

A Study on the Importance of Celebrity for Selected Product Categories in Karnataka

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Abstract

Background/Objectives: Advertising is one of the promotional tools for marketers. Marketers are spending huge money on advertisement worldwide. Celebrity endorsement plays a primitive role in advertising. Celebrity endorsement creates some impact on the buying decision of any customer. In India celebrities from cinema industry and sports are endorsing various products. **Methods/Statistical Analysis:** Importance of celebrity in urban and rural purchase of various advertisements for goods and service was studied. 555 people from various walks of life from Karnataka were included in primary data collection on particular produces and service about the various advertisements endorsed by Bollywood and sports stars, the analysis performed by descriptive statistics, percentage analysis, mean, standard deviation, one-way ANOVA, and Multiple Regression. **Findings:** The result reveals that celebrity endorsement is indeed useful to brand recall and sales of goods and services. In India, Celebrities play a vital role in the Ad industry and create both positive as well as negative impacts on various walks of life. **Applications/Improvements:** The results reveal that Celebrity can make remember few products, which indicate the perception about the public this can be encouraged by the advertiser to attract. As the industry is continuously growing the advertiser has to update cordially.

Keywords: Advertisement, Celebrity, Celebrity Endorsement, Rural, Urban

1. Introduction

Presently the competitive markets are the buzz word is endorsements; many cooperates are heading to when it comes to the produces or services to be rendered, many having a similar product with their challenger. How does a brand gain advantage of advertising, rendering service, trust or even the profit? Well the better platform is to hire advertisement agencies that include a unique advertisement that has a big celebrity, sport person or models, which will promote the product and increase the sales. Celebrity endorsement is not new in India, since Lux came to India followed by Dabar and other FMCG produces well this method of advertisements have been a boon to the marketing universe, but it is expensive to use celebrities for product or services in the due course of time it enhances the image of the brand in turn celebrity get involved as they are paid highly and their visibility

also enhances, now a day's celebrities use to promote their new release from the same platform.

In a country like India everyone is struck by cine stars, sports person, politicians why?

Population of 1.3 billion people and growing, every day people need something or other to use, look up to, a sense of belonging, comfort, security, familiarity and to aspire to someone important in life. This is where a marketer leverages the very essence of celebrity by successfully carrying the job to the grass root of the brand to capture the market, profit maximization, and to carry on with the task. Even an old woman will tell you that do the celebrity users that brand they endorse they say no it's a 'gimmick'. What do the brands do then, many companies have had considerable success using celebrities as spokesperson, and both endorser images serve as mediators in the equity-creation process of celebrity product endorsement¹. Marketers can plan their promotional strategy to utilize the best possible

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promotional tools-advertising, sales promotion, personal selling and public relations. Advertising can affect the buyers' beliefs, attitude, daily lives by means of informing about products and services and eventually makes them to purchase³. Product attitude was predicted by inference about the endorser's taste for the product and by attitude towards the endorser². Business attention to long distance customer have increased the commercial bandwidth, so every day we end up exposing to thousands of websites, voices, billboards, newspapers and many more with commercials being bombarded, every brand wants a fraction of attention to show that that different aspects of the product can bring to the consumers life. The Challenge is to get the attention of the prospective consumer to their respective product and service.

Celebrity endorsement is the profound conventional tool available for advertising to promote any goods and services in the rural area out play others in the competing market from the competition. The advertisers spend enormous amounts on celebrity advertisements, so that this becomes a communication strategy for the company can promote in other formats of communication platforms. The use of celebrities in advertisement has increased drastically in past two decades. It has become a billion-dollar industry in today's era⁴. The marketers are using all possible ways to reach their consumers such as Television, print media, social media, etc. It is a huge challenge in front of advertisers to grab attention of consumers. So they need something in their advertisement which can attract consumers and can grasp them to watch the advertisement and celebrities are found to be the best option in this regard, large number of fan following and a well recognizable face they are able to hold the consumers and can motivate them to buy the product. Various companies are signing deals with celebrities in the hope that by using celebrities they can accomplish a unique and relevant position in the minds of the consumers⁵. The present rapidly growing rural markets has happened due to various factors one among them being due to the penetration of the mobiles in the rural life where the villager can safe guard his crop but also can order anything that he pleases⁶. The rural landscape of India consisted of 627,000 villages^{7,8}, Has classified the rural landscape in to six categories such as, a) Proprietors of land comprises of money lenders, traders, zamindars who have acquired lots of land and plantations; b) Rich farmers- cultivators who usually belong to the dominant caste of the area; c) Small peasants- who own uneconomic land holdings; d) Tenant

farmers- who work in rented lands and uneconomic land holdings of proprietors and small peasants respectively;

e) Agricultural laborers- who work in the lands of the landlords and rich farmers; and f) Artisans and others- also includes the unemployed⁹. Provides a detail analysis of the six categories with regards to their lifestyles. The top two categories are due to their monetary firmness have a strong affinity towards an urban lifestyle. The rest of the categories constitute 62% of the total rural population and their needs are basic in that they revolve around food and clothing. In present day all kinds of products or services are being endorsed by celebrities from FMCG to automobile, banking to Batteries, Bollywood stars to sports celebrity all endorse multiple brands. Amitabh Bachhan, Shahrukh Khan, Amir Khan, Priyanka Chopra, Katrina Kaif, Karina Kapoor, Aishwarya Roy Bachhan, Sachin Tendulkar, Mahendra Singh Dhoni Ranbeer Kapoor are being used not by one company but by many companies to endorse their brand. These celebrities are endorsing multiple brands and are paid huge amount of money for the same.

In the study of TV commercials on purchase intentions among Indian rural and urban teenagers. Found that commercials did have a positive effect on the buying decisions of rural than urban consumers. They found that TV commercials were helpful in making purchase decisions, enhanced their involvement and rural consumers preferred TV advertised products. These studies indicate that rural consumers are gradually more accepting of the urban lifestyle and more attuned to various products in the urban market¹⁰.

In the study on rural markets explains the two schools of thought regarding rural marketing. The first believed that urban advertising and marketing strategies could be standardized and executed in rural markets. But many failed attempts later, important differences between the urban and rural markets were studied which gave origin to the next school of thought which was diverse and more focused approach in marketing was very much needed to fruitfully cater to the rural market. Advertisers have to understand the local language and the social and cultural background to efficiently execute a successful ad campaign⁹. In his study brings the example of national brands like Lifebuoy, Nirma detergent, Fair & Lovely cream, Colgate toothpaste, A-1 and Red Label tea, and Lux and Velvet shampoos are some of the leading brands that were able to penetrate the rural markets¹¹. Observes that due to the abundance presences in regional languages, brand

logos and brand colors are more identifiable by the rural mass. In the study on the brand content predicts that marketing communication during relation of the brand will become relation-oriented, individualized, and arousing. In such relation-oriented ambiance, branded content will serve as efficient option for marketing message¹².

2. Statement of the Problem

The importance of celebrity varies from place to place. The importance's give in Tamil Nadu does not mean that people of Karnataka will do the same. It is the duty of researches to check whether the viewers of the advertisements feel the importance of celebrities. More over this opinion may vary among the rural and urban responded, it is highly imperative to find this it is true. The celebrity who ranks higher for one category may not be ranked higher for another. To find this is very important for any advertiser, forms the importance's of the study.

3. Objectives of the Study

The objectives of the study based on the statement of the problem were as follows

1. To study the importance of celebrity in advertisements
2. To ascertain the influence of celebrity in recognizing the brand and purchase decision
3. To examine the similarity between the celebrity and the advertisement viewer
4. To build a model of celebrity importance from the celebrity influence recognizing brand, purchase decision and level of similarity with resonance
5. To pick out the top celebrity influence Food and Beverages, Apparels, Cell phones and Banking choices
6. To test whether celebrity preference for Food Beverages, Apparels, Cell Phones and Banking vary among rural and urban residences.

4. Research Propositions

H₀ The preference for celebrity endorsements towards Food and beverages vary among the rural and urban respondents at 5%

H₀ The preference for celebrity endorsements towards Apparels vary among the rural and urban respondents at 5%

H₀ The preference for celebrity endorsements towards Cell phones vary among the rural and urban respondents at 5%

H₀ The preference for celebrity endorsements towards Banking vary among the rural and urban respondents at 5%

5. Research Methodology

The study has used a descriptive research design, using a structured questionnaire to collect information from 555 respondents selected conveniently from Karnataka, analyzing using percentage analysis, mean, standard deviation, one-way ANOVA, and Multiple Regression and presenting them through univariate and multivariate tables.

6. Analysis and Interpretation

6.1 Characteristics of Respondents

The respondents of the present study possess the following characteristics. The characteristic mainly falls into age, gender, marital status, Monthly Income, part of the state, education and residing place. This table portrays the characteristics of the respondents.

Table 1 shows that among the 555 respondents, the age of 210 respondents forming 37.8 % lies between 16 to 25years, respondents 212 forming 38.2% lies between 26 to 30 years, 117 respondents forming 21.1% lies between 36 to 45 years, 13 respondents forming 2.5% lies between 46 to 55years and the rest of the 3 respondents forming 5% were above 56 years. This shows that a respondent whose age lies between 26 to 30 years forms a larger category. 269 respondents forming 48.5% were Male, 283 respondents forming 51.0% Female 3 respondents forming .5% were Others Female are respondents were in majority. 250 respondents forming 45% were Single, 258 respondents forming 46.5% were Married, 41 respondents forming 8.1% were Unmarried, one respondent is Separated and another is Divorced. 370 respondents forming 66.7% were Urbanites, 161 respondents forming 29% were Rural 24 respondents forming 4.3% were semi urban Urbanites are the majority category ,12 respondents forming 2.2% were below 10 grade ,65 respondents forming 11.7% were 12 Grade, 146 respondents forming 26.3% were Diploma /others, 235 respondents forming 42.3% were Undergraduates, 97 respondents forming 17.5% were Postgraduates. 339 respondents forming 61.1% were Employed for wages, 98 respondents forming 17.7% were Self –employed, 13 respondents forming 2.3% Out of work and looking for work ,65 respondents forming 11.7% were

Table 1. Demographic characteristics of respondents

Age	16To 25	26 to 30	36 to 45	46 to 55	56 to 65		
Number of respondents	210	212	117	13	3		
%	37.8	38.2	21.1	2.3	.5		
Gender	Male	Female	Others				
Number of respondents	269	283	3				
%	48.5	51.0	.5				
Marital Status	Single	Married	Unmarried	Separated	Divorced		
Number of respondents	250	258	45	1	1		
%	45.0	46.5	8.1	.2	.2		
Part of Karnataka	North	South		East	West		
Number of respondents	152	182		114	107		
%	27.4	32.8		20.5	19.3		
Residing place	Urban	Rural	Semi urban				
Number of respondents	370	161	24				
%	66.7	29.0	4.3				
Qualification	Below10	(+12)	Diploma / others	Under graduate		Post Graduate	
Number of respondents	12	65	146	235		97	
%	2.2	11.7	26.3	42.3		17.5	
Employment	Employed for wages	Self-employed	Out of work and looking for work	Student	Out of work not looking for work	Homemaker	Retired
Number of respondents	339	98	13	65	2	35	3
%	61.1	17.7	2.3	11.7	.4	6.3	.5
Monthly Income	Less than Rs.10,000	Rs.10001-Rs.20,000	Rs.20001-Rs.30000	Rs.30001-Rs.40000	Rs.40001-Rs.50000	Rs.50001-Rs.60000	above Rs.70001
Number of respondents	44	129	130	119	23	23	1
%	7.9	23.2	23.4	21.4	4.1	4.1	.2

(Source: primary data)

Table 2. Frequency table for importance of celebrity

Importance of celebrity	statistic	Very Highly important	Highly Important	Important	Slightly important	Low important
	Number of respondents	1	11	302	217	24
	%	.2	2.0	54.4	39.1	4.3

(Source: Computed from primary data)

Table 6. Descriptive statistics for food and beverages

Celebrity	Mean	Std. Deviation
Salman khan	3.00	1.173
Amitabh Bachchan	2.92	1.184
Shah Rukh Khan	2.92	1.155
Mahendra Singh Dhoni	2.92	1.135
Akshay Kumar	2.98	1.135
Virat Kohli	2.95	1.129
Aamir Khan	3.02	1.140
Deepika Padukone	2.88	1.165
Hrithik Roshan	2.95	1.191
Sachin Tendulkar	2.89	1.126
Ranbir Kapoor	2.93	1.190
AR Rahman	2.96	1.147
Priety zinta	2.96	1.196
Saif Ali Khan	2.94	1.143
Yo Yo Honey Singh	3.01	1.163
Sonakshi Sinha	2.86	1.120
Virender Sehwag	2.97	1.134
Yuvraj Singh	2.94	1.154
Katrina Kaif	2.99	1.188
Kareena Kapoor Khan	2.93	1.161
Karan Johar	2.92	1.136
Madhuri Dixit	3.07	1.157
Ajay Devgn	2.94	1.130
Shikhar Dhawan	3.02	1.180
Priyanka chopra	2.90	1.152
Average	2.9508	1.15536

(Source: Computed from primary data)

Students, 2 respondents forming .4% were Out of work not looking for work, 35 respondents forming 6.3% were Homemaker followed by Retired 3 respondents forming .5%, majority were Employed for wages. 44 respondents forming 7.9% monthly income was between ten thousand and twenty thousand, 130 respondents forming 23.4% monthly income was between twenty one thousand and thirty thousand, 119 respondents forming 21.4% monthly income was between thirty one thousand and forty thousand, 23 respondents forming 4.1% monthly income was between forty one thousand and fifty thousand, 23 respondents forming 4.1% monthly income was between fifty one thousand and sixty thousand, only one respondent has monthly income more than seventy thousand.

Majority were in the grope of twenty-one thousand and thirty thousand.

6.2 Importance of Celebrity on Purchase Decision

The main idea behind the celebrity endorsement is to influence the purchase with regard to product and services rendered. The analysis presents the opinion of the respondents with this regards

Table 2 shows Out of 555 respondents 302 forming 54.4% felt it is important for the use of celebrity in their purchase. On the other hand, 217 respondents forming 39.1% felt slightly important to influenced their purchase, 11 respondents forming 2% found celebrity Highly important in their purchase one respondent said it is very highly important were as 24 respondents felt it was an important to their purchase. Overall, the weighted average score for the importance of celebrity is 2.54. This signifies that the study respondents feel it is importance of celebrity in their purchase.

6.3 Celebrity Ability to Influence Purchase

The Table 3 shows the frequency of the three predictor's ability using celebrity to influencing purchase of the viewers

From the Table 3, 555 out of which 344 respondents forming 62.0 % were slightly influential during recognizing the brand through the celebrity, 139 respondents forming 25% were influenced by celebrity, 42 respondents forming 7.6% were not at all influential by celebrity, 17 respondents forming 3.1% were very highly influenced, 13 respondents forming 2.3% were Highly influenced. Relevance of celebrity out of 555, 308 respondents forming 55.5% were Slightly influenced, 160 respondents forming 28.8 % were Influenced, 44 respondents forming 7.9% were Highly influenced, 39 respondents forming 7% were not at all influenced, Similarity of celebrity out of 555, 218 respondents forming 39.3% were Slightly similar, 252 respondents forming 45.4% were Influenced, 24 respondents forming 4.3% were Highly similar, 39 respondents forming 7% were not at all similar.

6.4 Estimation of the Importance of Celebrity

The importance of respondent to identify the significant concepts that builds the opinion towards celebrity to influencing purchase

Table 3. Frequency table for celebrity's ability to make viewers recognize brand and influencing purchase

Celebrity ability to make viewers recognize the brand	Statistic	Very Highly Influential	Highly Influential	Influential	Slightly influential	Not at all Influential
	Number of respondents	17	13	139	344	42
	%	3.1	2.3	25.0	62.0	7.6
Relevance of celebrity influencing purchase decision	Statistic	Very Highly Influential	Highly Influential	Influential	Slightly Influential	Not at all Influential
	Number of respondents	4	44	160	308	39
	%	.7	7.9	28.8	55.5	7.0
Similarity of celebrity advertisement by viewer	Statistic	Very Highly Similar	Highly Similar	Similar	Slightly Similar	Not at all Similar
	Number of respondents	24	39	218	252	22
	%	4.3	7.0	39.3	45.4	4.0

(Source: Computed from primary data)

Table 4. Model summary of importance of celebrity

r ²	Source of variation	Sum of Squares	df	Mean Square	F	Sig.
.862	Regression	53.793	3	17.931	61.833	.000
	Residual	159.785	551	.290		
	Total	213.578	554			

(Source: Computed from primary data)

Table 5. Coefficients of necessary of three predictors and their significance

Predictors	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.567	.142		11.016	.000
Celebrity ability to make viewer recognize the brand	.173	.031	.215	5.507	.000
Relevance of celebrity influencing purchase decision	.249	.034	.306	7.321	.000
Similarity of celebrity advertisement viewer	.105	.031	.143	3.357	.001

(Source: Computed from primary data)

Necessary of the three predictors = $a + b_1x_1 + b_2x_2 + b_3x_3$

From the Table 4, the model's coefficients of determinant, the power of the model are .862 that the 3 predictors are able to explain 86.2% of the estimate. The significance of F being less than 0.05 signify that the model is a good fit.

As per Table 5, the predictors demand for necessary for celebrity endowment in the advertisement are significant in the estimation of necessary of three predictors ability to recognize, relevance to influencing and similarity of the celebrity are insignificant at 5% are directly influencing the necessary of celebrity in advertisement.

6.5 Descriptive Statistics for Celebrity Preference for Food and Beverages

The Table 6 shows the descriptive statistics such as mean and standard deviation for food and beverages using various celebrities such as *Salman Khan, Amitabh Bachchan, Shah Rukh Khan, Mahendra Singh Dhoni, Akshay Kumar, Virat Kohli, Aamir Khan, Deepika Padukone, Hrithik Roshan, Sachin Tendulkar, Ranbirkapoor, AR Rahman, Priety Zinta, Saif Ali Khan, Yo Yo Honey Singh, Sonakshisinha, Virender Sehwag, Yuvraj Singh,*

Katrinakaif, Kareena Kapoor Khan, Karan Johar, Madhuri Dixit, Ajay Devgn, Shikhar Dhawan, Priyanka Chopra

The highest preference was exhibited for the food and beverages by 'Madhuri Dixit' with a mean agreement score of 3.07 followed by 'Aamir Khan' and 'Shikhar Dhawan' with a mean agreement score of 3.02, Third highest by 'Yo Yo Honey Singh' with a mean agreement score 3.01, fourth highest by 'Salman Khan' with mean score of 3. The lowest adoption is exhibited for food and beverages purchase 'Sonakshi Sinha' with mean score of 2.86, followed by 'Deepika Padukone' with mean score of 2.88, third lowest by 'Sachin Tendulkar' with the mean score of 2.89.

The highest variation was exhibited for the food and beverages by 'Priety zinta' with a standard deviation of 1.196, followed by 'Hrithik Roshan' with a standard deviation of 1.191, third highest by 'Ranbir Kapoor' with a standard deviation of 1.19, fourth highest by 'Katrina Kaif' with a standard deviation 1.188. The lowest variation was 'Sonakshi Sinha' with a standard deviation of 1.12, followed by 'Sachin Tendulkar' with a standard deviation 1.126, third lowest by 'Virat Kohli' with a standard deviation of 1.129.

6.6 Descriptive Statistics for Celebrity Preference for Apparels

The Table 7 shows the descriptive statistics for mean and standard deviation for Apparels using various celebrities such as *Salman Khan, Amitabh Bachchan, Shah Rukh Khan, Mahendra Singh Dhoni, Akshay Kumar, Virat Kohli, Aamir Khan, Deepika Padukone, Hrithik Roshan, Sachin Tendulkar, Ranbirkapoor, AR Rahman, Priety Zinta, Saif Ali Khan, Yo Yo Honey Singh, Sonakshisinha, Virender Sehwag, Yuvraj Singh, Katrinakaif, Kareena Kapoor Khan, Karan Johar, Madhuri Dixit, Ajay Devgn, Shikhar Dhawan, Priyanka Chopra.*

The highest preference was exhibited for the Apparels by 'Virat Kohli' with a mean agreement score of 3.04, followed by 'Sachin Tendulkar' and 'RanbirKapoor' with a mean agreement score of 3.01, Third highest by 'Deepika Padukone' with a mean agreement score 3.00. The lowest was exhibited for Apparels by 'Shah Rukh Khan' with mean score of 2.89, followed by 'Virender Sehwag' with mean score of 2.90, third lowest by 'Akshay Kumar' and 'Hrithik Roshan' with the mean score of 2.91.

The highest variation was exhibited for the Apparels by 'Deepika Padukone' with a standard deviation of

1.199, followed by 'Ajay Devgn' with a standard deviation of 1.194, third highest by 'Virender Sehwag' with a standard deviation of 1.185, fourth highest by 'AR Rahman' with a standard deviation 1.179. The lowest variation was 'Yuvraj Singh' with a standard deviation of 1.120, followed by 'Salman Khan' with a standard deviation 1.122, third lowest by 'Amitabh Bachchan' with a standard deviation of 1.130.

6.7 Descriptive Statistics for Celebrity Preference for Cell Phones

The Table 8 shows the descriptive statistics such as mean and standard deviation for cell phones using various celebrities such as *Salman Khan, Amitabh Bachchan, Shah Rukh Khan, Mahendra Singh Dhoni, Akshay Kumar, Virat Kohli, Aamir Khan, Deepika Padukone, Hrithik Roshan, Sachin Tendulkar, Ranbirkapoor, AR Rahman, Priety Zinta, Saif Ali Khan, Yo Yo Honey Singh, Sonakshisinha, Virender Sehwag, Yuvraj Singh, Katrinakaif, Kareena Kapoor Khan, Karan Johar, Madhuri Dixit, Ajay Devgn, Shikhar Dhawan, Priyanka Chopra.*

Table 7. Descriptive statistics for apparels

Celebrity	Mean	Std. Deviation
Salman Khan	2.95	1.122
Amitabh Bachchan	2.94	1.130
Shah Rukh Khan	2.89	1.161
Mahendra Singh Dhoni	2.98	1.145
Akshay Kumar	2.91	1.156
Virat Kohli	3.04	1.163
Aamir Khan	2.98	1.153
Deepika Padukone	3.00	1.199
Hrithik Roshan	2.91	1.142
Sachin Tendulkar	3.01	1.168
RanbirKapoor	3.01	1.170
AR Rahman	2.99	1.179
Priety zinta	3.00	1.134
Saif Ali Khan	2.94	1.160
Yo Yo Honey Singh	2.93	1.138
SonakshiSinha	2.99	1.155
Virender Sehwag	2.90	1.185
Yuvraj Singh	2.94	1.120
KatrinaKaif	2.99	1.160
Kareena Kapoor Khan	2.92	1.135
Karan Johar	2.97	1.159

Madhuri Dixit	2.98	1.162
Ajay Devgn	2.95	1.194
Shikhar Dhawan	3.00	1.154
Average)	2.963333	1.156

(Source: Computed from primary data)

Table 8. Descriptive statistics for cell phones

Celebrity	Mean	Std. Deviation
Salman khan	2.88	1.206
Amitabh Bachchan	2.96	1.100
Shah Rukh Khan	3.00	1.128
Mahendra Singh Dhoni	2.91	1.130
Akshay Kumar	2.82	1.142
Virat Kohli	2.94	1.126
Aamir Khan	2.95	1.159
Deepika Padukone	2.92	1.162
Hrithik Roshan	2.99	1.156
Sachin Tendulkar	2.94	1.135
RanbirKapoor	2.98	1.165
AR Rahman	2.95	1.133
Priety zinta	2.97	1.175
Saif Ali Khan	2.97	1.112
Yo Yo Honey Singh	2.88	1.175
SonakshiSinha	2.95	1.099
Virender Sehwag	2.94	1.146
Yuvraj Singh	2.93	1.141
KatrinaKaif	2.98	1.133
Kareena Kapoor Khan	2.99	1.126
Karan Johar	3.00	1.123
Madhuri Dixit	2.98	1.122
Ajay Devgn	2.95	1.178
Shikhar Dhawan	2.95	1.205
Priyanka chopra	3.01	1.155
Average	2.9496	1.14528

(Source: Computed from primary data)

Table 9. Descriptive statistics for banking

Celebrity	Mean	Std. Deviation
Salman khan	2.94	1.156
Amitabh Bachchan	2.94	1.161
Shah Rukh Khan	3.00	1.170

Mahendra Singh Dhoni	2.94	1.138
Akshay Kumar	2.96	1.108
Virat Kohli	2.94	1.149
Aamir Khan	2.95	1.165
Deepika Padukone	2.93	1.161
Hrithik Roshan	2.87	1.135
Sachin Tendulkar	2.92	1.109
RanbirKapoor	2.89	1.194
AR Rahman	2.98	1.152
Priety zinta	2.92	1.140
Saif Ali Khan	2.91	1.176
Yo Yo Honey Singh	2.97	1.132
SonakshiSinha	3.04	1.112
Virender Sehwag	2.97	1.143
Yuvraj Singh	2.96	1.158
KatrinaKaif	3.00	1.110
Kareena Kapoor Khan	2.87	1.141
Karan Johar	2.99	1.134
Madhuri Dixit	3.01	1.157
Ajay Devgn	2.96	1.151
Shikhar Dhawan	3.05	1.166
Priyanka chopra	3.05	1.179
Average	2.9584	1.14788

(Source: Computed from primary data)

The highest preference was exhibited for the cell phones by 'Priyanka chopra' with a mean agreement score of 3.01, followed by 'Shah Rukh Khan' and 'Karan Johar', with a mean agreement score of 3.00, Third highest by 'Hrithik Roshan' and 'Kareena Kapoor Khan' with a mean agreement score 2.99. The lowest adoption is exhibited for cell phone purchase through 'Akshay Kumar' with mean score of 2.82, followed by 'Salman khan' and 'Yo Yo Honey Singh' with mean score of 2.88, third lowest by 'Mahendra Singh Dhoni' with the mean score of 2.91.

The highest variation was exhibited for the Cell phones through 'Salman khan' with a standard deviation of 1.206 followed by 'Shikhar Dhawan' with a standard deviation of 1.205, third highest by 'Ajay Devgn' with a standard deviation of 1.178. The lowest variation in 'Sonakshi Sinha' with a standard deviation of 1.099 followed by 'Amitabh Bachchan', with a standard deviation 1.110, third lowest by 'Saif Ali Khan' and 'Madhuri Dixit' with a standard deviation of 1.122.

6.8 Descriptive Statistics for Celebrity Preference for Banking

The Table 9 shows the descriptive statistics such as mean and standard deviation for Banking using various celebrities such as *Salman Khan, Amitabh Bachchan, Shah Rukh Khan, Mahendra Singh Dhoni, Akshay Kumar, Virat Kohli, Aamir Khan, Deepika Padukone, Hrithik Roshan, Sachin Tendulkar, Ranbir Kapoor, AR Rahman, Priety Zinta, Saif Ali Khan, Yo Yo Honey Singh, Sonakshisinha, Virender Sehwag, Yuvraj Singh, Katrina Kaif, Kareena Kapoor Khan, Karan Johar, Madhuri Dixit, Ajay Devgn, Shikhar Dhawan, Priyanka Chopra*.

The highest preference was exhibited for Banking by 'Shikhar Dhawan' and 'Priyanka Chopra' with a mean agreement score of 3.05 followed by 'Sonakshi Sinha' with a mean agreement score of 3.04, third highest by 'Madhuri Dixit' with a mean agreement score 3.01. The lowest is exhibited for Banking purchase 'Kareena Kapoor Khan' and 'Hrithik Roshan' with mean score of 2.87, followed by 'Ranbir Kapoor' with mean score of 2.89, third lowest by 'Saif Ali Khan' with the mean score of 2.91.

'Ranbir Kapoor' exhibited the highest variation for Banking with a standard deviation of 1.194 followed by 'Priyanka chopra' with a standard deviation of 1.179, third highest by 'Saif Ali Khan' with a standard deviation of 1.176. The lowest variation was by 'Akshay Kumar' with a standard deviation of 1.108 followed by 'Sachin Tendulkar' with a standard deviation 1.109, third lowest by 'Katrina Kaif' with a standard deviation of 1.11.

6.9 The Product Endorsed and Residing Place of the Responds

Research proposition 1: The opinion regarding the product endorsed varies with the food and beverages, Apparels, Banking and Cell phone purchases with nature of residing place at 5%.

From the Table 10, the significance of 'F' is more than 0.05 for the product endorsed such as the food and beverages, Apparels, Banking and Cell phone purchases. So it is concluded that the opinion regarding product endorse do not vary with product endorsed with residing place at 5%. It is clear that there is no signification difference between urban and rural areas concerning to celebrity endorsements, Null H_0 is rejected and alternative H_1 is accepted for all the product categories.

7. Findings

Respondents feel celebrities play an important role in their purchase decision.

The ability of the celebrities to influence and identified products was an important component. Similarity between the celebrity and the respondent plays a vital role in their purchase's decision.

The model predicts the important of influence and similarity components are significance at 5%. The celebrity influencing the product categories are Madhuri Dixit Aamir Khan and Shikhar Dhawan for food & beverages, Virat Kohli, Sachin Tendulkar and Ranbir Kapoor

Table 10. The product endorsed and residing place of the responds

Product endorsed		Sum of Squares	Df	Mean Square	F	Sig.
Food and beverages	Between Groups	.631	2	.316	1.259	.285
	Within Groups	138.284	552	.251		
	Total	138.915	554			
Apparels	Between Groups	.733	2	.366	1.440	.238
	Within Groups	140.450	552	.254		
	Total	141.183	554			
Banking	Between Groups	.329	2	.165	.650	.522
	Within Groups	139.690	552	.253		
	Total	140.019	554			
Cellular Phones	Between Groups	.504	2	.252	1.010	.365
	Within Groups	137.755	552	.250		
	Total	138.259	554			

(Source: Computed from primary data) (* accepted at 5%)

for Apprals Priyanka chopra, Shah Rukh Khan for Cell phones and Shikhar Dhawan and Priyanka chopra for Banking.

There is no significance difference between rural and urban respondents with regard to celebrity endorsements.

8. Suggestions

As per the respondents, there is an important for celebrities. Influence on purchase decision on the produces and services, Similarity between the celebrity and the respondent are important factor in purchase decision. The model predicts ability to recognize, relevance to influencing and similarity of the celebrity are directly influencing the necessity of celebrity in advertisement.

In the four produce categories the majority are influenced by both cinema celebrities and cricketers, so the advertisers must not rope with one kind of celebrities in rural and urban areas, instead use an amalgamation of both kind of celebrities and prefer local language that will provides necessary influence.

9. Conclusions

The paper has made an attempt to identify the Celebrity influencing the buyers' decision through few products. In order to market the product and to get brand equity, celebrity endorsement is one of the vital tools in marketing. In country like India, albeit surplus of products is available in the market, celebrities can make the customers to identify and recall a particular product.

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