

## **INFLUENCE OF CELEBRITIES AND THEIR SUITABILITY IN PROMOTING A BRAND – AN EMPIRICAL STUDY WITH REFERENCE TO ANDHRA PRADESH**

**K. Saradhi**

Professor , Sree Vidyanikethan Engineering College , A.Rangampet Tirupati .

### **Abstract:**

*The present study has been undertaken regarding the essentiality of celebrity in advertising and their suitability. In addition to find out whether the celebrity endorsers enhanced the product or brand value or image and how they induce interest among the customers to purchase the products. For the purpose of research, certain celebrities like actor Mahesh Banu for Thums Up, actor Abhishek Batchchan for Idea, Cricketer Sachin Tendulkar for Boost, Actress Asin for Fairever fairness cream and Actor Ajith and actress Simaran for Sunrise coffee are taken for the research. A sample of 300 respondents was taken from various parts of Andhra Pradesh by using convenient sampling method for the purpose of the research.*

### **KEYWORDS:**

Brands, Celebrities, Influence, Promotion, Andhra Pradesh.

### **INTRODUCTION**

Marketing communication plays a pivotal role in bridging the gap between marketers and consumers. It is a unique tool in the hands of marketers, which they can use very effectively and intelligently to persuade their present and prospective consumers to act in a desired way to purchase a product. Advertising is a part of marketing communication which helps marketers to meet customers. It is a vital marketing as well as a powerful communication tool.

On the behavioral front, the psyche of Indian consumers is becoming a more and more "Celebrity-led". The two reasons, with media booming (channels, genres of programming, and news channels with their plethora of eminent guests) there is a virtual exposure of celebrities in every field of life: sports, films, media and music. The other reason, of course, has to do with the opening of the economy since 1990s. With the product and brands across the categories choking shops shelves, consumer's aspiration has soared. The common people want to be seen as consuming the best of brands-just like the rich, successful in high profile personalities. The cult of the celebrity is on the rise internationally. In USA, Michael Jordan of NBA fame is not an individual, which is known as industry since millions and millions of dollars are showered on him for product endorsement. The need of the strategy is growing rapidly because more and more brands target the mass market. To create customer connectivity with the product is through a well-known face. Apparently, even voice. Rasna brand signed on Asha Bhonsle to sing its and jingles in the hope that her voice will be well recognized amongst its target audience across socio economic classes and geography. Smart marketers like Lux, Pepsi, Coke, Hyundai, Airtel, Boost and Nestle know how to make use of celebrities as their brand ambassadors. Hyundai continues to use Sharukh Khan for Its seven-year-old brand; Santro was strategic product oriented advertising long after its initial objective of building brands salience over four decades let consumers relate Lux into beauty. This has virtually made the use of celebrities, in its consumer communications as much part of its brands has been eternally young.

Sometimes marketers in their quest for success, blindly copy the strategies in unrelated categories. Philips used Sachin Tendulkar, Aishwarya Rai and Yukta Mookhey to promote its 70-year-old brand in the

Please cite this Article as : K. Saradhi , "INFLUENCE OF CELEBRITIES AND THEIR SUITABILITY IN PROMOTING A BRAND – AN EMPIRICAL STUDY WITH REFERENCE TO ANDHRA PRADESH" : Tactful Management Research Journal (June ; 2014)

**INFLUENCE OF CELEBRITIES AND THEIR SUITABILITY IN PROMOTING A BRAND.....**

---

country. For a brand of 70-year history, it is anybody's guess what value celebrities can bring into the brand. Philips now discontinued celebrity route, as they don't find any mileage distinctively. At risk is not merely the failure of the campaign, but a lost opportunity. Sometimes, it is hard for a brand to recover from such a setback. Moreover, with a panoply of celebrities working on a number of brands, the celebrity endorsement edge is somewhat dulled. A clutter of acts peddling the same celebrity also makes a mockery of clutter busting power of endorsement.

To sum up, celebrity advertisement is a double-edged weapon. To marketers it can either give a cutting edge advantage or cut them to size.

**OBJECTIVES OF THE STUDY:**

- To project the impact of celebrities in promoting a brand
- To know how the celebrities are creating interest among the customers to purchase the products
- To study the significance of celebrities and their suitability in Ads

**RESEARCH METHODOLOGY**

The data has been collected from the customers Andhra Pradesh, by administering the self structured questionnaire to them. The sample consists of general customers, i.e.300 was chosen for the purpose of the study. The analysis of data collected has been carried out using percentage analysis and the hypotheses were tested using chi-square test.

**DATA COLLECTION METHODS:**

The data has been collected for the study is in the form of primary data and secondary data. A random sampling method is undertaken for the study.

**DATA COLLECTION TOOLS:**

The tools used for the collection of data in the present study are “questionnaire” and “observation”.

**RESEARCH DESIGN**

|                    |                        |
|--------------------|------------------------|
| Research type      | : Descriptive          |
| Research approach  | : Survey               |
| Sampling Technique | : No-probability.      |
| In non-probability | : Convenience sampling |
| Sampling area      | : Andhra Pradesh       |
| Sample units       | : Customers            |
| Sample size        | : 300                  |

**RESULTS AND DISCUSSION**  
**TABLE – 1 CHI-SQUARE TEST FOR RELATIONSHIP BETWEEN PLACES OF CORPORATIONS IN ANDHRA PRADESH AND AGE GROUP AMONG THE RESPONDENTS**

| Corporations  | <=25                 | 26-30                | >30                  | Row Total   | Chi square value | 'P' value |
|---------------|----------------------|----------------------|----------------------|-------------|------------------|-----------|
| Hyderabad     | 25<br>(50)<br>[16.7] | 10<br>(20)<br>[9.6]  | 15<br>(30)<br>[32.6] | 50          | 70.491           | 0.000*    |
| Visakhapatnam | 24<br>(48)<br>[16]   | 25<br>(50)<br>[24]   | 1<br>(2)<br>[2.2]    | 50          |                  |           |
| Vijayawada    | 45<br>(90)<br>[30]   | 2<br>(4)<br>[1.9]    | 3<br>(6)<br>[6.5]    | 50          |                  |           |
| Warangal      | 12<br>(24)<br>[8]    | 24<br>(48)<br>[23.1] | 14<br>(28)<br>[30.4] | 50          |                  |           |
| Tirupati      | 24<br>(48)<br>[16]   | 19<br>(38)<br>[18.3] | 7<br>(14)<br>[15.2]  | 50          |                  |           |
| Kadapa        | 20<br>(40)<br>[13.3] | 24<br>(48)<br>[23.1] | 6<br>(12)<br>[13]    | 50          |                  |           |
| Column Total  | 150<br>50%           | 104<br>34.7%         | 46<br>15.3%          | 300<br>100% |                  |           |

Source: Primary Data

Note: () Denotes Row percentage [ ] Denotes Column percentage  
 \* Denotes significant at 5% level. \*\* Denotes at 1% level of significance

Table 1 indicates the 'p'-value is 0.001, which is less than 0.01. So the Null Hypothesis (HO) is rejected at 1% level of significance. Hence it can be concluded that there is a highly significant relationship between places of corporation and age group among the respondents.

In the six corporations in Andhra Pradesh 150 respondents are less than 25 years of age, 104 respondents are in the age group of 26 – 30 years and 46 respondents are above 30 years of age.

**TABLE – 2 Chi-square test for relationship between places of Corporations in Andhra Pradesh and Gender among the respondents**

| Corporations  | Male                 | Female               | Row Total   | Chi square value | 'P' value     |
|---------------|----------------------|----------------------|-------------|------------------|---------------|
| Hyderabad     | 27<br>(54)<br>[16.8] | 23<br>(46)<br>[16.5] | 50          | 40.122           | <b>0.000*</b> |
| Visakhapatnam | 15<br>(30)<br>[9.3]  | 35<br>(70)<br>[25.2] | 50          |                  |               |
| Vijayawada    | 16<br>(32)<br>[9.9]  | 34<br>(68)<br>[24.5] | 50          |                  |               |
| Warangal      | 40<br>(80)<br>[24.8] | 10<br>(20)<br>[7.2]  | 50          |                  |               |
| Tirupati      | 28<br>(56)<br>[17.4] | 22<br>(44)<br>[15.8] | 50          |                  |               |
| Kadapa        | 35<br>(70)<br>[21.7] | 15<br>(30)<br>[10.8] | 50          |                  |               |
| Column total  | 161<br>53.7%         | 139<br>46.3%         | 300<br>100% |                  |               |

Source: Primary Data

Table 2 represents the relationship between places of corporation and gender among the respondents. It indicates the 'p'-value is 0.000, which is less than 0.01, so the Null Hypothesis (H<sub>0</sub>) is rejected at 1% level of significance. Hence it is concluded that there is a highly significant relationship between places of corporation and Gender among the respondents. Out of 300 respondents, 161 are male and 139 are female.

**TABLE – 3 CHI-SQUARE TEST FOR RELATIONSHIP BETWEEN BRANDS AND OPINON OF RESPONDENTS WHO HAVE SEEN THE INDIVIDUAL BRAND ADVERTISEMENTS**

| Opinion/<br>Brands  | Yes                         | No                       | Row Total                  | Chi square value | 'P' value      |
|---------------------|-----------------------------|--------------------------|----------------------------|------------------|----------------|
| Thums Up            | 290                         | 10                       | 300                        | 40.236           | <b>0.000**</b> |
| Idea                | 300                         | 0                        | 300                        |                  |                |
| Boost               | 296                         | 4                        | 300                        |                  |                |
| Fairever            | 297                         | 3                        | 300                        |                  |                |
| Sunrise             | 291                         | 9                        | 300                        |                  |                |
| <b>Column total</b> | <b>1474</b><br><b>98.3%</b> | <b>26</b><br><b>1.7%</b> | <b>1500</b><br><b>100%</b> |                  |                |

INFLUENCE OF CELEBRITIES AND THEIR SUITABILITY IN PROMOTING A BRAND.....

Source: Primary Data

Table 3 indicates the 'p'-value is 0.000, which is less than 0.01. So, The Null Hypothesis (HO) is rejected at 1% level of significance. Hence it is concluded that there is a highly significant relationship between the brands and opinion of respondents who have seen the individual brand advertisements seen recently among the respondents

**TABLE – 4 CHI-SQUARE TEST FOR RELATIONSHIP BETWEEN BRANDS AND THE POPULARITY OF THE MEDIA AMONG THE RESPONDENTS**

| Brands       | Not Seen   | T.V           | Print      | Both         | Hoarding   | Row Total    | Chi square value | 'P' value |
|--------------|------------|---------------|------------|--------------|------------|--------------|------------------|-----------|
| Thums Up     | 10         | 229           | 4          | 54           | 3          | 300          | 75.116           | 0.000**   |
| Idea         | -          | 240           | 5          | 53           | 2          | 300          |                  |           |
| Boost        | 4          | 256           | 4          | 32           | 4          | 300          |                  |           |
| Fairever     | 3          | 243           | 5          | 47           | 2          | 300          |                  |           |
| Sunrise      | 9          | 222           | 4          | 62           | 3          | 300          |                  |           |
| Column Total | 26<br>1.7% | 1190<br>79.3% | 22<br>1.5% | 248<br>16.5% | 14<br>0.9% | 1500<br>100% |                  |           |

Source: Primary Data

Table 4 indicates the 'p'-value is 0.000, which is less than 0.01. So, The Null Hypothesis (HO) is rejected at 1% level of significance. Hence it is concluded that there is a highly significant relationship between the brands and media among the respondents.

**TABLE – 5 CHI-SQUARE TEST FOR RELATIONSHIP BETWEEN BRANDS AND RESPONDENTS WHO HAVE SEEN CELEBRITY IN THE ADVERTISEMENT**

| .Media/ brands | YES           | NO          | Row total    | Chi square value | 'P' value |
|----------------|---------------|-------------|--------------|------------------|-----------|
| Thums Up       | 262           | 38          | 300          | 62.629           | 0.000**   |
| Idea           | 280           | 20          | 300          |                  |           |
| Boost          | 277           | 23          | 300          |                  |           |
| Fairever       | 274           | 26          | 300          |                  |           |
| Sunrise        | 283           | 17          | 300          |                  |           |
| Column total   | 1376<br>91.7% | 124<br>8.3% | 1500<br>100% |                  |           |

INFLUENCE OF CELEBRITIES AND THEIR SUITABILITY IN PROMOTING A BRAND.....

Source: Primary Data

Table 5 indicates that the 'p'-value is 0.000, which is less than 0.01. So, The Null Hypothesis (HO) is rejected at 1% level of significance. Hence it is concluded that there is a highly significant relationship between the brands and The No. of respondents who have seen the celebrities in Advertisements

**TABLE – 6 CHI-SQUARE TEST FOR RELATIONSHIP BETWEEN BRANDS AND THE RESPONDENTS RECALL THE CELEBRITIES IN ADVERTISEMENT AMONG THE RESPONDENTS**

| .Opinion/<br>Brands | Yes                   | No                   | Row<br>total         | Chi square<br>value | P<br>Value     |
|---------------------|-----------------------|----------------------|----------------------|---------------------|----------------|
| Thums Up            | 205                   | 95                   | 300                  | 72.003              | <b>0.000**</b> |
| Idea                | 177                   | 123                  | 300                  |                     |                |
| Boost               | 210                   | 90                   | 300                  |                     |                |
| Fairever            | 218                   | 82                   | 300                  |                     |                |
| Sunrise             | 208                   | 92                   | 300                  |                     |                |
| <b>Column total</b> | <b>1018<br/>67.9%</b> | <b>482<br/>32.1%</b> | <b>1500<br/>100%</b> |                     |                |

Source: Primary Data

Table 6 Indicates that the 'p'-value is 0.000, which is less than 0.01. So, The Null Hypothesis (HO) is rejected at 1% level of significance. Hence it is concluded that there is a highly significant relationship between the brands and recall of the celebrity in Advertisement among the Respondents.

**TABLE – 7 CHI-SQUARE TEST FOR RELATIONSHIP BETWEEN BRANDS AND ESSENTIALITY OF CELEBRITY IN ADVERTISEMENT**

| Corporations            | Not<br>at all<br>Importa<br>nt | Not<br>import<br>ant | Not so<br>Import<br>ant | Import<br>ant        | Very<br>Much<br>Import<br>ant | Row<br>total         | Chi<br>square<br>value | 'P'<br>Value |
|-------------------------|--------------------------------|----------------------|-------------------------|----------------------|-------------------------------|----------------------|------------------------|--------------|
| Thums Up                | 6                              | 3                    | 31                      | 131                  | 129                           | 300                  | 22.298                 | <b>0.04*</b> |
| Idea                    | 4                              | 1                    | 20                      | 134                  | 141                           | 300                  |                        |              |
| Boost                   | 9                              | 5                    | 34                      | 129                  | 123                           | 300                  |                        |              |
| Fairever                | 7                              | 3                    | 44                      | 128                  | 118                           | 300                  |                        |              |
| Sunrise                 | 6                              | 2                    | 52                      | 128                  | 112                           | 300                  |                        |              |
| <b>Column<br/>total</b> | <b>32<br/>2.2%</b>             | <b>14<br/>0.9%</b>   | <b>181<br/>12.1%</b>    | <b>650<br/>43.3%</b> | <b>623<br/>41.5%</b>          | <b>1500<br/>100%</b> |                        |              |

Source: Primary Data

**INFLUENCE OF CELEBRITIES AND THEIR SUITABILITY IN PROMOTING A BRAND.....**

Table 7 Indicates that the 'p'-value is 0.04, which is less than 0.05. So, The Null Hypothesis (HO) is rejected at 5% level of significance. Hence it is concluded that there is a significant relationship between the brands and essentiality of celebrity in Advertisement among the Respondents.

**TABLE – 8 CHI-SQUARE TEST FOR RELATIONSHIP BETWEEN BRANDS AND SUITABILITY OF CELEBRITY ENDORSERS IN ADVERTISEMENT AMONG THE RESPONDENTS**

| Corporations        | Not At All Suitable | Not Suitable      | Not So Suitable    | Suitable            | Very Much Suitable  | Row Total           | Chi square value | 'p' Value      |
|---------------------|---------------------|-------------------|--------------------|---------------------|---------------------|---------------------|------------------|----------------|
| Thums Up            | 3                   | 6                 | 20                 | 164                 | 107                 | 300                 | 46.472           | <b>0.000**</b> |
| Idea                | 3                   | 3                 | 19                 | 161                 | 114                 | 300                 |                  |                |
| Boost               | 6                   | 4                 | 12                 | 161                 | 117                 | 300                 |                  |                |
| Fairever            | 9                   | 2                 | 24                 | 139                 | 126                 | 300                 |                  |                |
| Sunrise             | 4                   | 10                | 41                 | 118                 | 127                 | 300                 |                  |                |
| <b>Column Total</b> | <b>25</b><br>1.7%   | <b>25</b><br>1.7% | <b>116</b><br>7.7% | <b>743</b><br>49.5% | <b>591</b><br>39.4% | <b>1500</b><br>100% |                  |                |

Source: Primary Data

Table 8 Indicates that the 'p'-value is 0.000, which is less than 0.01. So, The Null Hypothesis (HO) is rejected at 5% level of significance. Hence it is concluded that there is highly significant relationship between the brands and suitability of celebrity in endorsers in Advertisement among the respondents.

**TABLE – 9 CHI-SQUARE TEST FOR RELATIONSHIP BETWEEN BRANDS AND RESPONDENTS OPENION REGARDING CELEBRITY ENDORSERS PRESENCE IN ADVERTISEMENT ENHANCED THE PRODUCT / BRAND VALUE**

| Corporations        | Not at all enhanced | Not enhanced      | Not So Enhanced    | Enhanced            | Very much enhanced  | Row Total           | Chi square value | 'p' value      |
|---------------------|---------------------|-------------------|--------------------|---------------------|---------------------|---------------------|------------------|----------------|
| Thums Up            | 13                  | 4                 | 35                 | 120                 | 128                 | 300                 | 165.684          | <b>0.000**</b> |
| Idea                | 13                  | 3                 | 23                 | 154                 | 107                 | 300                 |                  |                |
| Boost               | 24                  | 5                 | 13                 | 147                 | 111                 | 300                 |                  |                |
| Fairever            | 13                  | 2                 | 33                 | 147                 | 105                 | 300                 |                  |                |
| Sunrise             | 10                  | 8                 | 40                 | 135                 | 107                 | 300                 |                  |                |
| <b>Column total</b> | <b>73</b><br>4.9%   | <b>22</b><br>1.5% | <b>144</b><br>9.6% | <b>703</b><br>46.9% | <b>558</b><br>37.2% | <b>1500</b><br>100% |                  |                |

Source: Primary Data

Table 9 Indicates that the 'p'-value is 0.000, which is less than 0.01. Therefore, The Null

**INFLUENCE OF CELEBRITIES AND THEIR SUITABILITY IN PROMOTING A BRAND.....**

Hypothesis (HO) is rejected at 1% level of significance. Hence it concluded that there is a highly significant relationship brand and respondent's opinion regarding celebrity endorser's presence in advertisement enhanced the Product / Brand Value.

**TABLE – 10 CHI-SQUARE TEST FOR RELATIONSHIP BETWEEN BRANDS AND RESPONDENTS OPINION REGARDING CELEBRITY ADVERTISEMENT CREATING INTEREST IN PURCHASING BRANDS**

| Corporations        | Not at all Effective | Not Effective     | Not so Effective    | Effective           | Very Much Effective | Row Total           | Chi square value | 'p' Value |
|---------------------|----------------------|-------------------|---------------------|---------------------|---------------------|---------------------|------------------|-----------|
| Thums Up            | 10                   | 6                 | 32                  | 147                 | 105                 | 300                 | 45.783           | 0.000**   |
| Idea                | 13                   | 4                 | 24                  | 128                 | 131                 | 300                 |                  |           |
| Boost               | 25                   | 6                 | 22                  | 163                 | 84                  | 300                 |                  |           |
| Fairever            | 16                   | 5                 | 38                  | 140                 | 101                 | 300                 |                  |           |
| Sunrise             | 10                   | 14                | 41                  | 126                 | 109                 | 300                 |                  |           |
| <b>Column total</b> | <b>74</b><br>4.9%    | <b>35</b><br>2.3% | <b>157</b><br>10.5% | <b>704</b><br>46.9% | <b>530</b><br>35.3% | <b>1500</b><br>100% |                  |           |

Source: Primary Data

Table 10 Indicates that the 'p'-value is 0.000, which is less than 0.01. Therefore, The Null Hypothesis (HO) is rejected at 1% level of significance. Hence it concluded that there is highly significant relationship brands and respondents opinion regarding celebrity advertisement creating interest in purchasing Brand.

**TABLE – 11 ANOVA FOR SIGNIFICANT DIFFERENCE BETWEEN PLACES OF CORPORATION IN ANDHRA PRADESH AND BRAND WITH RESPECT THE CELEBRITY'S ESSENTIALITY IN ADVERTISING THUMS UP, IDEA, BOOST, FAIREVER AND SUNRISE**

| Brands   | Values  |         | Name of the corporation |                    |                   |                    |                    |                    |
|----------|---------|---------|-------------------------|--------------------|-------------------|--------------------|--------------------|--------------------|
|          | F value | P value | Hyderabad               | Visakhapatnam      | Vijayawada        | Warangal           | Tirupati           | Kadapa             |
| Thums Up | 4.284   | 0.001*  | 4.54 <sup>b</sup>       | 4.08 <sup>ab</sup> | 3.96 <sup>a</sup> | 4.52 <sup>b</sup>  | 4.24 <sup>ab</sup> | 4.14 <sup>ab</sup> |
| Idea     | 4.635   | 0.000*  | 4.46 <sup>b</sup>       | 4.38 <sup>b</sup>  | 3.96 <sup>a</sup> | 4.44 <sup>b</sup>  | 4.30 <sup>ab</sup> | 4.60 <sup>b</sup>  |
| Boost    | 7.627   | 0.000*  | 4.26 <sup>bc</sup>      | 4.50 <sup>c</sup>  | 3.64 <sup>a</sup> | 3.92 <sup>ab</sup> | 4.50 <sup>c</sup>  | 4.22 <sup>bc</sup> |
| Fairever | 6.073   | 0.000*  | 4.02 <sup>ab</sup>      | 4.46 <sup>b</sup>  | 3.64 <sup>a</sup> | 4.22 <sup>b</sup>  | 4.24 <sup>b</sup>  | 4.36 <sup>b</sup>  |
| Sunrise  | 9.970   | 0.000*  | 4.28 <sup>b</sup>       | 4.20 <sup>b</sup>  | 3.40 <sup>a</sup> | 4.28 <sup>b</sup>  | 4.28 <sup>b</sup>  | 4.32 <sup>b</sup>  |

Source: primary Data

Note: 1. \*\* Denotes significant @ 1% level

2.\* Denotes significant @ 5% level

Table 11 represents the Celebrity's essentiality in Advertisements among the respondents for



#### INFLUENCE OF CELEBRITIES AND THEIR SUITABILITY IN PROMOTING A BRAND.....

---

Thums Up, Idea, Boost, Fairever fairness cream and Sunrise.

The 'p'-value of Thums Up brand is 0.0001, which is less than 0.01. therefore, the Null Hypothesis is rejected at 1% level of significance different between the Corporations of Andhra Pradesh with respect to Celebrity is essential in advertising and Thums Up brand among the respondents.

From the analysis it is found that the respondents of the Hyderabad city with highest mean value of 4.54 prefer that celebrity is essential in advertising for Thums Up brand. It is followed by Warangal (4.52), Tirupati (4.24) Kadapa (4.14), Visakhapatnam (4.08) and Vijayawada (3.96) respectively. The respondents of Vijayawada with the least mean value of 3.96 they do not prefer celebrity is essential in advertisements, they prefer only quality brand.

It is also concluded that Vijayawada has significant difference when compared with the respondents of Hyderabad and Warangal.

The 'p'-value of Idea brand is 0.001, which is less than 0.01. Therefore, the Null Hypothesis is rejected at 1% level of significance. Hence it is concluded that there is highly significant difference between the Corporation of Andhra Pradesh with respect to Celebrity is essential in advertising for Idea brand among the respondents.

From the analysis it is inferred that the respondents in the corporations of Kadapa with the highest mean value of 4.60 suggests that celebrity is essential in advertising for Idea. It is followed by Hyderabad (4.46), Warangal (4.44), Visakhapatnam (4.38), Tirupati (4.3) and Vijayawada (3.96).

The respondents of Vijayawada with a least mean value of 3.96 have not preferred a celebrity in advertisement for Idea brand.

It is also conclude that Vijayawada Corporation has significance difference with corporations of Visakhapatnam, Kadapa, Hyderabad and Warangal.

The 'p'-value of Boost brand is 0.001, which is less than 0.01. Therefore, the Null Hypothesis is rejected at 1% level of significance. Hence we conclude that there is highly significant difference between the Corporations of Andhra Pradesh with respect to Celebrity is essential in advertising and Boost brand among the respondents.

The above table indicates that the respondents of Visakhapatnam and Tirupati with a highest mean value of 4.50 respectively prefer that celebrity is essential in advertisement. And also expressed celebrity endorser of boost brand is Sachin Tendulkar is very essential for Boost brand. It is followed by Hyderabad (4.26), Kadapa (4.22), Warangal (3.92) and Vijayawada (3.64).

The respondents of Vijayawada with the least mean value of 3.64 do not consider the celebrity essential in advertisement.

It is concluded that the respondents of Vijayawada and Warangal have significant difference with the respondents of Hyderabad, Visakhapatnam, Tirupati and Kadapa.

The 'p'-value of Idea brand is 0.001, which is less than 0.01. Therefore, the Null Hypothesis is rejected at 1% level of significance. Hence we concluded that there is highly significant difference between the Corporation of Andhra Pradesh with respect to Celebrity is essential in advertising and Fairever brand among the respondents.

The analysis of Fairever fairness cream reveals that the respondents of Visakhapatnam with the highest mean value of 4.46 prefer that celebrity is essential in advertising. It is followed by Kadapa (4.36), Tirupati (4.24), Warangal (4.22), Hyderabad (4.02) and Vijayawada (3.46) respectively.

The respondents of Vijayawada with the least mean value of 3.46 do not prefer celebrity is essential in Fairever fairness cream advertising.

It is conclude that the Vijayawada has significant difference from the respondents of Visakhapatnam, Warangal, Tirupati and Kadapa.

The 'p'-value of Sunrise brand is 0.001, which is less than 0.01. Therefore, the Null Hypothesis is rejected at 1% level of significance. Hence we conclude that there is highly significant difference between the Corporations of Andhra Pradesh with respect to Celebrity is essential in advertising and Sunrise brand among the respondents.

The analysis of Sunrise indicates the respondents of Kadapa city having the highest mean value of 4.32 feels that celebrity is essential in advertisement for Sunrise coffee. It is followed by other corporation in Andhra Pradesh like Hyderabad, Warangal and Tirupati (4.28) respectively and Visakhapatnam (4.20) and Vijayawada (3.40).

The respondents of Vijayawada with a least mean value of (3.40) have felt that celebrity is not essential in Sunrise coffee.

It is concluded that the opinion of the respondents of Vijayawada has significant difference with the respondent of Hyderabad, Visakhapatnam, Warangal, Tirupati and Kadapa.

**TABLE – 12 ANOVA FOR SIGNIFICANT DIFFERENCE BETWEEN PLACES OF CORPORATIONS IN ANDHRA PRADESH AND BRANDS WITH RESPECT TO HOW FOR THE CELEBRITY ENDORSERS ARE INDUCING INTEREST AMONG THE CUSTOMERS TO PURCHASE THE PRODUCTS OR BRANDS.**

| Brands   | Values  |         | Name of the Corporation |                    |                   |                   |                    |                    |
|----------|---------|---------|-------------------------|--------------------|-------------------|-------------------|--------------------|--------------------|
|          | F Value | P Value | Hyderabad               | Visakhapatnam      | Vijayawada        | Warangal          | Tirupati           | Kadapa             |
| Thums Up | 2.986   | 0.012*  | 4.38 <sup>b</sup>       | 3.88 <sup>ab</sup> | 3.82 <sup>a</sup> | 4.22 <sup>b</sup> | 4.24 <sup>ab</sup> | 4.08 <sup>ab</sup> |
| Idea     | 8.073   | 0.000** | 4.44 <sup>b</sup>       | 4.00 <sup>ab</sup> | 3.56 <sup>a</sup> | 4.24 <sup>b</sup> | 4.50 <sup>b</sup>  | 4.46 <sup>b</sup>  |
| Boost    | 1.788   | 0.115*  | 3.80                    | 4.24               | 3.90              | 3.72              | 4.08               | 3.76               |
| Fairever | 1.476   | 0.198*  | 4.16                    | 4.18               | 3.72              | 3.94              | 4.10               | 4.00               |
| Sunrise  | 11.688  | 0.000** | 4.26 <sup>b</sup>       | 4.14 <sup>b</sup>  | 3.14 <sup>a</sup> | 4.18 <sup>b</sup> | 4.16 <sup>b</sup>  | 4.32 <sup>b</sup>  |

Source: Primary Data

NOTE: 1. \*\* Denotes Significant @ 1% level

2.\* Denotes Significant @ 5% level

Table12 represents the ANOVA for significant difference between places of corporations in Andhra Pradesh and various brands with respect to celebrity endorsers are creating interest in purchase among the respondents.

The 'p'-value of Thums Up brand is 0.012, which is less than 0.05. Therefore the Null Hypothesis is rejected at 5% level of significance. Hence we conclude that there is significant difference between corporations of Andhra Pradesh and Thums Up brand among the respondents, which is endorsed by Mahesh Babu (Regional Celebrities) among the respondents.

The analysis of Thums Up highlights that the respondents Hyderabad city with the highest mean value of 4.38. They think Thums Up as featuring Mahesh Babu is successful one in creating interest in purchasing Thums Up effectively. It followed by other corporations like Tirupati (4.24), Warangal (4.22), Kadapa (4.08), Visakhapatnam (3.88), and Vijayawada (3.82) respectively.

The respondents of Vijayawada with least mean value of 3.82 feels Thums Up has featuring Mahesh Babu are successful one in creating interest in Purchasing Thums Up.

It is concluded that Vijayawada respondents has significant difference with the respondents of Hyderabad.

The 'p'-value of Idea brand is 0.000, which is less than 0.01. Therefore the Null Hypothesis is rejected at 1% level of significance. Hence we conclude that there is highly significant difference between corporations of Andhra Pradesh and Idea brand, which is endorsed by Abhishek Bachan (Regional Celebrity) among the respondents.

The analysis of Idea highlights that the respondents of Tirupati Corporation with the highest mean value of 4.50 feels Idea network has featuring Abhishek Bachan is an successful one in creating interest in purchasing Idea communication effectively. It is followed by other corporations Kadapa (4.46), Hyderabad (4.44,) Warangal (4.24), Visakhapatnam (4.00), and Vijayawada (3.56) respectively.

The respondents of Vijayawada with the least mean value of 3.56 feels Idea network has featuring Abhishek Bachan is not successful one in creating interest in purchasing Idea communication.

It is also concluded that Vijayawada respondents has significance difference between the respondents of Warangal, Hyderabad, Kadapa and Tirupati.

The 'p'-value of Boost brand is 0.115, which is higher than 0.05. Therefore the Null Hypothesis is accepted at 5% level of significance. Hence we conclude that there is no significant difference between corporations of Andhra Pradesh and Boost brand, which is endorsed by Sachin Tendulkar (Sports Celebrities) among the respondents.

The analysis of Boost shows the respondents of Visakhapatnam city with the highest mean value of 4.24. They feel Boost as featuring Sachin Tendulkar is successful one in creating interest in purchasing Boost brand effectively. It is followed by other corporations of Andhra Pradesh like Tirupati (4.08), Vijayawada (3.90), Hyderabad (3.80), Kadapa (3.76) and Warangal (3.72) respectively.

#### INFLUENCE OF CELEBRITIES AND THEIR SUITABILITY IN PROMOTING A BRAND.....

---

The respondents of Vijayawada with the least mean value 3.72 feels that Boost as featuring Sachin Tendulkar is not successful one in creating interest in purchasing a Boost brand among the consumers.

It is also concluded that there is no significant difference among the respondents of six corporations in Andhra Pradesh.

The 'p'-value of Fairever brand is 0.198, which is higher than 0.05. Therefore the Null Hypothesis is accepted at 5% level of significance. Hence we conclude that there is no significant difference between corporations of Andhra Pradesh and Fairever brand, which is endorsed by Asin (Regional Celebrity) among the respondents.

It is observed from the above Table No.4.2.27 indicates that the respondents of Visakhapatnam Corporation with the highest mean value of 4.18 feels Fairever fairness cream as featuring Asin is successful one in creating interest in purchasing the brand Fairever fairness cream. It is followed by other corporations of Andhra Pradesh Hyderabad (4.16), Tirupati (4.10), Kadapa (4.00), Warangal (3.94) and Vijayawada (3.72) respectively.

The respondents of Vijayawada with the least mean value of 3.72 feels that Fairever fairness cream as featuring Asin is not a successful one in creating interest in Purchasing Fairever brand effectively.

It is concluded that there is no significant difference among the respondents of all the corporations of Andhra Pradesh.

The 'p'-value of Sunrise Brand is 0.000, which is less than 0.01. Therefore the Null Hypothesis is rejected at 5% level of significance. Hence we conclude that there is highly significant difference between corporations of Andhra Pradesh and Sunrise Brand, which is endorsed by Ajith & Simran (Regional Celebrities) among the respondents.

The analysis of represents that the respondents of Kadapa Corporations with the highest mean value of 4.32. that Sunrise Coffee as featuring Ajith & Simran is successful one in creating interest in purchasing Sunrise Coffee brand effectively. It is followed by other corporations of Tirupati (4.16), Vijayawada (3.14), Hyderabad (4.26), Kadapa (3.76) and Warangal (4.18) respectively.

The respondents of Vijayawada with the least mean value of 3.14 feels that Sunrise Coffee as featuring Ajith & Simran is not successful one in creating interest in purchasing Sunrise Coffee effectively. It is also concluded that the respondents of Vijayawada has significant difference with the respondents of Visakhapatnam, Tirupati, Warangal, Hyderabad and Kadapa.

#### FINDINGS OF THE STUDY:

1. Chi-Square Test for the relationship between places of corporations in Andhra Pradesh and age group among the respondents reveal that there is 1% level of significant relationship between place of corporations in Andhra Pradesh and age group among the respondents.
2. The comparison between places of corporations and gender indicate that there is 1% level of significant relationship between places of corporation in Andhra Pradesh and gender among the respondents.
3. The comparison between places of corporations in Andhra Pradesh and educational qualification of respondents show that there is 1% level of significant relationship between places of corporation and educational qualification among the respondents.
4. The study regarding celebrity advertisement seen recently among the respondents indicates that there is 1% significant relationship between places of corporations in Andhra Pradesh and celebrity advertisement seen recently among the respondents.
5. The Study regarding which type of endorsers are exposed recently among the respondents reveals that there is 5% level of significant relationship between places of corporations in Andhra Pradesh recently among the respondents.
6. The Study in connection with the association of celebrity is associated with the brand among the respondent's shows that there is 1% level of significant relationship between places of corporations in Andhra Pradesh and the association of celebrity with a brand in advertisement among the respondents.
7. The study regarding the type of celebrity endorsers who have influenced the consumer in purchasing a product among the consumer in purchasing a product among the respondents highlights that there is 1% level of significant relationship between places of corporations in Andhra Pradesh and consumers' perception of celebrity endorsers.
8. The study regarding the essential of celebrity in advertisement shows that there is 5% level of significant relationship between brands and respondents' opinion regarding celebrity is essential in advertisement.
9. The study in connection with respondent's opinion regarding the suitability of celebrity endorsers for their endorsed brands reveals that there is 5% level of significant relationship between brands and respondent's opinion regarding celebrity endorsers are suitable for their endorsed brand.
10. The study regarding the celebrity endorsers presence in advertisement enhanced the product/brand

#### INFLUENCE OF CELEBRITIES AND THEIR SUITABILITY IN PROMOTING A BRAND.....

---

value found that there is 1% level of significant relationship between brands and celebrity endorsers presence in advertisements enhanced and product / brand value.

11.The study in connection with the essentiality of celebrity in advertising for Thums Up brand shows that there is 1% level of significant difference between the places corporation in Andhra Pradesh and Thums Up brand, which is endorsed by Mahesh Babu (Regional Celebrity)

12.The study regarding celebrity is essential in advertising for Boost brand indicates that there is 1% level of significant difference between places of Corporations in Andhra Pradesh and Boost brand, which is endorsed by Sachin Tendulkar (Sports Celebrity).

13.The study regarding celebrity is essential for Sunrise Coffee Brand reveals that there is 1% level of significant difference between the corporations of Andhra Pradesh and Sunrise brand, which is endorsed by Ajith and Simran.

14.The study for the objective of celebrity advertisement enhanced product / brand value for Boost reveals that there is 5% level of significant difference between the places of corporations in Andhra Pradesh and Boost, which is endorsed by Sachin Tendulkar.

15.The study regarding celebrity advertisement enhanced the product/brand value for Fairever fairness cream reveals that there is no significant difference between the places of corporations in Andhra Pradesh and Fairever fairness cream brand, which is endorsed by Asin (Regional Celebrity).

16.The study regarding celebrity endorser is creating interest in purchase among the respondents for Thums Up shows that there is 5% level of significant difference between the places of corporation of Andhra Pradesh and Thums Up brand.

17.The study for the purpose of celebrity endorser creating interest in purchase among the respondents for Idea brand reveals that there is 1% level of significant difference between the places of corporations in Andhra Pradesh and Idea.

18.The study for the objective of celebrity endorser creating interest in purchasing among the respondents for Boost the results exposed that there is no significant difference between the places of corporations in Andhra Pradesh and Boost brand.

19.The study regarding celebrity endorser creating interest in purchasing among the respondents for Fairever fairness cream reveals that there is no significant difference the places of corporations in Andhra Pradesh and Fairever fairness cream.

20.The study for the objective of celebrity endorser creating interest in purchasing among the respondents for Sunrise Coffee the results exposed that there is 5% level of significant difference between the places of corporations in Andhra Pradesh and Sunrise Coffee.

#### CONCLUSION

Celebrity Advertising has become a significant tool for creating awareness of products. The important point in Celebrity Advertising is the connection between the endorser and the product they endorse. So Celebrity is very much essential for advertising the brand, and the study reveals that most of the celebrities are suitable for endorsing the brands. From the study it is found that the increased presence of celebrity increases the recognition of the product among the customers.

Apart from that the celebrities create much more interest among the consumers to purchase the brand, it is concluded that the use of celebrity influences the consumers to a greater extent and their endorsement is required for all the products and they change the attitude of consumers significantly. The use of celebrities in the advertisements is 50% costlier but 100% more effective.

#### POINTER FOR FURTHER STUDY

This study is restricted only to the State of Andhra Pradesh due to the constraints of time and cost. The same study may also be continued the future in a detailed manner at the National levels to find out the impact of celebrities for purchasing brands, by using the different celebrities of the National level. This study may be very much helpful for the marketers to promote the sales of their products by using the celebrities at the National level.

#### REFERENCES:

- 1.Agrawal and Kamakura (1995) July, "The Economic worth of celebrity endorsers: An event study analysis", *Journal of Marketing*, Vol 59, 56-62
- 2.Batra, R. & Homer, P. (2004) "The situational impact of brand image beliefs". *Journal of Consumer Psychology*, 14(3), pp. 318-330.

#### INFLUENCE OF CELEBRITIES AND THEIR SUITABILITY IN PROMOTING A BRAND.....

---

3. Caballero, M.J., Lumpkin, J.R. and Madden, C.S. (1989), "Using Physical Attractiveness as an Advertising Tool: An Empirical Test of Attraction Phenomenon", *Journal of Advertising*, 29, (Aug-Sept), pp. 16-22.
4. Friedman, Hershey H. and Linda Friedman (1979), "Endorser Effectiveness by Product Type", *Journal of Advertising Research*, 19 (5), 63-71.
5. Goldsmith, Lafferty and Newell (2000), "The Impact of Corporate Credibility and Celebrity Credibility on Consumer Reaction to Advertisements and Brands", *Journal of Advertising*, Volume XXIX, Number 3, 43-54
6. Kitchen, P.J. (1994), "The Marketing Communication Revolution: A Leviathan Unveiled?" *Marketing Intelligence and Planning*, 12, No.2, pp. 19-25.
7. L. K. Marhur, I. Mathur and N. Rangan (1997) June, "The Wealth Effects Associated with a Celebrity Endorser: The Michael Jordan Phenomena", *Journal of Advertising Research*.
8. Mowen, J.C. & Brown, S. (1981) "On explaining and predicting the effectiveness of celebrity endorsers". *Advances in Consumer Research*, 8, pp. 437-441.
9. Natarajan, R. and Chawla, S.K. (1997), "Fitness" Marketing: Celebrity or Non-Celebrity Endorsement?", *Journal of Professional Services Marketing*, 15, No.2, pp. 119-129.
10. O'Mahoney, S. & Meenaghan, T. (1998) "The impact of celebrity endorsements on consumers". *Irish Marketing Review*, 10(2), pp. 15-24.
11. Sherman, S.P. (1985), "When You Wish Upon a Star", *Fortune*, No. Aug 19, pp. 66-71.
12. Silvera, D.H. & Austad, B. (2004) "Factors predicting the effectiveness of celebrity endorsement advertisements". *European Journal of Marketing*, 38(11/12), pp. 1509-1526.
13. Stafford, M., Stafford, T. & Day, E. (2002) "A contingency approach: the effects of spokesperson type and service type on service advertising perceptions". *Journal of Advertising*, 31(2), pp. 17-34.
14. Till, B.D. and Busler, M. (1998), "Matching Products with Endorsers: Attractiveness versus Expertise", *Journal of Consumer Marketing*, 15, No.6, pp. 576-586.
15. Tripp, Jensen and Carlson (1994) March, "The Effect of Multiple Product Endorsements by Celebrities on Consumers' Attitude and Intentions", *Journal of Advertisement Research*, Vol.20, 535-547

#### WEBSITES

[www.coolavenues.com/know/mktg/surabhi1.php](http://www.coolavenues.com/know/mktg/surabhi1.php)  
[www.synovate.com](http://www.synovate.com) – 2003  
[www.indiantelevision.com](http://www.indiantelevision.com)  
[www.magindia.com](http://www.magindia.com)  
[www.thedayaftertomorrow.com](http://www.thedayaftertomorrow.com)  
[www.blonnet.com](http://www.blonnet.com)  
[www.magindia.com](http://www.magindia.com)  
[www.rediff.com](http://www.rediff.com) – article by Country head, O&M India  
[www.blonnet.com](http://www.blonnet.com)  
[www.indiaonline.com](http://www.indiaonline.com) – article 'Celebrity Endorsements in brands'