sunfeast Golden Bakery Cookies	-	-
17.	Sona Chandi Chayawanprash	-	-	-
18.	Kurkure	-	-	Nescafe Coffee

In this research data collected from primary source and as well as secondary source. The secondary data was collected from magazines, news papers, journals and other published material. Internet was also used for collecting secondary information. The primary data was collected through questionnaire. The questionnaire was made in English. The total no. of questions in 1st questionnaire was 49 to know the respondents demographic profile, customer attitude, & psychographic factors affected by advertising attribute. 2nd questionnaire are in 4 sets, day -1 questionnaire have 15 questions, day-2, 1 week & 15 days questionnaire have 8-10 questions, respectively. The coding plan of the responses was decided before hand. The structures of the data file in which the data was to be entered, was also decided before hand. Hence, it was possible to incorporate into the questionnaire the no. of the field in which the data was to be entered. This made the subsequent steps of data collection and data entry easier & faster. In this research SPSS software was used for analysis and interpretation of the hypothesis.

The analysis was based on data as to each aspect/ characteristics in tabulated form. Data will be tested with the help of test of significations besides using various other statistical techniques.

Material & its sequence in the Study: As described previously the booklet containing 18 ads of FMCG product is provided to the customers who has ads of three different categories of FMCG products ads. There sequence with the necessary information regarding five advertising attributes is provided below:

Impact of Headline on Consumer Mind and Retention

Headlines can be seen as the most important part of a text. A headline functions as the main title of the text, often written in a larger font than the rest of the text. Headlines are used in various sorts of texts, ranging from newspaper articles to essays, academic theses, advertisements and even pictures. The headline's position in front of the text, and its emphasis by often large and visible fonts makes it the window to the following text and thus important. The headline has two functions, a semantic function and a pragmatic function. The former means that a headline tells the reader something about the following text, and the latter that a headline's task is to form a connection between the author and the reader. The semantic function is made visible through the associations to the subject in the headline and the pragmatic function through rhetoric means and thus the linguistic features of the headline.

Table 2: Frequency Analysis of the Headline of the Product With & Changed Exposure

	Day-1		Day-2		1-Week		15 Day			
	Frequency	Frequency	Frequency	Frequency	Frequency	Frequency	Frequency	Frequency		
No heating, no mess!	Veet	186 (93.0%)	Triple action light	lakme	76 (38.0%)	Triple action light	Lakme	54 (27.0%)	Iodex	49 (24.5%)
	Fem	13 (6.5%)	mousturing lotion	Vaseline	69 (34.5%)	mousturing lotion	Vaseline	63 (31.5%)	Volini Gel	0 (0.0%)
Discover a whole new way to wax	V-John	1 (0.5%)	turising lotion	Boroplus	55 (27.5%)		Boroplus	83 (41.5%)	Himani Fast Relief	151 (75.5%)
	Olay	160 (80.0%)	7-in-1 Anti-Aging Cream	Olay	200 (100.0%)	Instant fairness without the shine	Olay	94 (47.0%)	Olay	133 (66.5%)
Smart mon's choice	Ponds	12 (6.0%)	Aging Cream	Ponds	0 (0.0%)	without the shine	Ponds	0 (0.0%)	Ponds	46 (23.0%)
	Garnier	28 (14.0%)		Garnier	0 (0.0%)		Garnier	106 (53.0%)	Garnier	21 (10.5%)
Anchor	Anchor	181 (90.5%)	Jab performance	Pentene	141 (70.5%)	Ghanai balo ka naya andaz	Pentene	21 (10.5%)	Pentene	24 (12.0%)
	Close-up	6 (3.0%)	andar sai ati hai to aap shine karti hai	Head & shoulders	42 (21.0%)		Sunsilk	155 (77.5%)	Sunsilk	95 (47.5%)
Dandruff hatai	Pepso-dent	13 (6.5%)		Vatika	17 (8.0%)		Vatika	24 (12.0%)	Vatika	81 (40.5%)
	Clear	16 (8.0%)	World's No. 1 fairness cream for men	Fair & Lovely	14 (7.0%)	World's No. 1 fairness cream for men	Fair & Lovely	12 (6.0%)	Fair & Lovely	49 (24.5%)
pyar sai	Head & Shoulders	9 (4.5%)		Fair & Handsome	183 (91.5%)		Fair & Handsome	179 (89.5%)	Fair & Handsome	99 (49.5%)
	Vatika	175 (87.5%)		Garnier Men	3 (1.5%)		Garnier Men	9 (4.5%)	Garnier Men	52 (26.0%)

		Day-1		Day-2		1-Week		15 Day	
		Frequency	Jarurat Hai	Fiama Di Wills	Frequency	Enjoy refreshment with out the calories of sugar	Sugar free	Switch on the best in you	Frequency
Now life.....no sweat	Axe	14 (7.0%)			35 (17.5%)				90 (45.0%)
	Eva	3 (1.5%)		Dabur Chywan-prash	159 (79.5%)		Dabur Chywan-prash		55 (27.5%)
Max formula de max cleaning	Garnier Men	183 (91.5%)		Knorr Soup	6 (3.0%)		Knorr Soup		55 (27.5%)
	Mr. Muscles	1 (0.5%)	Advance Fairness	Olivia	3 (1.5%)	Mujhko to yaro lemoneriya hua	Roo-hafza	Mujhko to yaro lemoneriya hua	67 (33.5%)
	Domex	12 (6.0%)		Revlon	124 (62.0%)		Taj Mahal		59 (29.5%)
	Harpic	187 (93.5%)		Lakme	73 (36.5%)		Red Label		74 (37.0%)
You can't hide that smile anymore	Tez	2 (1.0%)	You can't hide that smile any more	Tez	20 (10.0%)	Ab kub-surti khul kar sans lai	Everyuth	Badal do apana chahra	67 (33.5%)
	Taj Mahal	195 (97.5%)		Taj Mahal	180 (90.0%)		Revlon		106 (53.0%)
	Red Label	3 (1.5%)			0 (0.0%)		Lakme		27 (13.5%)
	Total	200 (100.0%)		Total	200 (100.0%)		Total		200 (100.0%)

On day 1, 186 (93.0%) respondents identify the right product that is Veet for the headline 'No heating, no mess! Discover a whole new way to wax is the headline of Veet'. 160 (80.0%) respondents give the right answer 'Olay' for 7-in-1 Anti-Aging Cream headline on day 1 & 200 (100.0%) respondents give the right answer on day-2. 181 (90.5%) respondents said Anchor for 'Smart mon's choice', 175 (87.5%) respondents said Vatika 'Dandruff hatai pyar sai'. 183 (91.5%) respondents give the answer Garnier Men for the headline 'Now life.....no sweat'. 187 (93.5%) respondents said Harpic for 'Max formula de max cleaning'. And lastly 195 (97.5%) respondents said Taj Mahal for the headline 'You can't hide that smile anymore'; on day 2 for the headline 'You can't hide that smile any more' 180 (90.0%) respondents said Taj Mahal & the remaining respondents give the wrong answers. On day 2 when the 6 ads given in the booklet are replaced by the new one, so on the basis of the changed ads the headline asked by the respondents is Triple action light moisturizing lotion for Boroplus only 55 (27.5%) respondents could easily identify the product where as the 145 (72.5%) respondents could not identify it, when the same headline is asked by the respondents after 1 week 83 (41.5%) respondents give the right answer i-e. Boroplus. On day 2, 141(70.5%) respondents said Pentene for the headline 'Jab performance andar sai ati hai to aap shine karti hai'. 183 (91.5%) respondents said the product Fair & Handsome for the headline 'World's No. 1 fairness cream for men' after 1 week 179 (89.5%) respondents give right answer 'Fair & Handsome' and after 15 days, 99 (49.5%) respondents said the headline of the product Fair & Handsome is World's No. 1 fairness cream for men, which shows that the respondents cannot recall as they recall on 1 week. 159 (79.5%) respondents said 'Jarurat Hai' for Dabur Chywanprash, and 124 (62.0%) respondents answer Revlon for 'Advance Fairness' headline. After 1 week, 106 (53.0%) respondents said that 'Instant fairness without the shine' is the headline of Garnier & after 15 days, 21 (10.5%) respondents can only recall the product Garnier headline 'Instant fairness without the shine' and the remaining 179 (89.5%) respondents said the answer Olay or Ponds. 155 (77.5%) respondents said 'Ghanai balo ka naya andaz' is the headline of Sunsilk ad which is right and after 15 days, 95 (47.5%) respondents can only recall the brand name 'Sunsilk' of the headline Ghanai balo ka naya andaz, which is less than the 1 week recall. On 1 week exposure with the changed ad of Roohafza having headline 'Mujhko to yaro lemoneriya hua', 200 (100.0%) respondents give the right response and after 15 days, 67 (33.5%) respondents give the right answer i-e. Roohafza, which is

Table 3: Frequency Analysis of the Headline of the Product Without Exposure

Day-1		Day-2		1-Week		15 Day		
	Frequency		Frequency		Frequency		Frequency	
No heating, no mess!	181 (90.5%)	Veet	200 (100.0%)	No heating, no mess!	Veet	200 (100.0%)	Veet	95 (47.5%)
Discover a whole new way to wax	13 (6.5%)	Fem	0 (0.0%)	Discover a whole new way to wax	Fem	0 (0.0%)	Fem	73 (36.5%)
	6 (3.0%)	V-John	0 (0.0%)		V-John	0 (0.0%)	V-John	32 (16.0%)
	13 (6.5%)	Olay	0 (0.0%)		Olay	37 (18.5%)	Olay	26 (13.0%)
Skin lighting body milk	158 (79.0%)	Vaseline body lotion	200 (100.0%)	Skin lighting body milk	Vaseline	163 (81.5%)	Vaseline	154 (77.0%)
	29 (14.5%)	Garnier	0 (0.0%)		Garnier	0 (0.0%)	Red Label	20 (10.0%)
	22 (11.0%)	Clear	0 (0.0%)		Clear	0 (0.0%)	Clear	44 (22.0%)
Dandruff hatai pyar sai	9 (4.5%)	Head & Shoulders	0 (0.0%)	Dandruff hatai pyar sai	Head & Shoulders	111 (55.5%)	Head & Shoulders	153 (76.5%)
	169 (84.5%)	Vatika	200 (100.0%)		Vatika	89 (44.5%)	Vatika	3 (1.5%)

Day-1		Day-2		1-Week		15 Day	
	Frequency		Frequency		Frequency		Frequency
Sona Chandi Chywan-prash	185 (92.5%)	Sona Chandi Chywanprash	121 (60.5%)	Sona Chandi Chywan-prash	134 (67.0%)	Sona Chandi Chywan-prash	180 (90.0%)
Garnier Men	4 (2.0%)	Garnier Men	79 (39.5%)	Garnier Men	0 (0.0%)	Garnier Men	17 (8.5%)
Sunfeast multi grain	11 (5.5%)	Sunfeast multi grain	0 (0.0%)	Sunfeast multi grain	66 (33.0%)	Sun-feast multi grain	3 (1.5%)
Domex	13 (6.5%)	Domex	0 (0.0%)	Domex	8 (4.0%)	Domex	26 (13.0%)
Lyzol	0 (0.0%)	Lyzol	0 (0.0%)	Lyzol	6 (3.0%)	Lyzol	17 (8.5%)
Harpic	187 (93.5%)	Harpic	200 (100.0%)	Harpic	186 (93.0%)	Harpic	157 (78.5%)
Tez	0 (0.0%)	Tez	10 (5.0%)	Tez	11 (5.5%)	Tez	26 (13.0%)
Taj Mahal	195 (97.5%)	Taj Mahal	142 (71.0%)	Taj Mahal	148 (74.0%)	Taj Mahal	144 (72.0%)
Red Label	5 (2.5%)	Red Label	48 (24.0%)	Red Label	41 (20.5%)	Red Label	30 (15.0%)
Jito zindagi ki har jang har roz		Jito zindagi ki har jang har roz		Jito zindagi ki har jang har roz		Jito zindagi ki har jang har roz	
Max formula de max cleaning		Max formula de max cleaning		Max formula de max cleaning		Max formula de max cleaning	
You can't hide that smile anymore		You can't hide that smile anymore		You can't hide that smile anymore		You can't hide that smile anymore	

Day-1		Day-2		1-Week		15 Day	
	Frequency		Frequency		Frequency		Frequency
Ab har ghar mein Sachin	Parle-G	Parle-G	0 (0.0%)	Parle-G	0 (0.0%)	Parle-G	0 (0.0%)
	Marie Gold	Marie Gold	0 (0.0%)	Ab har ghar mein Sachin	0 (0.0%)	Marie Gold	0 (0.0%)
	Sunfeast Multigrain	Sunfeast Mul- tigrain	200 (100.0%)		200 (100.0%)	Sun- feast Multi- grain	200 (100.0%)
	Total	Total	200 (100.0%)		Total	Total	200 (100.0%)

again less 1 week recall. After 15 days, 151 (75.5%) respondents said that the headline of the product Himani Fast Relief is Ayurvedic pain relief ointment. Switch on the best in you is the headline of product Nescafe and 55 (27.5%) respondents give the right response, further 106 (53.0%) respondents said Fem is the product having headline ‘Badal do apana chahra’.

On the basis of the above given table related to the headline of the FMCG’s products, when considering the without repetitive exposure of the ads following outcome is given up. On day 1, 181 (90.5%) respondents said that the headline of Veet is No heating, no mess! Discover a whole new way to wax, on day 2 and after 1 week 200 (100.0%) respondents gave the right answer i-e No heating, no mess! Discover a whole new way to wax is headline of Veet, but the response is reduced to less than 50% [95 (47.5%)] after 15 days. On day 1, 158 (79.0%) respondents said that the headline of Vaseline body lotion is Skin lighting body milk, on day 2, 200 (100.0%) respondents gave the right answer i-e Skin lighting body milk is headline of Vaseline body lotion, but the response is reduced to 163 (81.5%) & 154 (77.0%) for 1 week & 15 days response respectively. On day 1, 169 (84.5%) respondents said Vatika having the product headline ‘Dandruff hatai pyar sai’, on day 2, 200 (100.0%) respondents gave the right answer i-e Vatika having the product headline ‘Dandruff hatai pyar sai’, but the response reduced to 89 (44.5%) on 1 week recall & 3 (1.5%) after 15 days recall respectively. 187 (93.5%) respondents recall the headline of Harpic which is ‘Max formula de max cleaning’ on day 1, after the 200 (100.0%) recall of the harpic headline it show the decreasing trend in the recall of the headline that is 186 (93.0%) respondents could recall the headline after 1 week whereas 157 (78.5%) respondents recall the headline after 15 days. On day 1, 195 (97.5%) respondents recall the headline You can’t hide that smile anymore of the product Taj Mahal correctly, 142 (71.0%) respondents recall it on day 2, 148 (74.0%) respondents recall it after 1 week & 144 (72.0%) recall it correctly after 15 days. There is 100 percent correct identification of the headline ‘Ab har ghar mein Sachin’ of the product Sunfeast Multigrain biscuit i-e on day 1, day 2, 1 week & 15 days 200 (100.0%) respondents give the right answer.

Table 4: Overall Result of Recall (Mean) of Headline of the Brand

	Day-1	Day-2	1 week	15 Days
Repetitive Exposure	181.0	148.9	154.4	84.9
Non Repetitive Exposure	182.1	180.4	160.0	133.3

Table 5: Frequency Analysis of the Celebrity of the Product with & Changed Exposure

	Day-1		Day-2		1-Week		15 Day			
		Frequency		Frequency		Frequency		Frequency		
Sharukh Khan	Pepsodent	3 (1.5%)	Sharukh Khan	Pepsodent	3 (1.5%)	Esha Deol	Lakme Sun-screen	Esha Deol	Lakme Sun-screen	128 (64.0%)
	Himani Sona Chandi Cywanprash	197 (98.5%)		Himani Sona Chandi Cywanprash	160 (80.0%)		Garnier light matte		Garnier light matte	45 (22.5%)
	Dabur Chywanprash	0 (0.0%)		Dabur Chywanprash	37 (18.5%)		Olay		Olay	27 (13.5%)
Juhi Chawala	Catch Masala	1 (0.5%)	Juhi Chawala	Catch Masala	0 (0.0%)	Bipasa Basu	Catch Masala	Satish Shah	Catch Masala	128 (64.0%)
	Fem bleach	1 (0.5%)		Fem bleach	17 (8.5%)		Fem bleach		Nutrilite butter	45 (22.5%)
	Kurkure	198 (99.0%)		Kurkure	183 (91.5%)		Sugar free		Sugar free	27 (13.5%)

	Day-1		Day-2		1-Week		15 Day				
		Frequency		Frequency		Frequency		Frequency			
Husain	Mr. Muscles	13 (6.5%)	Shruti Seth	Revlon touch & Glow	108 (54.0%)	Mini-sha Lambha	Revlon touch & Glow	42 (21.0%)	Sri Devi	Revlon touch & Glow	128 (64.0%)
	Harpic	187 (93.5%)		Hortlicks	65 (32.5%)		Hortlicks	24 (12.0%)		Vanish stain remover	45 (22.5%)
	Domex	0 (0.0%)		Maaza	27 (13.5%)		Everyuth	134 (67.0%)		Everyuth	27 (13.5%)
	Boroplus	22 (11.0%)		Boroplus	14 (7.0%)		Boroplus	36 (18.0%)		Boroplus	100 (50.0%)
Am-itabh Bacchan	Dabur Honey	178 (89.0%)	Amitabh Bacchan	Dabur Chy-wanprash	170 (85.0%)	Yuvraj Singh	Parachute after shower	139 (69.5%)	Preeti Zinta	Fem bleach	45 (22.5%)
	Chaywan-prash	4 (2.0%)		Dabur Honey	16 (8.0%)		Himani Fast relief	25 (12.5%)		Vatika Sham-poo	55 (27.5%)
	Fairness Cream	2 (1.0%)		Fairness Cream	25 (12.5%)		Veet	116 (58.0%)		Veet	106 (53.0%)
John Abraham	Garnier Deo-drant	193 (96.5%)	Kareena Kapoor	Garnier Deo-drant	14 (7.0%)	Katrina Kaif	Godrej Hair Color	37 (18.5%)	Katrina Kaif	Godrej Hair Color	72 (36.0%)
	Taj Mahal Tea	5 (2.5%)		Boroplus Moisturizing lotion	161 (80.5%)		Pentene	47 (23.5%)		Pentene	22 (11.0%)
	Total	200 (100.0%)		Total	200 (100.0%)		Total	200 (100.0%)		Total	200 (100.0%)

According to the given table regarding the overall result of the recall mean value of the various headlines of the products/brands, on the basis of the repetitive exposure of the advertisements of the FMCG products in the booklet provided to the respondents, on day 1, 181.1 responses are correctly matched. On day 2, 148.9 responses are correct, after 1 week, 154.4 responses are right and after 15 days, only 84.9 responses are right that the given headlines matched with the right product/brand. Whereas, on the basis of the non repetitive exposure of the advertisements of the FMCG products in the booklet provided to the respondents, on day 1, 182.1 responses are correct, on day 2, 180.4 responses are right, after 1 week the responses decrease to 160.0 and after 15 days it remains 133.3 correct responses that the given headlines matched with the right product/brand.

Impact of Celebrity on Consumer Mind & Retention

In today's world, the use of celebrity in advertisements for companies has become a trend and a perceived winning formula of corporate image building and product marketing. The reason behind the popularity of celebrity advertising is the advertisers' belief that brand images built through celebrities achieve a higher degree of attention and recall for consumers, which will eventually lead to higher sales in future. Although the potential benefits of using celebrity advertising to promote brand images and products are significant, so are the costs and risks. Celebrities are people who enjoy public recognition by a large share of a certain group of people. Whereas attributes like attractiveness, extraordinary lifestyle or special skills are just examples and specific common characteristics cannot be observed, it can be said that within a corresponding social group celebrities generally differ from the social norm and enjoy a high degree of public awareness.

According to the table given regarding the celebrity used or perform in the particular advertisement of the FMCG's product, on day 1, on the basis of the booklet provided 197 (98.5%) respondents gave the right answer that Sharukh Khan is the celebrity performed for 'Himani Sona Chandi Cywanprash' but the recall was reduced for the same ad on day 2, i-e 160 (80.0%) respondents tick the right option as compare to day 1 response, after one week with the changed ad of Garnier light matte for which celebrity 'Esha Deol' has performed, for this 128 (64.0%) respondents gave the right answer but decrease in the response of the same ad is seen on day 15 recall in which only 45 (22.5%) respondents

identify the celebrity “Esha Deol” performing for Garnier light matte. For the product Kurkure celebrity ‘Juhi Chawala’ is used, on day 1, 198 (99.0%) respondents identify it correctly but there is a slight decrease in the identification of the celebrity ‘Juhi Chawala’ For Kurkure on day 2 i.e 183 (91.5%) respondents gave the right answer. After 1 week, with the changed ads of Sugar free product Bipasa Basu performed for it, 146 (73.0%) respondents gave the right answer and after 15 days, again with the change ad of Nutrilite butter for which celebrity ‘Satish Shah’ performed for, 45 (22.5%) respondents tick the right option. On day 1, 187 (93.5%) respondent said that Husain performed for Harpic toilet cleaner, on day 2 with the change ad 108 (54.0%) respondents said that Shruti Seth performed for Revlon touch & Glow, after 1 week again with change ad 134 (67.0%) respondents tick the right option that Minisha Lambha performed for Everyuth and after 15 days with the change ad 45 (22.5%) respondent gave the right answer that ‘Sri Devi’ performed for Vanish stain remover. On day 1 ad of Dabur Honey was shown to the respondents for which Amitabh Bacchan performed for and out of total 200 (100.0%) respondents, 178 (89.0%) respondents tick the right option, but with the slight change in the ad i.e instead of Dabur Honey now Dabur Chaywanprash in which again Amitabh Bacchan is shown to the respondents 170 (85.0%) respondents tick the right option. After 1 week with the change ad 139 (69.5%) respondents said Parachute after shower for this ‘Yuvraj Singh’ performed for and after 15 days with change ad of Fem bleach for which Preeti Zinta has performed and 45 (22.5%) respondents gave the right answer. And lastly, for the product Garnier Deodrant celebrity ‘John Abraham’ is used, on day 1, 193 (96.5%) respondents identify it correctly but with the change ad of Boroplus Moisturizing lotion ‘Kareena Kapoor’ performed for and 161 (80.5%) respondents gave the right answer. After 1 week, with the changed ads of Pentene product Katrina Kaif performed for it, 47 (23.5%) respondents gave the right answer and after 15 days, again with the change ad of Godrej Hair Color for which celebrity ‘Katrina Kaif’ performed for, 72 (36.0%) respondents tick the right option.

On the basis of the non repetitive exposure of the booklet containing the advertisement of the FMCG’s products, on day 1, day 2, after 1 week & 15 days, the respondents 104 (52.0%), 121 (60.5%), 134 (67.0%), & 180 (90.0%) respondents said that the celebrity ‘Ashwariya Rai’ performed for Loreal products or range. For the product Dabur Honey celebrity ‘Amitabh Bacchan’ performed and on day 1, 179 (89.5%) respondents gave the right answer, on day 2, 121 (60.5%) respondents tick the right option,

Table 6: Frequency Analysis of the Celebrity of the Product Without Exposure

Day-1		Day-2		1-Week		15 Day		
	Frequency		Frequency		Frequency		Frequency	
Ash-wariya Rai	Loreal	104 (52.0%)	Loreal	121 (60.5%)	Loreal	134 (67.0%)	Loreal	180 (90.0%)
	Lux	61 (30.5%)	Lux	38 (19.0%)	Lux	0 (0.0%)	Lux	17 (8.5%)
	Dabur Chy-wanprash	35 (17.5%)	Dabur Chy-wanprash	41 (20.5%)	Dabur Chy-wanprash	66 (33.0%)	Dabur Chy-wanprash	3 (1.5%)
Am-itabh Bacchan	Boroplus	21 (10.0%)	Boroplus	38 (19.0%)	Boroplus	30 (15.0%)	Boroplus	26 (13.0%)
	Dabur Honey	179 (89.5%)	Dabur Honey	121 (60.5%)	Dabur Honey	134 (67.0%)	Dabur Honey	171 (85.5%)
	Himani Fast relief	0 (0.0%)	Himani Fast relief	41 (20.5%)	Himani Fast relief	36 (18.0%)	Himani Fast relief	3 (1.5%)
Preeti Zinta	Vatika	3 (1.5%)	Vatika	159 (79.5%)	Vatika	200 (100.0%)	Vatika	126 (63.0%)
	Godrej Hair Color	3 (1.5%)	Godrej Hair Color	41 (20.5%)	Godrej Hair Color	0 (0.0%)	Godrej Hair Color	44 (22.0%)
	Fem	194 (97.0%)	Fem	0 (0.0%)	Fem	0 (0.0%)	Fem	30 (15.0%)
Kajol	Anchor White Toothpaste	13 (6.5%)	Anchor White Toothpaste	48 (24.0%)	Anchor White Toothpaste	133 (66.5%)	Anchor White Toothpaste	26 (13.0%)
	Knorr Soup	183 (91.5%)	Knorr Soup	128 (64.0%)	Knorr Soup	37 (18.5%)	Knorr Soup	171 (85.5%)
	Olay	4 (2.0%)	Olay	24 (12.0%)	Olay	30 (15.0%)	Olay	3 (1.5%)

	Day-1		Day-2		1-Week		15 Day	
		Frequency		Frequency		Frequency		Frequency
Juhi Cha- wala	Catch Masala	3 (1.5%)	Catch Ma- sala	0 (0.0%)	Catch Masala	22 (11.0%)	Catch Masala	33 (16.5%)
	Fem bleach	3 (1.5%)	Fem bleach	0 (0.0%)	Juhi Cha- wala	25 (12.5%)	Fem bleach	45 (22.5%)
	Kurkure	194 (97.0%)	Kurkure	200 (10.0%)	Juhi Cha- wala	153 (76.5%)	Kurkure	122 (61.0%)
	Total	200 (100.0%)	Total	200 (100.0%)	Total	200 (100.0%)	Total	200 (100.0%)

after 1 week 134 (67.0%) respondents gave the right option, and after 15 days 171 (85.5%) respondents said the right answer. On day 1, 3 (1.5%) respondents gave the right answer, on day 2, 159 (79.5%) respondents tick the right option, after 1 week 200 (100.0%) respondents gave the right option, and after 15 days 126 (63.0%) respondents said the right answer that celebrity Preeti Zinta performed for Vatika shampoo. For the product Knorr Soup & Anchor white tooth paste celebrity ‘Kajol’ performed but the respondents consider the celebrity Kajol to Knorr Soup instead of Anchor White toothpaste and on day 1, 183 (91.5%) respondents gave the right answer, on day 2, 128 (64.0%) respondents tick the right option, after 1 week 37 (18.5%) respondents gave the right option, and after 15 days 171 (85.5%) respondents said the right answer. On day 1, 194 (97.0%) respondents gave the right answer, on day 2, 200 (10.0%) respondents tick the right option, after 1 week 153 (76.5%) respondents gave the right option, and after 15 days 122 (61.0%) respondents said the right answer that celebrity Juhi Chawala performed for Kurkure.

Table 7: Overall Result of Recall (Mean) of Celebrity who Performed for the Given Brand Name

	Day-1	Day-2	1 week	15 Days
Repetitive Exposure	190.6	156.4	118.8	50.4
Non Repetitive Exposure	132.6	145.8	131.6	154.0

According to the given table regarding the overall result of the recall mean value of the various celebrity who performed for the given brand name, on the basis of the repetitive exposure of the advertisements of the FMCG products in the booklet provided to the respondents, on day 1, 190.6 responses are correctly matched. On day 2, 156.4 responses are correct, after 1 week, 118.8 responses are right and after 15 days, only 50.4 responses are right that the given celebrity matched with the right product/brand. Whereas on the basis of the non repetitive exposure of the advertisements of the FMCG products in the booklet provided to the respondents, on day 1, 132.6 responses are correct, on day 2, 145.8 responses are right, after 1 week the responses decrease to 131.6 and after 15 days it remains 154.0 correct responses that the given celebrity who performed for the given brand name

According to the table given regarding the celebrity used or perform in the particular advertisement of the FMCG’s product, on day 1, on the basis of the booklet provided 189 (94.5%) respondents gave the right answer that ‘Deepika Padukone’ is the celebrity performed for ‘Fiana

Table 8: Frequency Analysis of the Celebrity of the Product with & Changed Exposure

	Day-1		Day-2		1-Week		15 Day		Fre- quency
	Frequency		Frequency		Frequency		Frequency		
Fiama Di Wills	Deepika	189 (94.5%)	Anushaka Sharma	78 (39.0%)	Anushaka Sharma	18 (9.0%)	Anushaka Sharma	82 (41.0%)	Loreal Lip Gloss
	Katrina Kaif	6 (3.0%)	Sonam Kapoor	76 (38.0%)	Sonam Kapoor	146 (73.0%)	Sonam Kapoor	45 (22.5%)	
	Son- akashi Sinha	5 (2.5%)	Lara Dutta	46 (23.0%)	Lara Dutta	36 (18.0%)	Lara Dutta	73 (36.5%)	
Lakme Sun Effect	Ashwari- ya Rai	20 (10.0%)	Ashwariya Rai	68 (34.0%)	Deepika	24 (12.0%)	Deepika	81 (40.5%)	Roohafza
	Katrina Kaif	120 (60.0%)	Katrina Kaif	103 (51.5%)	Juhi Cha- wala	146 (73.0%)	Juhi Cha- wala	45 (22.5%)	
	Anushaka Sharma	60 (30.0%)	Anushaka Sharma	29 (14.5%)	Sonakashi Sinha	30 (15.0%)	Sonakashi Sinha	74 (37.0%)	
Olay Total Effect	Diya Mirza	6 (3.0%)	Shahrukh Khan	11 (10.5%)	Bipasa Basu	42 (21.0%)	Bipasa Basu	23 (11.5%)	Nescafe classic
	Kajol	36 (18.0%)	Salman Khan	14 (7.0%)	Kareena Kapoor	18 (9.0%)	Kareena Kapoor	31 (15.5%)	
	Sushmita Sen	158 (79.0%)	Saif Ali Khan	175 (87.5%)	Esha Deol	140 (70.0%)	Deepika Padukona	146 (73.0%)	

	Day-1		Day-2		1-Week		15 Day		Fre- quency
		Frequency		Frequency		Frequency		Frequency	
Vaseline Intensive Care	Anushaka Sharma	125 (62.5%)	Anushaka Sharma	3 (1.5%)	Anushaka Sharma	0 (0.0%)	Anushaka Sharma	51 (25.5%)	
	Bipasa Basu	39 (14.5%)	Kareena Kapoor	193 (96.5%)	Kareena Kapoor	182 (91.0%)	Kareena Kapoor	103 (51.5%)	
	Rani Mukheerji	36 (18.0%)	Rani Mukheerji	4 (2.0%)	Rani Mukheerji	18 (9.0%)	Rani Mukheerji	46 (23.0%)	
Sunfeast multigrain Biscuit	Shahrukh Khan	20 (10.0%)	Shahrukh Khan	7 (3.5%)	Shahrukh Khan	6 (3.0%)	Shahrukh Khan	147 (73.5%)	
	Sachin Tendulkar	165 (82.5%)	Sachin Tendulkar	180 (90.0%)	Sachin Tendulkar	188 (94.0%)	John Abraham	31 (15.5%)	
	Hrithik Roshan	15 (7.5%)	Hrithik Roshan	13 (6.5%)	Hrithik Roshan	6 (3.0%)	Salman Khan	22 (11.5%)	
	Total	200 (100.0%)	Total	200 (100.0%)	Total	200 (100.0%)	Total	200 (100.0%)	

Di Wills'. On day 2, with the changed ad of Loreal Lip Gloss for which celebrity 'Sonam Kapoor' has performed, for this 76 (38.0%) respondents tick the right option, after one week 45 (22.5%) respondents gave the right answer but decrease in the response of the same ad is seen on day 15 recall in which only 146 (73.0%) respondents identify the celebrity "Sonam Kapoor" performing for Loreal Lip Gloss. For the product Lakme Sun Effect celebrity 'Katrina Kaif' is used, on day 1, 120 (60.0%) respondents identify it correctly but there is a slight decrease in the identification of the celebrity 'Katrina Kaif' for Lakme Sun Effect on day 2 i.e 103 (51.5%) respondents gave the right answer. After 1 week, with the changed ads of Roonhafa product 'Juhi Chawala' performed for it, 146 (73.0%) respondents gave the right answer and after 15 days, 45 (22.5%) respondents tick the right option. On day 1, 158 (79.0%) respondent said that 'Sushmita Sen' performed for Olay Total Effect, on day 2 with the change ad 175 (87.5%) respondents said that 'Saif Ali Khan' performed for Taj Mahal, after 1 week again with change 42 (21.0%) respondents tick the right option that 'Bipasa Basu' performed for Sugar free and after 15 days with the change 146 (73.0%) respondent gave the right answer that 'Deepika Padukone' performed for Nescafe classic. On day 1 ad of Vaseline Intensive Care was shown to the respondents for which 'Anushaka Sharma' performed for and out of total 200 (100.0%) respondents, 125 (62.5%) respondents tick the right option. On day 2, 193 (96.5%) respondents tick the right option, after 1 week, 182 (91.0%) respondents said the right answer and after 15 days, 103 (51.5%) respondents gave the right answer that 'Kareena Kapoor' performed for Boroplus Moisturizing lotion. On day 1 ad of Sunfeast multigrain Biscuit was shown to the respondents for which 'Sachin Tendulkar' performed for and out of total 200 (100.0%) respondents, 165 (82.5%) respondents tick the right option. On day 2, 7 (3.5%) respondents tick the right option, after 1 week, 6 (3.0%) respondents said the right answer and after 15 days, 147 (73.5%) respondents gave the right answer that 'Shahrukh Khan' performed for Sunfeast Golden Bakery.

On the basis of the non repetitive exposure of the booklet containing the advertisement of the FMCG's products, on day 1, day 2, after 1 week & 15 days, the respondents 187 (93.5%), 72 (36.0%), 134 (67.0%), & 180 (90.0%) respondents said that the celebrity 'Deepika Padukone' performed for Fiamma Di Wills products or range. For the product Lakme Sun Effect celebrity 'Katrina Kaif' performed and on day 1, 120 (60.0%) respondents gave the right answer, on day 2, 72 (36.0%) respondents tick the right option, after 1 week 82 (41.0%) respondents gave the right option, and

Table 9: Frequency Analysis of Celebrity of the Product Without Exposure

	Day-1		Day-2		1-Week		15 Day	
	Frequency		Frequency		Frequency		Frequency	
Fiama Di Wills	Deepika Padukone	187 (93.5%)	Deepika Padukone	72 (36.0%)	Deepika Padukone	134 (67.0%)	Deepika Padukone	180 (90.0%)
	Katrina Kaif	5 (2.5%)	Katrina Kaif	41 (20.5%)	Katrina Kaif	36 (18.0%)	Katrina Kaif	17 (8.5%)
	Sonakashi Sinha	8 (4.0%)	Sonakashi Sinha	87 (43.5%)	Sonakashi Sinha	30 (15.0%)	Sonakashi Sinha	3 (1.5%)
Lakme Sun Effect	Ashwariya Rai	23 (11.5%)	Ashwariya Rai	41 (20.5%)	Ashwariya Rai	66 (33.0%)	Ashwariya Rai	129 (64.5%)
	Katrina Kaif	120 (60.0%)	Katrina Kaif	72 (36.0%)	Katrina Kaif	82 (41.0%)	Katrina Kaif	41 (20.5%)
	Anushaka Sharma	57 (28.5%)	Anushaka Sharma	87 (43.5%)	Anushaka Sharma	52 (26.0%)	Anushaka Sharma	30 (15.0%)
Olay Total Effect	Diya Mirza	4 (2.0%)	Diya Mirza	41 (20.5%)	Diya Mirza	0 (0.0%)	Diya Mirza	53 (26.5%)
	Kajol	32 (16.0%)	Kajol	24 (12.0%)	Kajol	30 (15.0%)	Kajol	17 (8.5%)
	Sushmita Sen	164 (82.0%)	Sushmita Sen	135 (67.5%)	Sushmita Sen	170 (85.0%)	Sushmita Sen	130 (65.0%)
Vaseline Intensive Care	Anushaka Sharma	130 (65.0%)	Anushaka Sharma	73 (36.5%)	Anushaka Sharma	89 (44.5%)	Anushaka Sharma	53 (26.5%)
	Bipasa Basu	39 (19.5%)	Bipasa Basu	41 (20.5%)	Bipasa Basu	30 (15.0%)	Bipasa Basu	70 (35.0%)
	Rani Mukherji	31 (15.5%)	Rani Mukherji	86 (43.0%)	Rani Mukherji	81 (40.5%)	Rani Mukherji	77 (38.5%)

	Day-1		Day-2		1-Week		15 Day	
		Frequency		Frequency		Frequency		Frequency
Sunfeast multi-grain Biscuit	Shahrukh Khan	25 (12.5%)	Shahrukh Khan	0 (0.0%)	Shahrukh Khan	89 (44.5%)	Shahrukh Khan	26 (13.0%)
	Sachin Tendulkar	163 (81.5%)	Sachin Tendulkar	159 (79.5%)	Sachin Tendulkar	111 (55.5%)	Sachin Tendulkar	17 (8.5%)
Biscuit	Hrithik Roshan	12 (6.0%)	Hrithik Roshan	41 (20.5%)	Hrithik Roshan	0 (0.0%)	Hrithik Roshan	157 (78.5%)
	Total	200 (100.0%)	Total	200 (100.0%)	Total	200 (100.0%)	Total	200 (100.0%)

after 15 days 41 (20.5%) respondents said the right answer. On day 1, 164 (82.0%) respondents gave the right answer, on day 2, 135 (67.5%) respondents tick the right option, after 1 week 170 (85.0%) respondents gave the right option, and after 15 days 130 (65.0%) respondents said the right answer that celebrity ‘Sushmita Sen’ performed for Olay Total Effect. For the product Vaseline Intensive Care celebrity ‘Anushaka Sharma’ performed and on day 1, 130 (65.0%) respondents gave the right answer, on day 2, 73 (36.5%) respondents tick the right option, after 1 week 89 (44.5%) respondents gave the right option, and after 15 days 53 (26.5%) respondents said the right answer. On day 1, 163 (81.5%) respondents gave the right answer, on day 2, 159 (79.5%) respondents tick the right option, after 1 week 111 (55.5%) respondents gave the right option, and after 15 days 17 (8.5%) respondents said the right answer that celebrity ‘Sachin Tendulkar’ performed for Sunfeast multigrain Biscuit.

Table 10: Overall Result of Recall (Mean) of Brand to which the Celebrity Performed

	Day-1	Day-2	1 week	15 Days
Repetitive Exposure	151.4	110.8	104.4	97.2
Non Repetitive Exposure	152.8	102.2	117.2	84.2

According to the given table regarding the overall result of the recall mean value of the various products/brands to which the celebrity performed for it, on the basis of the repetitive exposure of the advertisements of the FMCG products in the booklet provided to the respondents, on day 1, 151.4 responses are correctly matched. On day 2, 110.8 responses are correct, after 1 week, 104.4 responses are right and after 15 days, only 97.2 responses are right that the given product/brand matched with the celebrity performed for it. Whereas on the basis of the non repetitive exposure of the advertisements of the FMCG products in the booklet provided to the respondents, on day 1, 152.8 responses are correct, on day 2, 102.2 responses are right, after 1 week the responses increase to 117.2 and after 15 days it again falls to 84.2 correct responses that for the given products/brands the following celebrity performed for it.

CONCLUSION & SUGGESTIONS

Memory makes the connection between advertising inputs and behavior: there seems reason to believe that affect, rather than cognition, may be the key. Memory, in the advertising literature has been tested with

recognition and recall measures though their value has been subject to debate. Day after recall (DAR) may penalized effective ads as DAR is cognitively biased (Zielske, 1982)³² or, conversely, emotive ads are better recalled. Recall and recognition, though correlated, are not unidimensional (Du Plessis, 1994)³³. Recognition is more sensitive and discriminating than recall and diminishes with time (Singh, Rothschild, and Churchill, 1998)³⁴. Sometimes, what is recalled from consumer mind is relevant or helpful at the time the brand is selected.

On the basis of the repetitive exposure of the advertisement to the respondents, the over result regarding the right recall of the headline of the FMCG's products give the mix responses. There is no upward or downward movement, but there is a regular increase and decrease in the mean value of the responses regarding various Headlines of the FMCG's products asked by the respondents. On day 1, 181.1 responses are correctly matched. On day 2, 148.9 responses are correct, after 1 week, 154.4 responses are right and after 15 days, only 84.9 responses are right that the given headlines matched with the right product/brand. Whereas on the basis of the non repetitive exposure of the advertisements of the FMCG products in the booklet provided to the respondents, on day 1, 182.1 responses are correct, on day 2, 180.4 responses are right, after 1 week the responses decrease to 160.0 and after 15 days it remains 133.3 correct responses that the given headlines matched with the right product/brand. Further if we separately identify which headline is maximum remembered by the respondents with or without repetitive exposure, out of the total 7 headlines all of them are easily recalled after the exposure of the booklet on day 1,; No heating, no mess! Discover a whole new way to wax of Veet, Smart mon's choice of Anchor, Dandruff hatai pyar sai of Vatika, Now life.....no sweat of Garnier Men, Max formula de max cleaning of Harpic, You can't hide that smile anymore of Taj Mahal except the headline 7-in-1 Anti-Aging Cream of Olay is remembered and ticked less. On day 2, with repetitive exposure with change ads, the recall of the Triple action light moisturizing lotion of Boroplus is minimum, 7-in-1 Anti-Aging Cream of Olay & You can't hide that smile any more of Taj Mahal acquired the full remembrance i-e. 100% recall, Jab performance andar sai ati hai to aap shine karti hai of Pentene, World's No. 1 fairness cream for men of Fair & Handsome, Jarurat Hai of Dabur Chywanprash, Advance Fairness of Revlon are remembered around 150-185 correct responses. After 1 week, again with the change ads, the recall of the Triple action light moisturizing lotion of Boroplus is again minimum, Instant

fairness without the shine of Garnier light matte cream, Ghanai balo ka naya andaz of Sunsilk, World's No. 1 fairness cream for men of Fair & Handsome, Enjoy refreshment without the calories of sugar of Sugar free, Ab kubsurti khul kar sans lai of Everyuth face scrub are recalled averagely between 150-180 correct responses but the headline Mujhko to yaro lemoneriya hua of the summer drink Roohafza is recalled fully. After 15 days, the remembrance graph even after the repetitive exposure falls badly for the same old headlines or for the change ads headlines.

Moreover, without the repetitive exposure of the advertisements of the FMCG's products to the respondents, I conclude that the responses for the headline to the right product from the given option on varied days shows the increasing trend of remembrance for short term that is for 2 days or 1 week but it started declining if responses are collected after 15 days of the exposure. The following headlines are used to check the responses of the respondents in without repetitive exposure of the booklet; No heating, no mess! Discover a whole new way to wax of Veet, Skin lighting body milk of Vaseline body lotion, Dandruff hatai pyar sai of Vatika, Jito zindagi ki har jang har roz of Sona Chandi Chywanprash, Max formula de max cleaning of Harpic, You can't hide that smile anymore of Taj Mahal, Ab har ghar mein Sachin of Sunfeast Multigrain biscuits.

Moving up to the next advertising attribute "celebrity", respondents were asked the celebrity of the product in two ways: in first I ask the respondent to tick the product given in the option for which these celebrity performed for and in second they have to tick the celebrities given in the option for the particular product. For the first question on the basis of the repetitive exposure of the advertisement to the respondents, the over result regarding the right recall of the celebrity of the FMCG's products give the mix responses. There is no straight upward or downward movement, but there is a regular increase and decrease in the mean value of the responses regarding various celebrities of the FMCG's products asked by the respondents.

On day 1, 190.6 responses are correctly matched. On day 2, 156.4 responses are correct, after 1 week, 118.8 responses are right and after 15 days, only 50.4 responses are right that the given celebrity matched with the right product/brand. Whereas on the basis of the non repetitive exposure of the advertisements of the FMCG products in the booklet provided to the respondents, on day 1, 132.6 responses are correct, on day 2, 145.8 responses are right, after 1 week the responses decrease to 131.6 and after 15 days it remains 154.0 correct responses that the given

celebrity who performed for the given brand name. Further if we separately identify which celebrity is maximum remembered by the respondents with or without repetitive exposure, out of the total 5 celebrities, all of them are easily recalled with their respective product/brand for which they are performing for after the exposure of the booklet on day 1,: Sharukh Khan for Himani Sona Chandi Cywanprash, Juhi Chawala for Kurkure, Husain for Harpic, Amitabh Bacchan for Dabur Honey, & John Abrahm for Garnier Deodrant. On day 2, with repetitive exposure with change ads, Sharukh Khan for Himani Sona Chandi Cywanprash, Juhi Chawala for Kurkure, Shruti Seth for Revlon touch & Glow, Amitabh Bacchan for Dabur Chywanprash and Kareena Kapoor for Boroplus Moisturizing lotion are recalled well. After 1 week, again with the change ads degree of remembrance has decreased as compared to day1 & 2 for the same or the changed celebrity like Esha Deol for Garnier light matte, Bipasa Basu for Sugar free, Minisha Lambha for Everyuth, Yuvraj Singh for Parachute after shower, Katrina Kaif for Pentene shampoo. After 15 days, the remembrance graph even after the repetitive exposure falls but not that much though the remembrance level decreases but not that much for the same old celebrity or for the change ads celebrity. Following are celebrities which are not there in after 1 week exposure of the booklet: Satish Shah of product Nutrilite butter, Sri Devi for Vanish stains remover and Preeti Zinta for Fem bleach.

But without the repetitive exposure of the advertisements of the FMCG's products to the respondents, I conclude that the responses for the celebrity to the right product from the given option on varied days shows the increasing trend of remembrance for short term that is for 2 days or 1 week but it started declining, if responses are collected after 15 days of the exposure. The following celebrities are used to check the responses of the respondents in without repetitive exposure of the booklet; Ashwariya Rai forLoreal hair color, Amitabh Bacchan for Dabur Honey, Preeti Zinta for Vatika, Kajol for Knorr Soup, & Juhi Chawala for Kurkure.

Further for the second question regarding the celebrity of the product, respondents have to tick the right celebrity out of the given options for the product/brand given. The overall results of the recall mean value of the various celebrities who performed for the given brand name, on the basis of the repetitive exposure of the advertisements of the FMCG products in the booklet provided to the respondents, on day 1, 190.6 responses are correctly matched. On day 2, 156.4 responses are correct, after 1 week, 118.8 responses are right and after 15 days, only 50.4 responses are right

that the given celebrity matched with the right product/brand. Whereas on the basis of the non repetitive exposure of the advertisements of the FMCG products in the booklet provided to the respondents, on day 1, 132.6 responses are correct, on day 2, 145.8 responses are right, after 1 week the responses decrease to 131.6 and after 15 days it remains 154.0 correct responses that the given celebrity who performed for the given brand name.

For the elaborated results of the repetitive exposure of the booklet to the respondents, on day 1, mix responses are drawn. Respondents cannot identify the celebrity for the given list of the product fully; Fiana Di Wills have celebrity Deepika Padukona, Lakme Sun Effect have celebrity Katrina Kaif, Olay Total Effect have celebrity Sushmita Sen, Vaseline Intensive Care have celebrity Anushaka Sharma, & Sunfeast multigrain Biscuit have celebrity Sachin Tendulkar. And same is the case for day 2, after 1 week & 15 days, the respondents on the basis of repetitive exposure of the ads with some new ads included in it cannot identify the right celebrity out of the given option for the list of products given. The remembrance is low between 125 to 190 correct answers out of total 200 responses for the various products and their celebrities. This level is even low for the product like Loreal Lip Gloss & Lakme Sun Effect on day 2, Sugar free after 1 week & after 15 days Loreal Lip Gloss, Roohafza & Boroplus Moisturizing lotion.

On the basis of the non repetitive exposure of the booklet to the respondents, the following conclusion or outcomes are drawn. On day 1, 187 respondents said that the celebrity who perform for fiana di wills is Deepika Padukona, but the recall decrease to 72 (36.0%) on day 2, it increases to 134 (67.0%) after 1 week and reaches to 180 (90.0%) responses on day 15. For the product Lakme Sun Effect celebrity Katrina Kaif is the celebrity, 120 (60.0%), 72 (36.0%), 82 (41.0%) & 41 (20.5%) on day 1, day 2, after 1 week & 15 days respectively. There is a regular increase & decrease in the recall of the celebrity of Olay Total Effect "Susmita Sen". On day 1, 164 (82.0%) respondents gave their responses, on day 2, 135 (67.5%) respondents gave their responses, after 1 week 170 (85.0%) gave the right response and after 15 days, 130 (65.0%) give the correct option. For the product Vaseline Intensive Care celebrity Anushaka Sharma is used in it, on day 1, 130 (65.0%) respondents gave the right option out of the given options. On day 2, 73 (36.5%) respondents gave the right answer, 89 (44.5%) respondents said that Anushaka Sharma performed for Vaseline Intensive Care and after 15 days 53 (26.5%) respondents said

the same answer. For the product Sunfeast multigrain Biscuit celebrity Sachin Tendulkar performed for, and 163 (81.5%) respondents on day 1, 159 (79.5%) respondents on day 2, 111 (55.5%) respondents after 1 week results & 17 (8.5%) respondents after 15 days tick the right option out of the given list of celebrities.

Headlines can be seen as the most important part of a text. A headline functions as the main title of the text, often written in a larger font than the rest of the text. Headlines are used in various sorts of texts, ranging from newspaper articles to essays, academic theses, advertisements and even pictures. The headline's position in front of the text, and its emphasis by often large and visible fonts makes it the window to the following text and thus important. The headline has two functions, a semantic function and a pragmatic function. The former means that a headline tells the reader something about the following text, and the latter that a headline's task is to form a connection between the author and the reader. The semantic function is made visible through the associations to the subject in the headline and the pragmatic function through rhetoric means and thus the linguistic features of the headline.

Advertising headlines are the single most important element in the advertisement. If it doesn't grab the reader's attention, they won't read the rest of the copy, won't know what you are trying to say, and most importantly, won't respond to the offer. A vital element of a noticeable magazine ad will be the headline. The headline's target is to lure the reader into the advertisement of the product. The headline is what draws people in - entices them want to read further. If the headline doesn't ignite an attraction or a curiosity, otherwise a gut response like "Hey, I want that!" then the advertisement has been lost within the chasm of other advertisement given in the magazine. A good headline can get an advertisement noticed plus cause a response. A headline can make or break advertisements so do not take it for granted. Be certain it appeals to self-interest first and try to add text that will make the reader desire to read on. Remembering the headline of the FMCG products is quite difficult as a long list of varieties of products are available in the market and advertised at large scale. People can easily recall the headline of the product which are given emphasis by print them in bold, repeated again & again, or those which create curiosity among them, so the marketers & the advertising industry or the agencies should frame such a headline which attracts the customer and can be recalled easily by them that sometimes effect their purchases of the product.

In today's world, the use of celebrity in advertisements for companies has become a trend and a perceived winning formula of corporate image building and product marketing. The reason behind the popularity of celebrity advertising is the advertisers' belief that brand images built through celebrities achieve a higher degree of attention and recall for consumers, which will eventually lead to higher sales in future. Although the potential benefits of using celebrity advertising to promote brand images and products are significant, so are the costs and risks. Celebrities are people who enjoy public recognition by a large share of a certain group of people. Whereas attributes like attractiveness, extraordinary lifestyle or special skills are just examples and specific common characteristics cannot be observed, it can be said that within a corresponding social group celebrities generally differ from the social norm and enjoy a high degree of public awareness. The use of attractive people is common practice in television and print advertising, with physically attractive communicators having proved to be more successful in influencing customers' attitudes and beliefs than unattractive spokespersons. The inherent upside of attaching a celebrity to a brand is that the brand literally has a face, name and personality that immediately project an image of a living, breathing, credible person as opposed to a faceless corporate entity. The downside is that individuals are not as stable or as easily controllable as corporate entities.

The results of this study indicate that celebrity endorsements may not be effective in aiding consumer recall of the brand/company. For 24 celebrities, the percentage of respondents who could correctly identify the celebrity did not significantly increase the percentage of respondents who could correctly identify the endorsed brand associated with the celebrity, even when cued with the celebrity's face. The analysis removed effects of previously seeing the celebrity's advertisement before the study and current use of the product/company endorsed by that celebrity. In addition, results further show that the subject might occasionally connect the celebrity to a competing brand, thus further diluting the effectiveness of celebrity endorsements. The results seem to imply that companies who spend millions on celebrity endorsements may want to revisit/rethink their current advertising strategies. Using the popular cinema artists like: Amitabh Bacchan, Katrina Kaif, Juhi Chawala or the famous cricket players like Sachin Tendular: are sometimes recalled or associated with the product correctly but sometimes they are associated with other brands which effect the results of advertisement of the product. If the use of

celebrity who is being hired at cost do not confirm the outcome of the advertisement in terms of its effectiveness on consumer mind and retention of information, then it is a serious matter of consideration for manufacturing company or the marketer of the product and the advertising agencies has to consider it to maintain its reputation in the market.

The advertising world revolves around the principle of attraction. Whatever the product, in the end, the advertisement should attract the consumer. How do ads manage to attract attention? One of the first things you notice about any advertisement is the colors. In ads that don't have a multimedia advantage (like ads in the newspaper or on a billboard), the colors and design are the only things holding the ad together. Colors, therefore, are one of the things that advertising experts study, especially since they can have so many different connotations in different contexts. It's essential to use colors to project an image of the product—is it a warm, family oriented-thing? Is it a bright, colorful kiddy thing? Is it a novelty? Is it a cool teen thing? All of these factors are portrayed by the color schemes of advertisement, which connects the colors to the simple, hardcore human factor.

It is important to clarify the meaning of 'understanding' the verbal and the visual elements because different concepts and approaches can influence the results in a significant way. When asking whether one part of the text can be understood without its complement, one has to take into consideration what text type is being analysed. Of great importance for an advertisement is the communication of the product name or the brand. Nowadays, it is by no means unusual to come across a large number of very similar products. In order to increase the turnover of one specific brand, the producers of an advertisement have to ensure that readers perceive the brand name in the hope that they will remember it. The above given advertising attributes 'headline & celebrity' must be considered seriously by the manufacturer and the advertising industry or agencies as what attribute strikes the consumer mind & retention of information regarding the FMCG's products through magazine advertisement is still uncertain.

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