

Celebrity Advertising in Indian Culture- Emerging Trends & Challenges Under Globalization

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Abstract

In the beginning of the 21st century boundaries across nations have been broken and Globalization has made the world almost a single homogenous market place, but one cannot ignore the economic, technological and cultural differences that still exist among nations.

From the snow covered Himalayas in the north to the backwaters of Kerala in the south and from the Bay of Bengal in the east to Mumbai in the west, talk's immensely one can expect in India not only in terms of landscape but culture also.

The opening up of the Indian economy in the early 90's paved the way for multi national companies to tap the vast Indian market with their product and service offerings. India offers a unique cultural package in terms of religion, languages, life style and value system etc. and developing advertising strategy to connect with such diverse target audience is really a challenging proposition.

With this backdrop in mind, the objectives of this research paper is to first highlight the emerging trends noticed in marketing communication and celebrity advertising in India. Secondly identifying the challenges encountered by advertisers in regard to celebrity advertising. Finally providing strategic input to advertisers in selecting the right celebrity to connect their brand with their target audience of diverse cultural background under present global scenario.

The findings that emerged from the empirical study conducted in Kolkata will be highly beneficial to advertisers and advertising agencies to successfully communicate their message to the target audience by using celebrities in their advertising campaign.

Keywords : Globalization, Celebrity Advertising, Culture, Media & Target Audience.

1. Introduction

Diversity in every respect, be it in terms of **landscape**, the mountains in the north, the back waters of Kerala in the south or the desert in the west to the Bay of Bengal in the east or in terms of culture prevailing in these areas, **food habits** and **dress sense** of the people makes our motherland **India** unique and we can boast of '**unity among diversity**'.

While developing a marketing communication strategy to connect with their target audience, advertisers should take into consideration the cultural aspect of the target audience. Appreciating and understanding the **cultural differences** prevailing in India will be the magic key to success for MNC's trying to explore the vast Indian market

1.1 Globalization- Consequence in India

Globalization has spread its arms far and wide, and developing economies like **India** are also touched by it and are experiencing its impact. The last decade of the 20th century opened the flood gates for multinational companies to explore the vast Indian market with their products and services offering. The domestic players got to face a stiff competition from their counterparts from abroad. Under such competitive and dynamic market situation "**survival for the fittest became the new mantra**".

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Companies are finding it really tough to achieve their marketing objectives. The 4P's of marketing namely Product, Price, Place and Promotion are to be blended in the right proportion to do justice to their marketing attempt.

Globalization has made the world more nearly a single, homogeneous, market place, but there will always be economic, geographic, cultural and technological difference. Standardization and localization are the two **marketing communication** strategies used in international marketing communication.

Companies are concentrating on international markets for a number of reasons. Many companies in the **United States and Western Europe** have recognized that their domestic markets offer them limited opportunities for expansion because of slow population growth, saturated markets, intense competition and unfavourable marketing environment.

1.2 International Environment

Companies engaging in international marketing must carefully analyze the major environmental factors of each market in which they compete, including economic, demographic, cultural political and legal variables. These factors are important in evaluating the potential of each country as well as designing and implementing a marketing and promotional strategy.

Forces in International Marketing Environment

Companies stepping out of their comfort zone from their place of origin to explore the opportunities in other countries must take note of the following factors while developing their marketing and promotional strategy.

Table 1 : Forces in International market Environment

ECONOMIC ENVIRONMENT	CULTURAL ENVIRONMENT
<ul style="list-style-type: none"> • Stages of Economic Development • Economic Infrastructure • Standard of Living • Per capita Income • Distribution of wealth • Exchange rates 	<ul style="list-style-type: none"> • Language • Life style • Values • Norms and Customs • Ethics and Moral standards • Taboos
DEMOGRAPHIC ENVIRONMENT	POLITICAL/LEGAL ENVIRONMENT
<ul style="list-style-type: none"> • Size of Population • Number of Households • Age Distribution • Occupation Distribution • Education Levels • Employment Rate • Income Levels 	<ul style="list-style-type: none"> • Government Policies • Laws and regulations • Political Stability • Nationalism • Attitude towards MNC's

1.3 Understanding Cultural Environment

In cultural variables, marketers must consider language, custom, tastes, attitudes, lifestyles, values and ethical/moral standards. Almost every nation exhibits **cultural traits** that influence not just needs and wants of consumers but how they go about satisfying them.

Marketers must be sensitive not only in determining what

products and services they can sell in foreign cultures but also in communicating with them. Advertising is often the most effective way to communicate with potential buyers and create markets in other countries.

Advertisers can encounter problems with the connotative meaning of sign and symbols used in their messages. **Pepsodent** tooth paste was unsuccessful in **South East Asia** because in its advertising campaign it promised "**White Teeth**" to a culture where black and yellow teeth are symbol of prestige.

Another dimension of culture that is very important for international marketers to understand is '**Values**'. Cultural values are beliefs and goals shared by members of a society regarding ideal end states of life and modes of conduct.

Cultural values in the **United States** place a major emphasis on individual activity and initiative, while many **Asian countries** stress co-operation and conformity to the group. **Indian value system** gives importance to family bonding, togetherness and respect for elders. This is to be reflected in the advertising campaign to successfully connect with the culture of the target audience.

Japan is one of the most difficult markets for many American marketers to understand because of its unique values and customs. The Japanese have a very strong commitment to the group, social interdependence and collectivism are as important to them as individualism is to most Americans. Advertising stressing individuality and nonconformity have traditionally not done well in Japan. Of late, westernized values have become more prevalent in Japanese advertising in recent years.

As advertisers turn their attention to **China**, more consideration is also being given to understanding the cultural system and values of the world's most populous country. Chinese values are centered on Confucianism that stresses loyalty and interpersonal relationships.

India is a unique country in terms of the **cultural diversity**. It becomes very challenging for advertisers and their advertising agencies to establish their brand in the market and connect with their target audience. Many MNC's and domestic players in India are now looking to hire famous **celebrities (especially Hindi film stars)** to endorse their brands in order to connect with their target audience.

2. Emerging Trends in Marketing Communication

In today's dynamic and intense by competitive market situation, survival for the fittest is the new mantra. There has been a shift from the traditional concept of "**seller's market**" to the new and emerging concept of "**buyer's market**". The customer is the king in today's context and in India both the MNC's and the domestic players are leaving no stone unturned to connect with their target audience.

The concept of **Integrated Marketing Communication (IMC)** has added a new dimension in the way companies are trying to connect with their target audience. With brands becoming "**me-too**" in terms of features, quality etc. it became all the more challenging for companies to connect with target audience. The

traditional promotional mix concept is to be replaced by the new and emerging **Integrated Marketing Communication** concept.

Every brand is trying to create its own identity in the market and advertisers and their advertising agencies are trying to figure out and highlight the **Unique Selling Proposition (USP)** of the brand to their target audience in order to create their own identity and thereby gain competitive advantage.

Brands are relying on different **advertising appeals** be it rational or emotional in their advertising campaign to connect with their target audience. The advertiser’s are highlighting **patriotism appeal, fun appeal, health appeal and fear appeal** etc. to persuade their target audience to try out their brand or stay with.

3. Role of Advertising Media

In order to reach the target audience with their advertising message to inform and persuade them, companies are relying on the different mass media as their medium of communication. The world of media comprising of **print media, electronic media and outdoor media as well as new and emerging media like the Internet and the mobile** is assuming greater importance in the business of advertising and helping advertiser and their advertising agency to successfully communicate their message to their target audience.

In any advertising campaign, a combination of media is selected by the advertiser and their advertising agency for two basic reasons. **First**, no one media is good enough to penetrate the entire target market and **secondly** features of one medium cannot be replicated by another.

This media boom and development in communication have made the task of advertiser’s really challenging and globalization has added a new dimension to it.

4. Emerging Trends in Celebrity Advertising

Celebrities are those people who are successful in their own profession, who enjoy public recognition and have huge fan following and media attention. Celebrities have the following types of association with the customers of a brand:

- i) **Psychographic Connect:** Stars are loved and adored by their fans and advertisers use stars to capitalize on these feelings to sway the fans towards their brand.
- ii) **Demographic Connect:** Different stars appeal differently to various demographic segments (age, gender, income group, occupation etc.).
- iii) **Mass Appeal:** Some stars have a universal appeal to generate interest among the masses.

Celebrity Advertising- Historical Relevance in India

Celebrity advertising in India started gaining prominence since 1980’s. The introduction of television added a variable effective medium of communication. Celebrities are those who are recognized by a large group of people. Celebrities may convey a broad range of meanings, involving demographic, personality and lifestyle types.

One of the primary goals of advertising is the persuasion of customers, i.e., the active attempt to change or modify

consumer's attitude towards brands. In this respect, the credibility of an advertisement plays an important role in convincing the target audience of the attractiveness of the company’s brand.

Pursuing a celebrity endorsement, strategy enables advertisers to project a credible image in terms of expertise, persuasiveness, trustworthiness, and objectiveness. Marketers have been leveraging celebrity appeal for a long time.

One can still remember brands like Vimal, Thums-Up, Gwalior and Dinesh using star-appeal in the early days of mass advertising. There was a burst of advertising, featuring stars like Tabassum (Prestige Pressure-cooker), Jalal Agha (Pan Parag Pan-masaala) etc.

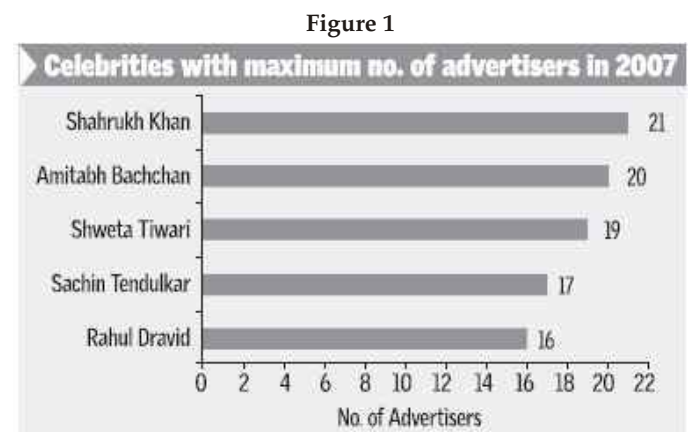
5. Present Scenario in India

The dawn of the 21st century saw the phenomenon of celebrity endorsement gaining increasing prominence in our country. Multinationals as well as domestic companies are going the extra yard to sign up leading hindi film stars for endorsing their brands.

In recent times, we had the **Shah Rukh-Santro** campaign with the objective of overcoming the hindrance that an unknown Korean company (**Hyundai Motors**) faced in the Indian market. The objective was to earn faster brand recognition, association and emotional unity with the target group.

A study by **AdEx India**, a division of TAM Media Research finds that there has been 49 per cent growth in celebrity endorsement ad volumes on TV during 2007 compared to 2006.

Film celebrities accounted for 81 per cent share of overall celebrity endorsement on TV during 2007, with male actors accounting for 50 per cent share and female actors 31 per cent. Sports and TV personalities followed the film celebrities in the endorsements race with 14 and 5 per cent share respectively. The table (Table 1) clearly shows the top Indian celebrities with maximum number of endorsements in 2007 as per a study conducted by AdEx India (A division of TAM Media research).



Source: AdEx India (A Division of TAM Media Research)
 Note: Figures are based on count of advertisers

The following trends are evident in celebrity advertising-

- **Overshadowing the product** - The target audience may focus their attention on the celebrity and may fail to notice the brand. Company should select a celebrity who can attract attention and convince the target audience, yet not overshadow the brand.
- **Over-exposure** - In the beginning of the 21st century, it is common to see celebrities endorsing more than one brand. **Multiple brand endorsement** is common among Indian celebrities and this often brings to light the concept of celebrity **over exposure**.
- **Celebrity branding** is a type of branding or advertising, in which a celebrity uses his or her status in society to promote a product, service or charity. Celebrity branding can take several different forms from a celebrity simply appearing in advertisements for a product, service or charity to a celebrity attending PR events, creating his or her own line of products or services and using his or her name as a brand.
- At present there has been a trend towards celebrity **voice-overs** in advertising. Some celebrities have distinct voice which are recognizable even when they not present on-screen. **Mr. Amitabh Bachchan** in Indian context is one such example. This is a more subtle way to add celebrity branding to a product or service.
- **Target Audience Receptivity**-In any celebrity endorsement deal proper match of the celebrity with the target audience profile is very essential to establish the right connects with the target audience.
- **Risk to Advertiser** - There have been a lot of instances of leading celebrities getting caught in controversies in their personal life. This is an important aspect that needs to be taken into consideration and a moral clause should be implemented to deal with this issue.

Beauty brands and fragrance houses have traditionally aligned themselves to celebrities. Sometimes that association surpasses the endorser's original claim to fame and we see an actress make headlines not for her craft but for her endorsement.

Celebrity endorsement is a costly proposition. It's a subject that never fails to stir debate. Hindi film stars earn enormous amount of money through brand endorsements. Most of the leading film stars from **Bollywood** are endorsing not just one but multiple brands in different product categories **Globalization** has drawn major players from world over to explore the vast Indian market. Hence, understanding and appreciating the culture of the Indian target audience is very essential to successfully operate in this country.

6. Literature Review

As per **Atkins and Block (1983)** a research on effectiveness of celebrity endorsement found that celebrities may be influential because celebrities are viewed as dynamic with both attractive and likeable qualities. In addition to this, their name and fame thought to attract attention to the product or service they are endorsing.

Another study by **Mc.Cracken (1989)** who is the celebrity endorser? Cultural foundations of endorsement Process, offers a new approach to celebrity endorsement. He criticized the **source credibility** and **source attractiveness** model and proposed the

meaning transfer model as an alternative. The findings highlighted how meanings pass from celebrity to product and from product to consumer as per this model. The paper also mentions that according to this model the secret of celebrity endorsement is largely cultural in nature.

A study was conducted by **Ohanian and Roobina (1990)** on construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness and attractiveness. Accepted **psychometric scale-development** procedures were followed which meticulously tested a large pool of items for their reliability and validity. Further, use of this scale can improve the understanding of how consumers in different situations react to different sources and how source credibility influences purchase intentions.

The study also revealed that since large sums of money are spent on celebrity advertising, advertisers should use the scale as an integral part of their effectiveness testing and tracking. The scale is simple to use and convenient for large-sample administrations. For segmentation strategies, the wisdom of using a celebrity and the spokesperson's effectiveness for different demographic and psychographic consumer groups can be evaluated by applying this scale.

This concept also has applications beyond the use of celebrity spokespersons: the scale can be applied effectively in choosing the most appropriate "average consumer" as a spokesperson. Finally, the dimensions of a celebrity endorser's credibility, along with consumer demographic and psychographic, can be used as potential predictors of attitude toward and intention to purchase a specific product.

As per Jagdish Agrawal & Wagner A. Kamakura (1995) a research on "The Economic worth of Celebrity Endorsers": An Event Study Analysis has typically focused on theories explaining how celebrity endorsements influence consumers' attitudes and intentions. The authors assess the impact of celebrity endorsement contracts on the expected profitability of a firm by using event study methodology.

The study also highlighted that celebrity endorsement has become a prevalent form of advertising in the United States. Despite extensive literature on the effects of celebrity endorsements on consumers' brand attitudes and purchase intentions, little is known about the economic value of these endorsements.

The study revealed that the announcement of a celebrity endorsement contract is usually widely made known in the business press, and is used as information by market analysts to evaluate the potential profitability of endorsement expenditures, thereby affecting the firm's expected return.

Announcements of 110 celebrity endorsement contracts were analyzed. Findings of the study indicate that the impact of these announcements on stock returns is positive and suggest that celebrity endorsement contracts are generally viewed as a worthwhile investment in advertising.

A study conducted by **Erdogan (1999)** on "Celebrity Endorsement: A Literature Review" focused on how can

companies select and retain the right celebrity among many competing alternatives and simultaneously manage this resource, while avoiding potential pitfalls? This paper seeks to explore variables which may be considered in any celebrity selection process. The study gave emphasis on 'Q'rating technique.

This paper has identified factors from the academic literature which may have managerial importance for selecting celebrity endorsers. Notably, effectiveness of celebrity endorser is found to be moderated by several factors in the literature; celebrity attractiveness and credibility, product-celebrity match, message and product type, level of involvement, number of endorsements by celebrities, target audience characteristics, and overall meanings (e.g. personality; values, standards) attached to celebrities.

Besides these factors, economic visibility of endorsers, regulative issues, compatibility with overall marketing strategy, and potential risks must be simultaneously considered.

Mohan K. Menon et al.(2001) study on "Celebrity Advertising: An Assessment of its Relative Effectiveness" examines difference between advertisement with celebrity and corresponding advertisement with non-celebrities. The paper in order to assess the relative effectiveness of celebrity advertisement, two types of advertising executions, celebrity versus non-celebrity, were tested across print advertisement for six products: American Express, Apple Computers, Avon Cosmetics, Milk, Pepsi-Cola and Ray Ban Sunglasses. The sample comprised of students at south eastern University. Overall, the results from this study do not support the view that using celebrity advertisement is more believable or effective than non-celebrity advertisement for brands tested in this study.

According to **Sejung Marina Choi et al. (2005)**, the study analyzed television commercials featuring celebrities from two different countries-the United States and Korea based on two different cultural dimensions. First low versus high context and secondly individualism versus collectivism. The findings highlighted that celebrities in the U.S advertisement's often **portrayed themselves** (i.e. they served as spokesperson), while the majority of Korean celebrities acted in roles. Another interesting finding of the study was that many Korean celebrities appeared to promote more than one brand.

Though some research work on celebrity endorsement has been carried out in the United States and other western countries there is ample scope to explore this concept from different perspective especially in Indian context.

Globalization has added new dimension in the ways companies are trying to position their brand before the target audience and celebrity advertising is becoming very popular in India. This paper tried to explore the celebrity advertising phenomenon in Indian cultural context.

7. Scope and Significance

The phenomenon of celebrity endorsement is assuming increasing importance world wide. During the course of review of literature it was clearly evident that there is ample scope of

exploring this issue in India with Indian celebrities (especially with Hindi Film Stars from Bollywood). In India, celebrity endorsement is becoming very popular and companies are also trying to rope in leading Hindi film stars for endorsing their brands.

The significance of this study lies in the fact that it is aimed at identifying the emerging trends in celebrity advertising and determining the challenges faced by advertisers in connecting with the target audience of diverse cultural background and selecting a celebrity for brand endorsement and providing guidelines to them (technique that may be adopted) to help select the right celebrity because huge amount of money and other resources are at stake.

8. Study Objectives

The **objectives** of this research paper is to

- **First** highlight the **emerging trends** noticed in marketing communication and celebrity advertising in India.
- **Secondly** identifying the **challenges** encountered by advertisers in regard to celebrity advertising.
- **Finally** under present global scenario providing **strategic input** to advertisers in selecting the right celebrity to connect their brand with their target audience of diverse cultural background.

9. Celebrity Advertising - Challenges encountered in India

Selecting the right and appropriate celebrity for brand endorsement is really a challenging proposition. The various dimensions of challenges faced by the advertiser and their advertising agencies regarding celebrity selection in India may encompass the following aspects-

- Celebrity's fit with the brand image
- Celebrity target audience cultural match
- Celebrity's familiarity among the Target audience
- Celebrity's popularity among Target audience
- Cost associated with getting a celebrity
- Celebrity credibility
- Physical attractiveness
- Celebrity product match
- Celebrity's past endorsement history
- Celebrity endorsing multiple brands.

In Indian cultural context identifying the cultural parameters in respect to differences in languages of people of different regions, lifestyle variations between people of different region, value systems, norms and customs followed by the people over the years and ethics and moral standards are to be appreciated and given due importance while developing a communication strategy.

Therefore, identifying and selecting a celebrity who can connect with the target audience of diverse culture is a challenging proposition. This research paper is aimed at suggesting a technique called "Q"score to identify the most familiar and popular celebrity based on the findings of an empirical study in Kolkata.

'Q' SCORE Technique - The phenomenon of celebrity endorsement is spreading across the globe in a big way. Many

marketers believe strongly in the value of celebrity in touching people and hence the amount of money paid to them continues to escalate. Companies are looking to hire celebrities who will attract viewers' attention and enhance the image of the company or brand.

The question of selecting the right celebrity for endorsement has attracted lot of attention world wide. Some companies rely on the instinct and gut feeling of their executives whereas others turn to research findings that measures a celebrity's appeal as well as other factors that will provide valuable insight into his or her warmth, trust and credibility among the target audience.

'Q' Score – To help choose the right celebrity endorser

'Q' Score is normally used by companies to select the right celebrity for endorsing their brand and finding the ranking of the celebrity as per the consumers' response.

The 'Q' score answers the question, "how appealing is the person among those who do know him or her?" To help select the right celebrity endorser many companies and their ad agencies can rely on "Q" rating that are calculated by conducting surveys among the respondents.

The respondents are asked to indicate two things firstly – Whether they have seen /heard about the selected celebrities? Secondly, If yes - then the respondents are asked to rate the celebrities on a scale that includes-One of my Favourite, Very Good, Good, Fair, or Poor.

What does 'Q' rating indicate?

- The Familiarity score indicates the percentage of people who have heard of the celebrity.
- While "one of my favourite" score is an absolute measure of the appeal or popularity of the celebrity.

Calculating 'Q' ratings -

'Q' rating is calculated by taking the percentage of respondents who indicate that a celebrity is "one of my favourite" and dividing that number by the percentage of respondents who indicate that they have heard of that person.

'Q' ratings are also broken down on the basis of various demographic parameters such as respondent's age, income, occupation, education and gender. This will give a clear idea to different companies and their advertising agencies about how a celebrity's popularity varies among different groups of consumers.

10. Research Design

Exploratory study is conducted to get clarity of the objective by interacting with the respondents. Huge amount of money is spent on celebrity endorsement to reach the target audience belonging to different demographic profile. Therefore it is very important to find out the familiarity and popularity of the selected celebrities among the respondent &.

First Phase - Finding the awareness and familiarity of the 10 celebrities among different respondent group such as students,

teachers, business men housewife and respondent belonging to other occupations.

Second Phase - In the second phase the popularity of the selected celebrities among the different respondent group was studied and with that overall ranking of the 10 celebrities were found out using 'Q' score technique.

Based on the studys objectives mentioned above, the research methodology comprised of both Primary Research and Secondary Research activities as mentioned below-

10.1 Secondary Research

A list of 10 film stars is prepared from the Hindi film industry in Mumbai who are endorsing multiple brands at present for the purpose of the study. Hindi film stars are selected for the study because of their huge popularity and fan following throughout the country.

After formulating the research problem, next the research design was framed. A research design is the conceptual structure within which the research is to be conducted. It deals with the collection, measurement and analysis of data.

10.2 Sample Design

Primary Research is conducted to find out the consumer's response regarding the study objectives discussed earlier.

Sample Size - A Sample size of 100 individuals, both male and female in the age group between 18-45 years belonging to different categories such as students, teacher, businessmen, housewife etc. is considered.

Sampling Type - Judgmental and convenience sampling is done to select the respondents.

10.3 Data Collection

Data is collected by Personal Interview Method from the respondent, in Kolkata. Research Instrument used for the study was a structured Questionnaire.

Data analysis and Interpretation – Primary data collected during the course of the study is analyzed using simple percentages and 'Q' score of the selected celebrities were found out to determine the familiarity and popularity of the selected celebrities.

10.4 Findings

The sample survey conducted in Kolkata to determine the 'Q' score of the 10 selected celebrities brings to light some interesting findings.

The study objective relating to the familiarity of the celebrity among the respondents shows that all the Hindi film stars from Bollywood have 100% familiarity among the respondents. (Table 2)

Findings regarding the study objective relating to popularity of the celebrities among the respondents shows that among all the Hindi film stars Amitabh Bachchan and Shah Rukh Khan both are having the maximum popularity (47%) followed by Amir Khan (41%), Rani Mukherjee (38%), Hrithik Roshan (33%),

Salman Khan (20%), Aishwarya Rai Bachchan (19%), Preeti Zinta (17%), Juhi Chawla (12%) and Saif Ali Khan (11%). (Table 3)

Findings regarding the final study objective clearly brings to light the ‘Q’ score of the 10 Indian Celebrities. Among all the selected celebrities Amitabh Bachchan and Shah Rukh Khan are both having the highest ‘Q’ score (47) followed by Amir Khan (41), Rani Mukherjee (38) etc. (Table 4)

Finally, based on the ‘Q’ score overall ranking of the 10 celebrities is done and Amitabh Bachchan and Shah Rukh Khan emerged as the topmost celebrity (Rank1) followed by Amir Khan (rank 3) and Rani Mukherjee in 4th place and Saif Ali Khan is having the lowest rank. (Table 5)

Table 2 : Familiarity score of celebrities (among 100 respondents)

Sr.No	Celebrities(Name)	Number of Respondent Familiar	Percentage (%)
1	Amitabh Bachchan	100	100
2	Shah Rukh Khan	100	100
3	Amir khan	100	100
4	Salman Khan	100	100
5	Hrithik Roshan	100	100
6	Saif Ali Khan	100	100
7	Rani Mukherjee	100	100
8	Preeti Zinta	100	100
9	Juhi Chawla	100	100
10	Aishwarya Rai Bachchan	100	100

Table 3 : Popularity score of celebrities (among 100 respondents)

Sr.No	Celebrities(Name)	Number of Respondent	Percentage (%)
1	Amitabh Bachchan	47	47
2	Shah Rukh Khan	47	47
3	Amir khan	41	41
4	Salman Khan	20	20
5	Hrithik Roshan	33	33
6	Saif Ali Khan	11	11
7	Rani Mukherjee	38	38
8	Preeti Zinta	17	17
9	Juhi Chawla	12	12
10	Aishwarya Rai Bachchan	19	19

Table 4 showing the familiarity score, popularity score & ‘Q’ score of the celebrities (Total number of respondents 100)

Sr.No	Celebrities	Familiarity Score	Familiarity Percentage (%)	Popularity score	Popularity Percentage (%)	‘Q’ Score
1	Amitabh Bachchan	100	100	47	47	47
2	Shah Rukh Khan	100	100	47	47	47
3	Amir khan	100	100	41	41	41
4	Salman Khan	100	100	20	20	20
5	Hrithik Roshan	100	100	33	33	33
6	Saif Ali Khan	100	100	11	11	11
7	Rani Mukherjee	100	100	38	38	38
8	Preeti Zinta	100	100	17	17	17
9	Juhi Chawla	100	100	12	12	12
10	Aishwarya Rai Bachchan	100	100	19	19	19

Table 5 : (Showing the Ranking of the celebrities based on their ‘Q’ Score)

Celebrities	‘Q’ Score	Ranking
Amitabh Bachchan	47	1
Shah Rukh Khan	47	1
Amir khan	41	3
Rani Mukherjee	38	4
Hrithik Roshan	33	5
Salman Khan	20	6
Aishwarya Rai Bachchan	19	7
Preeti Zinta	17	8
Juhi Chawla	12	9
Saif Ali Khan	11	10

11. Limitation & Scope for Further Research

This study has got some limitations as mentioned below. The study is conducted with a sample of 100 respondents in Kolkata only and for the study only 10 Indian celebrities (Hindi film stars) were selected.

The study gives a clear direction for future research in this aspect of understanding the celebrity advertising phenomenon in India under globalization and measuring the familiarity and popularity of Indian celebrities in a much broader manner with celebrities from other walks of life and among larger sample size covering much broader geographic area.

12. Conclusion

This research paper was aimed at gaining an insight about the phenomenon of celebrity advertising in India keeping the diverse culture in mind. The paper also highlighted the emerging trends noticed in celebrity advertising in India in regard to multiple brand endorsement, celebrity branding etc. It also determined the different dimension of challenges faced by

advertisers in selecting a celebrity for brand endorsement to connect with the target audience belonging to diverse cultural background.

The techniques and concepts suggested in the paper clearly give an indication to the advertisers about how to overcome the challenges involved in celebrity selection for brand endorsement.

The paper focused on some key objectives regarding determining the familiarity and popularity of Indian celebrities because they are endorsing different brands and occupying huge amount of advertising space and time across different mass media.

The findings that emerged from the study throw a lot of light regarding the familiarity and popularity of the celebrities among respondents belonging to different demographic profile.

Mr. Amitabh Bachchan and Mr. Shah Rukh Khan emerged as the most popular celebrities with the highest "Q" score and **Saif Ali Khan** is rated as the least preferred celebrity having the lowest "Q" score.

The study also gives a clear indication to leading companies and their advertising agencies regarding the 'Q' score of the 10 selected celebrities which can be used as a guideline to select the appropriate celebrity for endorsing their brand to reach their target audience especially in Indian context.

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Appendix (B)

Copy of the research instrument for calculating the 'Q' Score-

Q1 Have you heard or seen the following Celebrities?

If Yes, Q2 Please rate the celebrities (Tick any one of the five)

Name of the Celebrities	Yes/No (Q1)	One of my Favourite	Very Good	Good	Fair	Poor	Remarks
<i>Amitabh Bachchan</i>							
<i>Shah Rukh Khan</i>							
<i>Amir khan</i>							
<i>Salman Khan</i>							
<i>Hrithik Roshan</i>							
<i>Saif Ali Khan</i>							
<i>Rani Mukherjee</i>							
<i>Preeti Zinta</i>							
<i>Juhi Chawla</i>							
<i>Aishwarya Rai Bachchan</i>							

Name

Gender *Male Female*

Age (years) *(18-25) (26-35) (36-45)*

Occupation *Students Teacher Business Men House wife Others*

Income

(per month/Rs.) Less than5000 5001-15,000 15,001-25,000 above25,000

Education *Up to Class X Class XII Graduation PG Ph.D.*