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Celebrity Endorsement and its Impacts on Students Buying Behaviour towards Personal Care Products

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Abstract:

The globalization has opened up investment avenues and business opportunities coupled with rapid growth of mass media and communication that has provided tremendous marketing opportunities and consumer reach in India. Everyday consumers are exposed to thousands of ad voices and images in magazines, newspapers, on billboards, websites, radio and television. Every brand attempts to have at least a fraction of time to inform him or her of the amazing and appealing different attributes of the product available. But the customers try to avoid or neglect such advertisements. The effect is that the marketer encounters with customers as to adopt new tools and techniques in advertisement to influence consumers. In contrast, the ad with the popular celebrity is very difficult to avoid or neglect. The modern world of marketing communication has become colorful with abundance of advertisements, and it is a huge task for the designer of ad campaign to differentiate itself from others and attract viewer's attention. The challenge of the marketer is to find a device that will hold the customers attention. In helping to achieve this goal, the celebrity endorsement is being used as marketing communication strategy to draw the customers' attention and help recall to influence their buying behaviour especially for personal care products. Celebrity endorsement is a unique marketing communication technique in advertising that aims to achieve a favourable impact on brand image by stimulating the buyers purchase decision. India is a country, where people has always admired and respected the stars and heroes of the country. Now days, the celebrities not only admired by people but follow as their role models and in turn the celebrities become instrumental to influence their behaviour through endorsement. The unleashing power of the celebrities, television stars, movie actors, and famous sports persons are being widely used in magazine advertisements, radio spots, and television slots and website commercials to endorse products. Celebrity in ad acts as Stimuli to change the buying behaviour of the consumers. Celebrity endorsement creates a favourable and positive impact on recall and thereby consumers purchase decision. The study indicates that both the male and female are highly positive towards celebrity perception and sensitive to the celebrity advertisements.

1. Introduction

The globalization has opened up investment avenues, business opportunities and, rapid growth of mass media and communication has provided tremendous consumer reach and facilities to the marketers in India. Every day, the customer encounter with the new tools and technique in advertisement that influence and on the other hand viewers try to avoid or neglect or switch over such advertisements. But the ads with the popular celebrity are hard to avoid and unnoticed. Celebrity endorsement in India is a comparatively new marketing communication technique that aims to achieve favourable impact on brand image by stimulating the buyers purchase decision. The unleashing power of the celebrities, television stars, movie actors, and famous sports persons are widely used in magazine advertisements, radio spots, and television and website commercials to endorse products. In such development, the impact of celebrity endorsement on the customers purchasing behaviour is quite evident to take a new direction. Globally, the celebrity endorsement practice has come a long way since the Queen Victoria endorsed first Cadbury's Cocoa in the 19th century. In India, the trend of Celebrity endorsements in advertising started in the latter part of the '80s (Katyal, 2007) One of the first advertisements featuring celebrity in India was when Farokh Engineer became the first Indian cricketer to endorse a brand called Bryl cream (Kulkarni and Gaulakar, 2005). Lux, the soap brand (HUL) pioneered the expertise of celebrity endorsements in India and holds the record for the past 75 years to till date (Katyal, 2007). Though, the celebrity endorsement is still not matured in India, with the advent and explosion of television and internet services, the practice of celebrity endorsement, has become a favorite tool now for Indian marketers. Therefore, there is a race among the marketers to hire the most admired celebrity like Shahrukh Khan, Aamir Khan, Amitabh Bachchan, Kareena Kapoor and many others by paying huge pay packages to appear with the brand. It is an established fact that celebrity endorsement can attribute unique or special attributes upon a product that it may have lacked otherwise. Industry veterans say that the celebrity endorsements, appearances and performances are well set on its way to become an Rs 10000 crore business now (Adex India).

2. Buying Behaviour and Decision Making Process

In the process of buying decision, researchers suggest that customers go through a five-stage decision-making process in purchase that has been shown in the following diagram, John Dewey (1910):

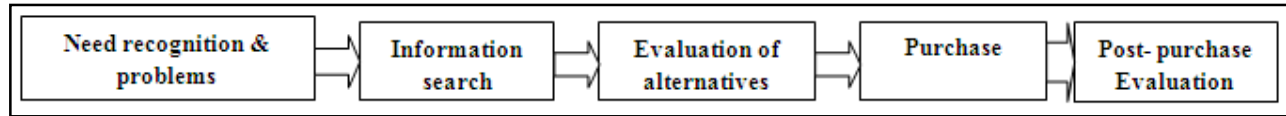


Figure 1

The celebrity endorsement helps the consumers providing information with characterised easy and attractive unique selling points of the brand for influencing decisions on pre-evaluation process for purchase and consumption.

3. Personal Care Products

Personal care products are those consumer products used for beauty, personal grooming up, look and style, and personal hygiene.

4. Literature Review

Celebrity- A celebrity, referred to as a celeb in popular culture, is a person who has a prominent profile and commands a great degree of public fascination and influence in day-to-day media. Kamins (1989), defined celebrity endorser as —an individual who is known to the public for his or her achievements in areas other than that of the product endorsed. While Stafford et al., 2003 gave a clear definition by defining celebrity endorser as, —a famous person who uses public recognition to recommend or co-present with a product in an ad. McCracken (1989) defined celebrity endorser as “any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement” Considering the popularity, size and reach of the celebrities in India it can be said that they have the power to influence the attitudes and behaviour of people, particularly youth (Malhotra 2005).

5. Celebrity Endorsement

McCracken (1989) conceptualized endorsement process in different endorser roles and endorsement types. Celebrity Endorser can take the role as an expert, as a spokesperson associated with a product, or as an inspirational figure with no particular knowledge or relationship with the product. There can be four types of Endorsement; explicit i.e. I endorse this product, Implicit i.e. I use this product, Imperative i.e. you should use this product, or co-presentational mode (merely appearing with the product). Early Research has found that —celebrities are more effective than other types of endorsers, such as —the professional expert, —the company manager, or —the typical consumer (Friedman and Friedman, 1979). Using celebrity endorsers, companies may easily crack into consumer’s symbolic association to an aspirational reference groups, as celebrity endorsers are perceived as dynamic, attractive and likable (Assael, 1984; Atkins and Block, 1983; Kamins, (1990). Communication, including marketing communication that employs celebrity endorsers, can be characterised as a process in which the sender conveys stimuli to influence the behaviour of others (Hovland et al., 1953). Lasswell’s (1948) classical framework of persuasive communication differentiates the elements of the communication process according to his well-known formula: “who says what in which channel to whom.”

“The celebrity endorsement can have an impact on the consumers recall evaluations, attention and purchase intentions. At the same time it needs to be taken into consideration that although consumers might have a favourable disposition towards celebrities, this does not necessarily always translates into purchase intentions”. (O’Mahony and Meenaghan, 1998) Advertisement is a process that intends to help the prospective consumers remember the products or services and advertisement with celebrity enhance the consumers recall possibilities even further.

“Research has shown that source credibility is an important determinant of audience persuasion. Source factors such as level of expertise, trustworthiness, culture, age, and educational level usually decide the source credibility with the audience. Of all these factors, trustworthiness of the source is perhaps the most important aspect of source credibility. If an audience perceives the source as sincere, honest and trustworthy, the source will be effective in communicating the message.” Ramaswamy, V.S, Namakumari, S., Marketing Management (1999) P-345. Credibility of the celebrity is a key determinant to measure the effectiveness of the endorsement process and related to this study.

“The intermediate type of response implies that, consciously or unconsciously, advertising must have some mental effect (e.g., awareness, memory, attitude toward the brand) before it can affect behavior. Cognition, the “thinking” dimension of a person’s response, and affect, the “feeling” dimension, are portrayed as two major intermediate advertising effects”. (Demetrios Vakratsas; Tim Ambler) Journal of Marketing, Vol. 63, No. 1 (Jan. 1999), pp. - 26-43.

6. Celebrity Endorsement in India

- Phase 1: The Pioneering Phase (1950-1980): This phase was characterized by: i) Limited channels of communication ii. Demand exceeded supply iii. Due to heavy governmental regulations, only few big companies, from their global experience, could introduce the concept of celebrity endorsement.
- Phase 2: The Growth Phase (1980-1990): The introduction of television added a variable effective medium of communication. Indian stars going global with events like Asiads and World Cup victory.

- Phase 3: Globalization: In highly competitive markets, the following realities about brand management exist: i. Product differentiating factors are duplicable and imitable. ii. All long existing and successful brands imbue their products with a meaning. iii. Development of communication technologies with market orientation.

This study focuses on examining the perception of Indian consumers about celebrity endorsements, examining the celebrity attributes likely to influence consumer purchase intentions and finally the impact of celebrity endorsements on their purchase intention.

Consumers buying behaviour: Consumer buying behaviour is an absolutely dynamic and complex psychological phenomenon. Many more researchers have developed various models to explain the state of consumers buying decision but celebrity endorsement, surely is a tool to stimulate the prospective as well as existing customers for shaping favorable purchase decision towards the brand. A number of different approaches have been adopted in the study of decision making, drawing on differing traditions of psychology.

7. Defines Consumer Behaviour

“The behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs” (Schiffman and Kanuk, (2007) *Consumer Behaviour Theory: Approaches and Models*) (p.3). One of the most challenging concepts in the marketing is to deal with understanding the consumer behaviour. —Consumer behaviour is affected by a lot of variables, ranging from personal motivations, needs, attitudes and values, personality characteristics, socio-economic and cultural background, age, sex, professional status to social influences of various kinds exerted by family, friends, colleagues and society as a whole (Shukla and Devi 2010). According to Assael (1981), There are there are four type of consumer buying behaviour that can affect the purchase decision making of a consumer based on the level of consumer -product involvement, interest in a product, situation and difference between the products available.

8. Consumer’s Behaviour in India

Since, India’s economic liberalization policies were introduced in 1991; eliminated import licensing restrictions and reduced tariffs has led many foreign companies to enter the Indian market. One of the most challenging concepts in the marketing is to deal with understanding the consumer behaviour. Consumer behaviour is affected by a lot of variables, ranging from personal motivations, needs, attitudes and values, personality characteristics, socio-economic and cultural background, age, sex, professional status to social influences of various kinds exerted by family, friends, colleagues and society as a whole (Shukla and Devi 2010). The study on Indian consumer behaviour has helped marketers in formulating and implementing strategies to reach the Indian consumers effectively. From the market perspective, Indian consumer market is divided under various segments based on class, status, and income of consumers. Three-fourths of India’s population lives in rural areas, contributing around one-third of the national income. Hence, the recent emergence and development of the rural market is an opportunity for marketers in India (Matrade 2005). There has been a drastic change noticed in Indian consumer behaviour to what it used to be few decades back. Today Indian consumer wants to lead a life full of luxury and comfort. Indian consumers don’t just want the availability of products; they also want better service and ambience. Purchasing power of people in India is rising very sharply. As a result, the market for luxury products in India is also climbing at a surprising rate (Shukla and Devi 2010). The Indian consumers are noted for the high degree of value and family orientation (Hofstede 1980). This value orientation has labeled Indians as one of the most sensitive consumers in the world. Even, big brands in India design a unique pricing strategy in order to grab a share of the Indian market. This family orientation extends not only to family but to friends as well and also influences the decision making. It is also been noticed that brands those tend to support family values are popular and easily accepted in the Indian market. Due its culture, Indian consumers possess high priority for values of nurturing, care and affection (Matrade 2005). Hence, people easily get influenced by the brands communicating through the feelings and emotions. Indian consumers strictly follow their culture, tradition and values, as a result foreign companies are forced to give an Indian touch to their products and services offered in India. As a result of the increasing literacy rate and increasing western exposure through satellite television, fashion magazines and newspapers, there is a significant increase in consumer awareness. This awareness has made the Indian consumers more selective for the quality of the products/services by shopping in retail supermarkets Big Bazaar etc. The consumer tends to purchase from a place where his/her feedback is more valued. The Indian consumers are price sensitive and prefer to buy value for money products (Matrade 2005). Indian consumers consider price as an indicator for quality of a product as they feel that the product is expensive due to its high quality. It’s also been noticed that Indian consumer buying behaviour is influenced by freebies. People tend to buy the products if there is something given for free along with it (Matrade 2005).

Matrade (2005) divided Indian consumers in three different segments i.e. The Socialites, The Conservatives and the Working women. Socialites are the people belonging to the upper class of the society. They prefer to shop in expensive specialty stores, and spending a good amount of money on leading a luxurious life. On the contrary, the conservatives are referred to the middle class people. The conservative segment is said to be the true reflection of the Indian culture and society. Middle class people are traditional and thoughtful in their towards their purchase decisions. They are slow decision makers because they refer to a lot of sources before making any purchase and always look for durability and functionality of the product. The working woman segment saw a tremendous growth in the late nineties. Working women have their own diverse perceptions in purchase decision making and factors those appeal to them. Today, Indian market has transformed from a seller’s market to buyer’s market. The increased consumer power has fierce the competition in the market. This has led to the price war and has forced the companies to maintain product quality to sustain in the highly competitive market like India. Kumar, (2010)

9. Development of Personal Care Products Market in India

An analysis of the market drivers explains the factors for growth of the market and includes increase in disposable income; growth in men’s grooming segment, increase in awareness, and growth in rural segment and rise in organized retail. Personal care products do not really fall within the purview of necessities barring a few. Due to international products making a beeline in the Indian market, some are more often being termed as luxury products. Intensive research and development has allowed players to improvise on existing products towards catering to customized needs of consumers.

- An increase in disposable income at the hands of people acts as the primary driving force in this sector as people have the capacity to spend on such products.
- Another reason for growth is the emergence of the male grooming sector. Women category has always been a driving force, but the added percentage in terms of male segment has only furthered growth in this sector. As men pay more attention to their appearance and image, this category has attracted a host of products represented strictly for their needs. Media penetration acts a chief stimulant in this aspect as it results in heightened awareness among the masses. Players continue to advertise and look to provide promotional offers in order to create visibility and awareness regarding products to further off-takes.
- The rural segment has also played an imperative role in the markets growth story. Majority of India’s population resides in rural areas and the means to tap this segment assures higher margins. Indian Government has enforced certain regulations that contribute to growth in rural income. Growth in rural income, affecting this market, has been noticed in the usage of toothpaste from that of toothpowders. Rise in agricultural outputs aided with non-agricultural income is only to support success for personal care sector.
- Further, organized retail poses as a chief driver especially in the urban segment. An organized retail presents with it an opportunity to showcase products, both domestic and international, on a larger platform. Availability and penetration of products determine a brand’s success which is aptly sourced through retail outlets. However, the sector is also facing certain challenges. Factors such as harmful effects of chemicals, depreciation of rupee and rise in packaging cost pose as impediments for this sector.
- The development of the small functional segment of personal care products helps penetration to the smaller and low income group customers.
- The gradual breaking of the earlier concept of home- made concept of personal grooming up products has transformed to the readily available variety of such need.
- The increased level of education, increased health and hygiene awareness and media penetration to the remotest part even helps building health and hygiene awareness that leads to the use of personal care products.
- Development of the organized retail sectors and participation of foreign companies excel the development further.
- Women participation in the large work force necessitates personal care products more for better socialization are the prime drivers of the development.

Government participation in this sector covers Drugs and Cosmetics Act 1940, Bureau of Indian Standards and Drugs and Cosmetics Rules 2010. The major trends identified include innovation, personal care appliance, improved marketing strategies, products with dual benefits, rise in organic products and teens’ market.

10. Pros and cons of Celebrity Endorsement Strategy

Although the potential benefits of utilising celebrity endorsers are significant so are the costs and risks also. Table 1 depicts the potential advantages and hazards of celebrity endorsement strategy as well as providing some preventive tactics, Erdogan (1999).

Potential advantages	Potential hazards	Preventive measures
Increased the attention	over shadow the products	pre-testing and careful planning
Image polishing	Public controversy	Buying insurance and putting provision clauses in contracts
Brand introduction	Image change and over exposure	Explaining what is their role and putting clause to restrict endorsements for other brands
Brand repositioning	Image change and loss of public recognition	Examining what Life-cycle stage the celebrity is in and how long his stage is likely to continue
Underpin global campaigns	Expensive	Selecting celebrities who are appropriate for global target audience, not because they are 'hot' in all market audiences

Table 1

Source: Erdogan (1999) Pros and cons of celebrity endorsement strategy

To study and examine the relationship between celebrity endorsements and brands, and the impact of celebrity endorsement on consumer's buying behaviour, the following models have been applied.

11. Source Credibility Model

Source credibility model was first developed by Hovland and his colleagues. Source Credibility in a broad sense, refers to a communicator's positive characteristics that affect the receiver's acceptance of a message, Ohanian (1990) and based on the research in social psychology, Hovland et al. (1953). The model suggests that the effectiveness of a message depends on the perceived level of expertise and trustworthiness of an endorser, Hovland, et al. (1953); Ohanian (1991); Dholakia and Stemthai (1977).

According to Kelman (1961), Exchange of information through a credible source (e.g. celebrity) has the potential to influence beliefs, opinions, attitudes and/or behaviour through a process called Internalization. Internalization occurs when source influence the receiver and is accepted by in terms of their personal attitude and value structures, Erdogan, (1999). Hovland's Source Credibility Model (1968) was the first technique employed in an attempt to understand the effectiveness of celebrity advertising campaign.

12. Source Attractiveness Model

McGuire (1985) created the Source Attractiveness model based upon the concept of the Source Credibility model (McGuire, 1968). It states that appealing endorsers will have a profound impact on the customer perception about the endorsed brand. However, attractiveness is not just bound to physical attractiveness, it is also includes similarity, familiarity and liking of the endorser, Erdogan, (1999); Kahle & Homer, (1985); McGuire, (1968).

The source attractiveness model basically concentrates on four key areas; namely —familiarity (knowledge of source), likeability (affection for source based on his/her physical appearance or behaviour), —similarity (resemblance between the source and the respondent), and attractiveness, McCracken (1989). It suggests that the effectiveness of a message depends on source's familiarity, likability, similarity, and attractiveness to the receiver of the message, Ohanian (1990). Marketers choose celebrity endorsers on the basis of their physical attractiveness to capitalize on their both attributes i.e. celebrity status and physical appeal; Singer (1983).

Familiarity as knowness of about the source through experience, and likability as the level of fondness, care and affection for the source in the respondent due to the source's physical attributes and behaviour. Similarity can be defined as the perceived resemblance between the source and the respondent. Attractiveness of the source doesn't only arises due to the physical attributes, It may also include the various other characteristics like intellectual skill, lifestyle etc. Erdogan (1999). Cohen and Golden (1972) applied this model in advertising suggested that the —physical attractiveness of source decides the effectiveness of persuasive communication through a process called identification.

Moreover, celebrities endorsing products that fit with their image appear to be more appealing and attractive than when endorsing products that are not matching with their image. This result was only found with celebrity endorsers, not with non-celebrity endorsers, Kamins & Gupta, (1994).

13. Product Match-up Hypothesis

The Product-Match Hypothesis was emphasized the importance of match between celebrity endorser and product endorsed. As suggested by Kamins (1990) the "match-up hypothesis" states that celebrity endorsers are more successful when the "fit" between endorser and the endorsed brand is present. There must be a resemblance between the celebrity and the product in form of characteristics such as image, expertise, Till and Busler, (1998, 2000) or attractiveness (Baker and Churchill, (1977; Kahle and Homer, 1985). In most researches, the pattern was studied focusing between a match on celebrity and a product basis on physical attractiveness, Kahle and Homer (1985); Kamins (1990). Therefore, the match-up hypothesis implies that attractive celebrities will be more effective when endorsing products (brands) to improve physical attractiveness Kamins, (1990) and the effect will not be considerable in case of products (brands) not related to good looks. As per Kahle and Homer (1985), when attractive celebrities endorse attractiveness related products, it results in increased message recall, positive brand perception and heightened purchase intention. Advertising through a celebrity with relatively high product compatibility leads to effective advertising as compared to an advertisement featuring less compatible celebrity, Kamins and Gupta (1994); Erdogan (1999). If the qualities of a celebrity match up with the brand endorsed by him, it may also increase the celebrity believability and attractiveness among the targeted audience, Kamins and Gupta (1994). Ohanian (1991) supported the argument by stating that it is critical to employ celebrities who directly resemble to the brand and are experts in their field.

14. Meaning Transfer Model

As per the Meaning Transfer Model of McCracken (1989), there are three stages involved in the celebrity endorsement through which the celebrity portrays a message regarding a brand to the customer. McCracken (1989) recommended that the role of a celebrity in an endorsement is just not only to be good-looking or trustworthy, but the celebrity also has to create certain meanings about the brand (or product) that the customers will find appealing and useful. In the first stage of meaning transfer model, the customer forms an image of the celebrity generated from campaigns, athletic achievements and performances, distant movie performances, etc. In the second stage, they are transferred to the product by adverts and the endorsement process. The company selects a celebrity that represents and fits the image of the product in order to transfer the meaning or image of the celebrity to the product. In the third stage, they are then transferred from the product to the buyer when he/she consumes the products and the properties of the product become the properties of the consumer. The meaning transfer model suggests that the effectiveness of a celebrity endorser depends on his/her quality to bring the meanings to the endorsement process, McCracken (1989). A celebrity possesses a larger number of distinctive meanings. —Distinctions of status, class, gender, and age, as well as personality and lifestyle types, are represented in the pool of available celebrities, putting an extraordinarily various and subtle pallet of meanings

at the disposal of the marketing system McCracken (1989). Celebrity endorsements are a unique example of, a more general process of meaning transfer, McCracken (1989). According to McCracken (1989) there is a systematic path for the transfer of cultural meaning in consumer societies. According to McCracken (1988) Meaning begins as something resident in the culturally constituted world, in the physical and social world constituted by the categories and principles of the prevailing culture.

15. Objectives of the Study

This paper aims at to study of the followings

- To Study the Perception of consumers about the Celebrity Endorsement.
- To Study and examine the key factors of Celebrity Endorsement that influence on the buying behaviour of consumers.
- To examine the impact of Celebrity Endorsement on consumers buying behaviour towards personal care products.

16. Methodology

The study is an analytical one to understand the buying behaviour of consumers in regard to the personal care products based on the facts and observation.. The work is based on firsthand 1140 (male 587 and female553) sample collected by justified random sampling methods from urban and rural areas by using multiple choice based questionnaire from Assam. Moreover, to apply a wide range of accepted models to measures how consumers brand attitudes, preferences and buyer's behavior could be influenced and molded through the use of celebrity in advertisement. The following celebrity endorsement models and sources of influence on consumers purchase have been used for the analysis.

Models explaining Celebrity Endorsements	Basic Tenet/ Key factors	Source of influence on Consumers	Consumer Perceptions
1. Source Credibility Model (Hovland and Weiss 1951)	Expertise, attractiveness, Trustworthiness of celebrity	Identification process (Kelman)	Positive perception of ad, celebrity and brand when expertise and trustworthiness is high
2. Source Attractiveness Model (McGuire 1985)	Familiarity, Likeability and Similarity of celebrity	Internalization process (Kelman) valance theory (Heider)	Positive perception of ad, celebrity and brand when celebrity is familiar and likeable
3. Match-up hypothesis (Kamins and Gupta 1994)	Celebrity image matches Product image	Social adaptation theory, attribution theory, correspondence theory	Positive perception of ad, celebrity, and brand
4. Meaning transfer Model (McCracken 1986)	Process of transfer of meaning from celebrity to product and to consumer	Transfer process of meaning from celebrity to product to consumer	The higher the perceived match between symbolic properties of the product and celebrities meanings drawn from his/her assumed roles, the higher the likelihood of consumer's consumption and appropriation of product's meaning.

*Table 2: Celebrity Endorsement explaining Models
Models explaining Celebrity Endorsements (Source: Biswas et al.) 2009*

To study and examine the relationship between celebrity endorsements and brands, and the impact of celebrity endorsement on consumer's buying behaviour, the following Research design based on celebrity models have been applied.

Celebrity endorsement and consumers perspectives	Research objectives	Parameters	Relevant queries
1. Celebrity Endorsement and consumers perception	1. To examine the perception of consumers about the celebrity endorsement.	Consumers perception on celebrity endorsement	i) consumers perception towards- a. celebrity b. non-celebrity ii) influence level of celebrity endorsement iii) Degree of recognition and re-call of celebrity and endorsed products
2. Stimuli/ Factors that Influence on Buying Behaviour of consumers	2. To Study and examine the celebrity endorsement that influence on the buying behaviour of consumers.	Analysis of celebrity endorsement Models	A. Source credibility model i. Expertise of celebrity ii. Attractiveness of celebrity • Trustworthiness of celebrity
			B. Source attractiveness model i. Familiarity of celebrity ii. Likeability of celebrity iii. Similarity with celebrity
			Product match-up model i. Celebrity image ii. Product image
			• Meaning transfer model Meaning transfer from celebrity to product to consumers
3.Celebrity Endorsement and its Overall Impact	3. To examine the impact of celebrity endorsement on students’ buying behaviour towards the personal care products.	Combined impact of Celebrity ad on consumers	i. Celebrity ad on product popularity ii. Attractiveness of celebrity ad iii. Degree of influence of favorite celebrity ad on products iv. celebrity ad and level of motivation on purchase decisions

Table 3: The Study Design
Source: self-Design

After analyzing the data based on the samples, the following Findings reflect the effectiveness of celebrity endorsement on the buying behaviour of consumers.

17. Findings of the Study

The study reveals that the popularity of celebrity endorsement practice in Assam towards personal care products is quite effective. The following self-explanatory table explains the outcome of the study.

Level of impacts of celebrity endorsement for personal care products	Male	Female
1. Celebrity endorsement liked by	72%	85%
2. Source Credibility	73%	84.9%
3. Source attractiveness	73.46%	94.23%
4. Product match-up	80.56%	74.52%
5. Overall impact of celebrity ad on Recall of Personal Care Products.	72%	86.36%

Table 4

18. Conclusion

The Study has revealed that Celebrity endorsement is a powerful tool that magnifies the effects of the advertisement campaign. Celebrity endorsement, through mass media has become common phenomenon in the advertisement world and formed an integral part as marketing communication technique. Consumers are significantly influenced by celebrity and advertisement, more specifically the females, in all the three dimensions – Perception towards celebrity, Stimuli on buying decision and celebrity

endorsement impact on buying decision. In attractiveness dimension females are more sensitive than males. Business houses are capitalizing on the behavioral changes of consumers owing to celebrity endorsement. Celebrity endorsement creates a favourable and positive impact on recall and purchase decision. Celebrity along with other combined factors and elements acts as Stimuli to change the buying behaviour of the consumers. The study indicates that both the male and female are highly positive towards celebrity perception as well as sensitive to the celebrity advertisements. However the outcome of the study is limited to the state of Assam and may not hold good for general inferences. Hence it is an emerging issue which needs further research with wider geographical areas, products and respondents.

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