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Celebrities and Social Cause- Detailed Analysis of Importance of Choosing a Celebrity Followed By Pulse Polio Advertisement

Radhika Wadhera

Research Scholar

Faculty of Management

Pacific Academy of Higher Education and Research University, Udaipur

Abstract: *The term Celebrity refers to an individual who is known to the public (actor, sports figure, entertainer, etc.) for his or her achievements in areas other than that of the product class endorsed (Friedman and Friedman, 1979). The objective of this research paper was to examine the celebrity endorsements impact on society as a whole, its positive and negative effects on the society. For achieving the objective of the study an empirical study was designed and for the collection of data questionnaire was used. To analyse data descriptive statistic and ANOVA test was used.*

Keyword: - *Celebrity Endorsement.*

I. INTRODUCTION

Marketing is a very important weapon to cover market in this time. Advertisement is “the art of persuasion” that is mainly concerned to create awareness about what is being offered with ultimate objective to persuade towards buying. It adopted various strategies to fight competition to others. Today one of the most prevalent forms of advertising is through the use of celebrity endorsement. In fact celebrity endorsers are being used extensively in almost all television advertisements for the marketing of different brands. The term Celebrity refers to an individual who is known to the public (actor, sports figure, entertainer, etc.) for his or her achievements in areas other than that of the product class endorsed (Friedman and Friedman, 1979). Celebrity endorsement has been defined 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” (McCracken, 1989). Celebrities are well recognized personalities having a strong attractive and impressive power to pursue the audience either by their likeliness, attractiveness, trust or by their congruency with brand which leads in creation of strong brand image and value in viewers minds. (Pornpitakpan, 2004)

The general belief among advertisers is that advertising messages delivered by celebrities provide a higher degree of attention. Marketers invest huge amounts in contracts with celebrity endorsers, since they believe that celebrities affect the process of selling of their brands or products positively. Marketers also claim that celebrities increase the memorability of the message, and may provide a positive effect.

Indian marketplace has undergone significant changes in the recent past. Consumers have come into contact with new advertising and sales promotion practices. To grab attention of Indian consumer marketers are increasingly using celebrity endorsements. Celebrity endorsement is a way to get the brand noticed amidst the clutter that is there in the market place. Celebrity endorsement has the power to initiate and arouse, inform and infuriate, entertain and educate the consumer.

II. REVIEW OF WORK ALREADY DONE

Choudhury A.H. & Mukherjee K. (2014)ⁱ found that Celebrity endorsement creates a favourable and positive impact on recall and thereby consumers purchase decision. They indicated that both the male and female are highly positive towards celebrity perception and sensitive to the celebrity advertisements.

Malik, G. & Gupta, A. (2014)ⁱⁱ described that marketers believe that celebrity and brand mascot endorsements provide a higher degree of appeal, attention, and customer recall ability compared with when this technique is not used. Marketers also claim that a celebrity affects the credibility of claims about a product and increases the memorabilia factor of the message, which may provide a positive effect that could be generalized to the brand. They found that insights for marketing and brand managers to design and market their campaigns effectively.

Oyeniya O. (2014)ⁱⁱⁱ found that trust, level of expertise and the fit between the celebrity and the product have positive impact on product performance. However, it was discovered that attractiveness of the celebrity and the similarities between the celebrity and the receiver has little effect on product performance. Therefore, organizations desirous of making use of celebrity in promoting their products should evaluate the attributes of the celebrities that will enhance product performance.

Parmar B.J. & Patel R.P. (2014)^{iv} assessed consumer's perception regarding to use celebrity and non celebrity endorsement in advertisements. They found that there is a significant difference for all FMCG categories between advertisements for celebrity and non celebrity.

Sertoglu, A.E., Catli, O. & Korkmaz, S. (2014)^v described that all of the three credibility dimensions (attractiveness, trustworthiness and expertise) for both celebrity endorser and created spokesperson have a positive relationship with purchase intention. Created spokesperson is perceived to be more trustworthy and competent whereas the celebrity endorser is found to be more attractive by the respondents.

Boopathy N. & Chaudhuri M. (2013)^{vi} tried to integrate the buying pattern influenced due to the brand endorsement by celebrity. They used an exploratory approach to predict the prominent factors. The scope of the paper extends to giving insights for developing better means to impact the younger generation through their advertisements.

Francis D. & Yazdanifard R. (2013)^{vii} explained that customer perception and attitude towards the celebrities also has an influence in whether the brand is truly to be followed by consumers for brand recall, or just another ploy to gain more sales. Be it to restore a failing brand, increase sales, or to further boost the image, celebrity endorsement can bring more glitz towards the retail brand's marketing strategy.

Georgia is M. (2013)^{viii} analysed the print and TV PSAs from the Let's Move! Campaign, they found that health messages were strategically communicated with a series of separate but cohesive PSA ads that displayed consistency in messages, logos and themes, ultimately creating a brand for the campaign that was easily recognizable to publics. Furthermore, messages were tactically targeted to parents and kids of different ethnic and socio-economic backgrounds for appeal across a broader audience. PSAs used techniques drawn from the social cognitive theory and health belief model to increase self efficacy by showing rather than telling target audiences how to make the requested action, influencing attitudes towards childhood obesity, and ultimately motivating behavior change.

Goel P. (2013)^{ix} found that majority of the respondents are aware of celebrity endorsements and their buying decisions are influenced by factors like value for money, quality and price of the product. Also a major chunk of respondents do buy celebrities endorsed brands or products because they think that endorsed products, services or brands carry high image and are of good quality. Majority of the respondents think that celebrity endorsement helps in brand promotion and help companies to increase their total revenue. At the same time most of respondents reported that celebrities do not use products endorsed by themselves and it is the sports celebrities who are most influential.

Goutam, D. (2013)^x found that the reasons and influence of the brand ambassadors and their impact on consumers buying behaviour.

Manjusha T.V. & Segar V. (2013)^{xi} focused on impact of celebrity endorsements on consumers purchase intentions and overall brand. They disclosed impressive insights into the topic which examines differences between endorsements with celebrities. The extent to which the media recognizes the risks encountered by celebrity advertising has been discussed. It is quite fascinating to see how viewers relate themselves to these popular celebrities and how this new technique creates desire for the product in the minds of the consumers.

III. OBJECTIVE OF THE STUDY

The present research is proposed to meet the following objectives:

1. To undertake an extensive study of literature on celebrity endorsement impact on behavior of people's attitude.
2. To find out the impact of Amitabh Bachchan endorsement in **Pulse polio** campaign and behavior of the society.

Hypothesis

H₁₁: There is significant impact on recall of social message due to celebrity endorsement.

H₂₁: There is significant impact on peoples' attitude towards social communication due to endorsement.

H₃₁: There is significant impact on behavior due to the social communication endorsed by a celebrity.

IV. RESEARCH METHODOLOGY

To achieve the objective of study an empirical study was designed. Samples of 202 respondents Maharashtra were selected on convenient basis. A questionnaire (vide annexure) was circulated among the respondents and responses were collected. Responses were based on 5-point Likert scale. Questionnaire was divided into two parts, first part provided information regarding demographic profile of respondents and the second part of questionnaire was provided information regarding celebrity endorsement impact on society. For the analysis of data descriptive statistic and the test of significant ANOVA test was applied at 5% level of significant and result were presented into detailed in tables.

V. PULSE POLIO ADVERTISEMENT DATA ANALYSIS

Demographic Profile of the Sample

The demographic profile of the sample including gender, education, occupation and age is as follows:

The total sample size was 202, out of which about 73 percent were male and remaining 27 percent were females. The sample is comprised of highly literate people. About 54 percent respondents had postgraduate qualification and 32 percent were graduates. The remaining 14 percent were found to have professional degrees such as engineering and management. With higher levels of literacy, it is expected that the respondents would have the ability to recall and relate the commercial with the cause. In terms of occupation a majority of respondents (about 56 percent) were having private jobs followed by professionals (30.7 percent) and businessmen (10.4 percent). Only three percent respondents were found to have government jobs. A majority of respondents (48.5 percent) were in 25 to 35 years' age group. Another 20.8 percent were in 35 to 45-year group and 19.8 percent were more than 45 years old. As younger people were more exposed to electronic media it is expected that the respondents were better placed to recall the social communication messages.

Hypothesis testing

Analysis of data pertaining to the pulse polio immunization programme endorsed by Amitabh Bachchan is presented in the following paragraphs.

Table 1
Heard about Pulse polio

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	197	97.5	97.5	97.5
No	5	2.5	2.5	100.0
Total	202	100.0	100.0	

Source: SPSS output

Communication related to this social campaign was very frequently shown on different TV channels and also aired on several FM radio stations over a long period of time. This created a very high level of awareness about the programme among the general public. Data collected for the study indicate that 97.5 percent of sample respondents are aware about this social communication.

Table 2
Seen polio ad on TV

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	191	94.6	94.6	94.6
	No	11	5.4	5.4	100.0
	Total	100.0	100.0	100.0	

Source: SPSS output

Out of 97.5 percent respondents who were aware about the ad 94.6 percent had seen it on their TV sets. The remaining three percent would have probably heard about it on radio or some other communication media. The ratio of male and female respondents who had watched the ad on TV was almost the same.

Table 3
Remember Celebrity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	12	6.0	6.0	6.0
	Yes	190	94.0	94.0	100.0
	Total	202	100.0	100.0	

Source: SPSS output

Earlier it was found that 191 (94.6 percent) respondents had seen the ad on TV, the table above shows that 190 (94.0 percent) respondents remember the name of the celebrity who endorsed this social campaign. Earlier studies on this topic had revealed that almost 100 percent people who remember this campaign know that it was endorsed by Amitabh Bachchan but the current study, may be because it was conducted in a metro city where polio is hardly a problem, reveals that only 94 percent respondents remember the celebrity.

Table 4
Remember Punch line

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	18	8.9	8.9	8.9
	Yes	184	91.1	91.1	100.0
	Total	202	100.0	100.0	

Source: SPSS output

Out of the total valid sample of 202 about 97.5 percent indicated that they have heard about the pulse polio immunization campaign. The table above reveals that 91.1 percent respondents could recall the punch line of the advertisement. This is much less than the percentage of people recalling the name of celebrity (94.0 percent) who endorsed the programme. This is not surprising because a celebrity often overshadows the message of the campaign, though in this case the difference is very small. It is interesting to note that out of 97.5 percent respondents who could recall the campaign only 91.1 percent really remember the punch line.

Table 5
Like the Ad

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	16	8.0	8.0	8.0
	Yes	186	92.0	92.0	100.0
	Total	202	100.0	100.0	

Source SPSS output

It has been mentioned earlier that 97.5 percent respondents were aware about the pulse polio immunization programme and 94.6 percent had watched the ad on TV. The table above shows that 92 percent of them liked the ad and remaining eight percent did not like the ad for various reasons. This eight percent may also include those who did not recall the communication and also the ones who did not watch it on TV. In any case 92 percent sample population liking the communication is a great achievement for any commercial whether a social message, service or a physical product. What makes this communication memorable will be discussed in the following paragraphs.

Table 6
What Comes to mind when recall the Ad

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No response	6	3.0	3.0	3.0
	Big B	103	51.0	51.0	54.0
	Message	93	46.0	46.0	100.0
	Total	202	100.0	100.0	

Source: SPSS output

In the minds of people there is a strong association between Amitabh Bachchan and Pulse Polio Immunization Programme. The first thing that comes to the minds of majority (51percent) of people when they hear about Polio Immunization is Amitabh Bachchan. About 46 percent respondents said that the message has such a strong social relevance the first thing that comes to their mind is the message delivered by the campaign. Earlier studies on celebrity endorsement suggest that if the celebrity is highly popular people may remember the celebrity and forget the message but in this case about 46 percent respondent have top of mind recall of the message indicating that message of the campaign touched the hearts of the people.

Descriptive Statistics pertaining to the Likert scale statements concerning recall of message (variables 7.1 to 7.5) are presented in the following table:

Table: 7
Descriptive Statistics Recall data

Statements about Recall of Message	N	Mean	Std. Deviation	Variance
Remember ad due to Big B	202	3.16	.738	.545
Remember ad due to Important Message	202	3.39	.726	.527
Remember due to Style of execution	202	3.21	.661	.437
Not effective without Big B	202	2.86	.872	.760
Strong advocacy of program by Big B	202	2.96	.778	.605
Valid N (list wise)	202			

The first three items in the list have a mean that is more than 3.0 on a four point scale indicating a high degree of agreement with these statements. This shows that a celebrity can enhance the recall rate for the ad but at the same time the message should also have a high degree of social relevance and it should be executed in a style that appeals people. The mean values of the remaining two scale items, ad not memorable without Amitabh and successful due to strong advocacy are 2.86 and 2.96 respectively indicating that people largely agree with these two statements as well.

Statistically it is difficult to arrive at some conclusion on the basis of mean values alone, therefore One-way ANOVA procedure was performed on these variables by using the number of people remembering the celebrity (Q.3) as blocking variable.

Analysis of Variance (ANOVA) is a mathematical technique used for partitioning the total variation in a set of data in such a manner that it is possible to identify the component sources of variation. In one-way ANOVA an investigator can research the effect of one independent variable (in this case the number of people remembering the celebrity) which is used as blocking variable on different sets of dependent variables. The independent variable needs only be measured on a nominal scale whereas dependent variables are measured on interval scale.

The ANOVA table below tests the hypothesis that means of the three variables A, B and C (remember due to Amitabh, remember due to message and remember due to style of execution) are equal.

Table 8
One-way ANOVA Recall data

		Sum of Squares	Df	Mean Square	F	Sig.
Remember ad due to Big B	Between Groups	12.577	2	6.289	12.897	.000
	Within Groups	97.032	199	.488		
	Total	109.609	201			
Importance of Message	Between Groups	11.528	2	5.764	12.157	.000
	Within Groups	94.353	199	.474		
	Total	105.881	201			
Style of execution	Between Groups	11.801	2	5.901	15.441	.000
	Within Groups	76.045	199	.382		
	Total	87.847	201			

The F values of the three test variables 12.897, 12.157 and 15.441 are significant at 100 percent level of confidence indicating that means for the three variables are equal. **The test also supports our first alternative hypotheses H₁₁: There is significant impact on recall of social message due to celebrity endorsement.**

However, the test results further indicate that people also remember the ad due to importance of message and style of execution. It implies that people may fail to recall an ad if the message is not important to them and style of execution is poor despite an endorsement by some celebrity. In the Indian market place many social campaigns have failed in the past due to poor execution or lack of appeal despite being endorsed by celebrities.

A battery of five statements was used to gauge the attitude of people towards the pulse polio campaign endorsed by Amitabh Bachchan. The mean values, standard deviations and variance measures of the variables are presented in the following table.

Table 9
Descriptive Statistics Attitudinal data

Statements related to attitude	N	Mean	Std. Deviation	Variance
Celebrities can influence people	202	3.23	.841	.707
Celebrities can change attitude	202	3.23	.725	.525
Celebrities can motivate people	202	3.29	.710	.504
It helped remove fear about vaccination	202	3.09	.750	.563
AB helped educate people	202	3.36	.609	.371
Valid N (listwise)	202			

Source: SPSS output

The mean values of all five variables are more than 3.0 on a four point scale indicating a high degree of agreement with the statements. To strengthen the evidence further one-way ANOVA was performed on all five attitudinal statements by using the liking for the endorsement ad (Q.5) as blocking variable. The ANOVA procedure also tests the hypothesis regarding equality of means of all test variables.

Table 10
One-way ANOVA for Attitudinal statements

Attitudinal Statements		Sum of Squares	df	Mean Square	F	Sig.
Can influence people	Between Groups	8.308	2	4.154	6.181	.002
	Within Groups	133.756	199	.672		
	Total	142.064	201			
Can change attitude	Between Groups	6.462	2	3.231	6.491	.002
	Within Groups	99.062	199	.498		
	Total	105.525	201			
Motivate people	Between Groups	8.035	2	4.017	8.568	.000
	Within Groups	93.312	199	.469		
	Total	101.347	201			
Remove fear about vaccine	Between Groups	4.640	2	2.320	4.252	.016
	Within Groups	108.573	199	.546		
	Total	113.213	201			
Help educate people	Between Groups	4.127	2	2.064	5.826	.003
	Within Groups	70.491	199	.354		
	Total	74.619	201			

Source SPSS output

Collectively four out of five attitudinal statements (1, 2, 3 and 5) are significant at almost 100 percent confidence interval. The fourth statement is significant at 90 percent confidence interval. All these variables support our second hypothesis that celebrity endorsement can help changing attitude of the targeted audience towards some social matter. **Individually, the second statement**

that says “Celebrities can change the attitude of people” has F value 6.491 (significant at almost 100 percent confidence interval) supporting our second alternative hypotheses H_{21} : There is significant impact on peoples’ attitude towards social communication due to endorsement.

A battery of four statements was used to validate the effect of celebrity endorsement on behavior of the people. The mean values and other descriptive statistics are presented in the table below:

Table 11
Descriptive Statistics Behavioural data

Behavioural statements	N	Mean	Std. Deviation	Variance
Follow Big B due to love respect	202	3.37	.709	.503
People did as told in communication	202	3.28	.702	.492
Campaign Successful because of AB	202	2.94	.777	.603
Celebs can change the behavior of people	202	3.19	.680	.462
Valid N (listwise)	202			

The highest mean score (3.37) is for the statement “People follow Big B because of love and respect” indicating high degree of agreement with the statement. The second statement “campaign was successful because people actually did what they were told to do” is again having a high score of 3.28 on a four point scale indicating high degree of agreement. The third statement attributing the success of campaign to endorsement by Big B is having slightly lower mean value of 2.94. A high variance in this case indicates a higher difference in opinions of the people on this matter. The fourth statement saying celebs can change the behavior of the people towards a social issue is again having a higher mean of 3.19.

An output table for one-way ANOVA using number of people who have seen this ad on TV (Q.2) as blocking variable is given below:

Table 12
One-way ANOVA Behavioural Data

Statements regarding Behavior		Sum of Squares	df	Mean Square	F	Sig.
Follow due to love respect	Between Groups	3.559	1	3.559	7.293	.008
	Within Groups	97.594	200	.488		
	Total	101.153	201			
People did as told	Between Groups	.077	1	.077	.156	.693
	Within Groups	98.839	200	.494		
	Total	98.916	201			
Success because of AB	Between Groups	8.399	1	8.399	14.880	.000
	Within Groups	112.888	200	.564		
	Total	121.287	201			
Celebs can change behavior	Between Groups	7.908	1	7.908	18.620	.000
	Within Groups	84.943	200	.425		
	Total	92.851	201			

Source: SPSS output

The first third and fourth statements are having F values 7.293, 14.880 and 18.620 respectively, significant at almost 100 percent level of confidence. Significance of these three statements collectively indicates that celebrities can impact the behavior of people. Apparently these F values also support our **Third Alternative hypothesis H_{31} : There is significant impact on behavior due to the social communication endorsed by a celebrity.**

However, in this case there is a need to read between the lines. **The second and most important statement “The campaign was successful because people did what they were told to do in communication” was not found to be statistically significant.** In other words the respondents do not really believe that the target audience for the pulse polio campaign really acted on the advice of celebrity. This also highlights the difference between what people accept in principle and then how they really behave.

CONCLUSION

Based on the findings of the data collected from review of literature, it is concluded that celebrity endorsement has a potential of being noticed and liked by the viewers. It is evident from the study that celebrity does catch the attention of consumers. It was also found that if celebrity entered into marketing it has influence purchasing decision of buyers, improve social status of campiness; increase profit of companies, increase sales of companies, increase market addition of companies and it can change human behaviour. It was also found that if celebrity entered into marketing it has not improve the brand's image of companies, increase in computation power of companies, increase in viewer's attention of companies and conveys all the features of the product.

Communication related to this social campaign (**Pulse polio**) was very frequently shown on different TV channels and also aired on several FM radio stations over a long period of time. This created a very high level of awareness about the programme among the general public. The result of data analysis revealed that almost 100 percent people who remember this campaign know that it was endorsed by Amitabh Bachchan. The F values of the three test variables 12.897, 12.157 and 15.441 were significant at 100 percent level of confidence indicating that means for the three variables are equal. However, the test results further indicate that people also remember the ad due to importance of message and style of execution. It implies that people may fail to recall an ad if the message is not important to them and style of execution is poor despite an endorsement by some celebrity. Further it was found that celebrity endorsement can help changing attitude of the targeted audience towards some social matter and it was also revealed that celebrities can impact the behavior of people. In other words the respondents do not really believe that the target audience for the pulse polio campaign really acted on the advice of celebrity. This also highlights the difference between what people accept in principle and then how they really behave.

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