STUDENTS PERCEPTION ON MULTIPLE CELEBRITIES ENDORSING A SINGLE PRODUCT: AN EXPERIMENTAL STUDY

P. Sheela, Professor, GITAM Institute of Management, GITAM (Deemed to be University)
S. Anjani Devi, GITAM Institute of Management, GITAM (Deemed to be University)
Y. Thorani, GITAM Institute of Management, GITAM (Deemed to be University)

ABSTRACT

Celebrities' endorsement today is becoming a popular attempt by marketers to create a better recognition for their products and brand. Celebrities' endorsement in India has crossed a multimillion market. Marketers have adopted the use of celebrities to draw attention and influencing the customers buying intentions. Many celebrities in India today are being used in different marketing campaigns and results have been proved that their association was successful and positive to the marketers. The fact that multiple celebrities endorsing a single product in the Indian context is rapidly increasing. These positive results had created an urge in the researchers to explore the effect of multiple celebrities endorsing a single product.

This research was an attempt on examining students' perceptions about multiple celebrities endorsing the same product and if the attributes of multiple celebrities affect students purchasing decisions with reference to Swiss Luxury Watch Brand Tag Heuer. It was proved through this research that students, in general, do agree that multiple celebrities endorsing a single product has a positive impact, but when it comes to the attributes of the multiple celebrities with reference to Swiss Luxury Watch Brand Tag Heuer, it was noted that there was mixed opinion on the students purchase decisions. Attributes like trustworthiness, celebrity's expertise, celebrities matching consumers expectations, celebrities presence adding meaningfulness to the product, celebrities presence easily get connected to students, celebrities are familiar to the students and the students preference on celebrities endorsing branded products are rejected. While attributes such as information shared on the brand are reliable, celebrities' presence in the endorsed advertisements increases the brand image of the product and multiple celebrities can enhance the brand market share were accepted.

Keywords: Celebrity, Endorsement, Celebrity Endorsement, Customers Perception, Students Purchase Decision, Attributes of Multiple Celebrities.

INTRODUCTION

Celebrity endorsements through advertisements today have become a popular marketing approach across the globe and India is no exception. From the words of Jaiprakash (2008), Companies are willing to spend large amounts of money in order to convince celebrities to endorse their brands and Products. Research carried out by Friedman et al. (1976) on the importance of celebrity endorsements of a brand reveals that celebrity endorsements in advertisements will create higher values of building trust, a better attitude towards the brand, and other dependent variables.

Customer perceptions towards celebrity endorsement have been of great interest to researchers since past several years. The outcome of research in this direction showed that the benefit of involving celebrities in advertisements was to create exposure of the brand, draw the attention of the consumers, enhances value to the image transfer process, nourishing brand communication and thereby achieving a higher level of attention (Petty et al., 1983).

Celebrity endorsement is a double-edged sword, as it has a number of positives if properly matched it can do wonders for the company, and if not it may create negative consequences for the brand and company (Mukherjee, 2009). Reports of Deloitte India and Retailers Association of India (RAI), (2019) clearly illustrates that Generation Y or Millennials, the population group between 18 and 35 years of age, are all set to take the Centre stage in consumer markets and are the driving force in redefining India's consumption story. As per the report millennials are characterized by high disposable income and are digitally connected individuals, driving various consumer segments towards rapid growth and development. Globally, millennials account for 27% of the world's 7.4 billion population. In India, millennials are 34% (at 440 million) of the country's total population. India is leading in terms of millennial population, globally. Millennials are distinguished from older generations in their spending habits, brand preferences, personalities, values and general outlook on life. Furthermore, they are considered in being engaged with brands far more extensively, personally, and emotionally when compared with other generations.

LITERATURE REVIEW

The term "*celebrity*", is referred to one who is recognized for their accomplishments in areas that are not connected to the product class that is being endorsed (Friedman et al., 1976). According to Boorstin (1961), the most significant quality of a celebrity is one not being forgotten and known by people for their "*Wellknownness*". Celebrity endorsement has been defined as:

"Any individual who enjoys public appreciation and who uses this appreciation on behalf of a consumer good…" (Byrne & Breen, 2003).

Ohanian (1990) classifies credibility endorser into three constructs: namely attractiveness, trustworthiness and expertise. Marketers endorse celebrity to make advertisements more believable, enable consumer to recognize and recollect the brand (McCracken, 1989). The attractiveness of Celebrities, helps persuading consumers when worried about social acceptance and others opinions (DeBono & Harnish, 1988). Celebrity plays a significant role in changing the thinking and settled perception in the mind of the consumers (Pughazhendi et al., 2011). Celebrities are generally well-liked, conceivably leading to identify and consumer persuasion an attempt to seek some type of relationship with the celebrity (Belch & Belch, 2007). Studies have shown positive impact of celebrity endorsements on drawing the attention and registering the brand in the mind of the consumers, its association with positive attitudes towards brand and purchase decision of customers is less understandable (Biswas et al., 2009). Consumers perceive that information shared by celebrities, especially renowned spokesperson is more connected with their lifestyle and interest in comparison to the unknown persons (Erdogan et al., 2001; Erdogan & Baker, 2000).

Good number of studies have proved that celebrities could draw positive attention and recall than when compare to non-celebrity endorsers (Kulkarni & Gaulkar, 2005; Joshi & Ahluwalia, 2008; Matrade, 2005). Research have been proving that Celebrities are more powerful and effective in connecting consumers to brands when compared to other types of endorsers (Choi & Rifon, 2007; Atkin & Block, 1983).

According to Hennayake (2017) celebrity endorsement increases awareness of a company's brand, create positive feelings towards brand. Having a celebrity in advertisements is, therefore, likely to positively affect consumers brand attitudes and purchase intentions. Millennials have become an impressive group to be studied since they have different behaviors compared to other generations, studying them today acquires importance and relevance (Smith, 2011). Millennials spend more, but have less loyalty to the brands than previous generations. They prefer products and brands that match their personality, lifestyle, social and community values (Ayaydın & Baltaci, 2013). Celebrity endorsements aren't the best way for brands to reach millennials, according to new research by Roth Capital Partners reported by e- Marketer, young consumers, in particular, feel distanced from celebrity endorsements as they fall outside the demographic set's preferences toward genuineness and relatability in its marketing (Agrawal & Kamakura, 1995).

Marketers' strategy on using multiple endorsers has its own reasons and is not unsubstantiated. According to Mowen & Brown (1981) the use of multiple celebrity endorsers has certainly helped marketers to influence consumers perceptions. Marketers in this context are putting a large portion of their income towards endorsements. In this direction determining the specific factors that influence Millennials and their purchasing attitudes and patterns has become an important focus of consumer research keeping in mind their potential spending power, the ability to be trendsetters, adoption to new products and potential for becoming a lifetime customer (Martin & Bush, 2000).

Problem Statement

This study focused on this cohort group, the college students. Since, College students are a worthwhile market that many firms generally targets because of their size, trendsetters, brand loyalties, early product adoptions and probabilities of higher standards of living once they graduate. An attempt through this study was to investigate how the college students perceive multiple celebrity endorsing the same brand and what factors influence their buying intentions?

Objective of the Research

1. To analyze the students perceptions about multiple celebrities endorsing the same brand.
2. To examine if the attributes of multiple celebrities effect students purchasing decision with reference to swiss luxury watch brand tag heuer.

Research Hypothesis

In tune to the objectives mentioned above, the main purpose for this study is to analyze the students perceptions about multiple celebrities endorsing the same brand, identify and analyze how the attributes of the multiple celebrities effect the purchasing intentions of the students with the brand in particular. This enabled the researchers in drawing the hypothesis to test as follows.

Perception of the Students about Multiple Celebrities Endorsing a Same Product

$H_{1.1}$: Multiple celebrities' endorsement will create high awareness levels about the product

$H_{1.2}$: Multiple celebrities' endorsement captures the consumer attention easily

$H_{1.3}$: Multiple celebrities' endorsement creates a long-lasting impact of the brand in the mind of Consumers

$H_{1.4}$: Multiple celebrities' endorsement enables in recollecting the brand quickly at the point of Purchase

$H_{1.5}$: Multiple celebrities' endorsement illustrates the features of the product more effectively

$H_{1.6}$: Multiple celebrities' endorsement ensures the quality of the product

To Examine if the attributes of multiple celebrities effect students purchasing decision with reference to Swiss Luxury Watch Brand Tag Heuer

$H_{2.1}$: Multiple celebrities' endorsement are more attractive

$H_{2.2}$: Multiple celebrities' choice is appropriate

$H_{2.3}$: Celebrity is trustworthy

$H_{2.4}$: The information shared of the brand is reliable.

$H_{2.5}$: Celebrities have enough expertise in presenting the brand

$H_{2.6}$: Celebrity expertise matches consumer's expectations

$H_{2.7}$: Celebrities add meaningful insights to product

$H_{2.8}$: Celebrities presence increase brand image

$H_{2.9}$: Easily get connected to the celebrity

$H_{2.10}$: Celebrities are familiar to me.

$H_{2.11}$: Prefer branded product endorsed by celebrities

$H_{2.12}$: Multiple celebrities enhance brands market share

RESEARCH METHODOLOGY

The primary and secondary data was used for this study. The primary data for this research was collected through a structured questionnaire given to students pursuing their under- graduation and post-graduation in a Deemed to be University across different programs in Visakhapatnam also known as the city of destiny. The study choose the focus group i.e. students in order to gain a deeper understanding of Millennials" decision-making process by actively showing them the advertisement in the form of print in order to find out any underlying perception, feeling towards multiple celebrities and non- celebrities that the focus group might have (Till & Busler, 1998).

Out of 200 questionnaires distributed, 180 filled in questionnaire were considered for the study. Data collected was analyzed by performing descriptive statistics. The secondary data was collected from marketing journals and marketing research reports with the objective of comprehending the perception of the Indian Millennial consumers (Suresh, 2008).

Research Justification

This study is an attempt to understand the perception of the college students on multiple celebrities endorsing the same product. These finding would help the decision

makers on better analyzing the impact of multiple celebrities endorsing the same product on purchasing decision. The outcome from this research would benefit both academicians from the strengthening their knowledge theoretically, and helping the professionals on developing strategies to draw the attention of consumers towards their brand.

DATA ANALYSIS AND DISCUSSION

Part 1

Demographic Profile of the Respondents Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Table 1 AGE					
Valid	18-19	29	16.1	16.1	16.1
	20-21	70	38.9	38.9	55.0
	22-23	51	28.3	28.3	83.3
	24-25	30	16.7	16.7	100.0
	Total	180	100.0	100.0	

Table 1 presents the age group of the respondents who had participated in this survey. 38.9 percent of the respondents fall in the age group between 20-21 years, followed by 28.3 percent of the respondents fall in the age group of 22-23 years, while 16.7 percent of the respondents falls in the age group of 24-25 years and 16.1of the respondents fall in the age group of 18-19 years.

		Frequency	Percent	Valid Percent	Cumulative Percent
Table 2 EDUCATIONAL QUALIFICATION					
Valid	Graduate	106	58.9	58.9	58.9
	Post Graduate	74	41.1	41.1	100.0
	Total	180	100.0	100.0	

Table 2 shows the total number of respondents who had participated in this study was 180. 58.9 percent are pursuing their undergraduate program, while 41.1 percent are pursuing their post graduate program.

Part II

Awareness on the Advertisement Endorsed by the Multiple Celebrities

		Frequency	Percent	Valid Percent	Cumulative Percent
Table 3 FREQUENCY TABLE ON THE ADVERTISEMENT SHOWN TO THE RESPONDENTS ASKING IF THEY CAME ACROSS THESE TWO CELEBRITIES					
Valid	Yes	82	45.6	45.6	45.6
	No	98	54.4	54.4	100.0
	Total	180	100.0	100.0	

Table 3 illustrates about the respondents awareness on the advertisement endorsed by the two celebrities. 45.6 percent of the respondents have come across the advertisement

endorsed by these two celebrities, while 54.4 percent of the respondents have expressed that they had never come across the advertisement endorsed by the two celebrities.

Proud owners of the this brand

Table 4 FREQUENCY TABLE SHOWING THE PROUD OWNER OF THIS BRAND			
Frequency	Percent	Valid Percent	Cumulative Percent
51	28.3	28.3	28.3
129	71.7	71.7	100.0
180	100.0	100.0	

Table 4 informs from out of the 180 respondents 28.3 percent our proud owners of this brand. While 71.7 percent of the respondents do not owe this brand.

Influencing factors that lead them in owning the brand

Table 5 FREQUENCY TABLE SHOWING THE FACTORS THAT INFLUENCED IN OWING THE BRAND					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Brand	80	44.4	44.4	44.4
	Advertisement	65	36.1	36.1	80.6
	Word of mouth	35	19.4	19.4	100.0
	Total	180	100.0	100.0	

Table 5 demonstrates the influencing factors that lead in owning the brand and product. 44.4 percent from out of those who owes the product had expressed that it was the brand that influenced them to have one. While 36.1 percent of the proud owners of the brand had expressed that it was the advertisement that influenced them to owe this brand.

Attractiveness of endorsed advertisements

Table 6 FREQUENCY TABLE ON ATTRACTIVENESS OF ENDORSED ADVERTISEMENTS					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Celebrity endorsed advertisement	151	83.9	83.9	83.9
	Non Celebrity endorsed advertisement	29	16.1	16.1	100.0
	Total	180	100.0	100.0	

Table 6 presents the view of the respondents towards attractiveness of endorsed advertisements between celebrity and non-celebrity. 83.9 percent had expressed that celebrity endorsed advertisement are better preferred and draws their attractiveness when compared to non- celebrities endorsed advertisements. So among the university students it is proved celebrity endorsed advertisements are more effective in drawing their attention.

Reasons for involving multiple celebrities in Advertisements

Table 7 1 MOST IMPORTANT	
Rank	Mean Rank
To generalize buzz word in the minds of the consumers	2.58
To boost brand awareness	2.62
To Expose the brand to the new market	2.82
To add credibility and glamour to the brand	3.12
Multiple celebrity endorsement can increase sales	3.18

From Table 7, it is very clear from the respondents as to why multiple celebrities are being used in the advertisement of a brand. The perception of the students based on the rank, multiple celebrities are used to generalize buzz words in the mind of the consumers, followed by to boost brand awareness, to expose the brand in the new market, to add credibility and glamour to the brand, finally to increase the sales.

Students' perception on multiple celebrities endorsing the same product

Table 8 STUDENTS PERCEPTION ON MULTIPLE CELEBRITIES ENDORSING THE SAME BRAND						
Statement	SA	A	N	DA	SDA	Total
if the same brand is endorsed by multiple celebrities does its effectiveness increases	17	24	46	62	31	100
	9.4%	13.3%	25.5%	34.4%	17.2%	100%

To the statement if the same product is endorsed by multiple celebrities at the same time does the brands effectiveness increases, 25.5% responded that they are not sure, 51.6% of them had strongly disagreed or disagreed to this statement Table 8. 22.7% of the respondents had expressed that they strongly agree or agree to this statement.

Part III

Perception of the students about multiple celebrities endorsing a same product

$H_{1.1}$: Multiple celebrities endorsement will create high awareness levels about the product

Table 9 AWARENESS					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	28	15.6	15.6	15.6
	Disagree	13	7.2	7.2	22.8
	Neutral	30	16.7	16.7	39.4
	Agree	66	36.7	36.7	76.1
	Strongly Agree	43	23.9	23.9	100.0
	Total	180	100.0	100.0	

The percent of students that agreed with this statement (60.6%) is much higher than percent of students which disagree with this statement (22.8%) in Table 9. So H_1 is accepted, according to students "*opinion, multiple celebrities*" endorsement will create high awareness levels about the product.

H$_{1.2}$: Multiple celebrities' endorsement captures the consumer attention easily

Table 10 ATTENTION					
		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	Strongly Disagree	14	7.8	7.8	7.8
	Disagree	18	10.0	10.0	17.8
	Neutral	29	16.1	16.1	33.9
	Agree	64	35.6	35.6	69.4
	Strongly Agree	55	30.6	30.6	100.0
	Total	180	100.0	100.0	

The percent of students which agree tothis statement (66.2%) is much higher than percent of students which disagree to this statement (17.8%) in Table 10. So H$_1$ is accepted, according to students "*opinion, multiple celebrities*" endorsement captures the consumer attention easily.

H$_{1.3}$: Multiple celebrities' endorsement creates a long-lasting impact of the brand in the mind of consumers

Table 11 IMPACT					
		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	Strongly Disagree	21	11.7	11.7	11.7
	Disagree	13	7.2	7.2	18.9
	Neutral	48	26.7	26.7	45.6
	Agree	57	31.7	31.7	77.2
	Strongly Agree	41	22.8	22.8	100.0
	Total	180	100.0	100.0	

The percent of students which agree to this statement (54.5%) is much higher than percent of students that disagree with this statement (18.9%) in Table 11. So H$_1$ is accepted, according to students "*opinion, multiple celebrities*" endorsement creates a longlasting impact of the brand in the mind of consumers.

H$_{1.4}$: Multiple celebrities' endorsement enables in recollecting the brand quickly at the point of purchase

Table 12 RECOLLECTING					
		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	Strongly Disagree	17	9.4	9.4	9.4
	Disagree	21	11.7	11.7	21.1
	Neutral	39	21.7	21.7	42.8
	Agree	65	36.1	36.1	78.9
	Strongly Agree	38	21.1	21.1	100.0
	Total	180	100.0	100.0	

The percent of students that agree to statement (57.2%) is much higher than percent of students which disagree to this statement (21.1%) in Table 12. So H$_1$ is accepted according to

students "*opinion, multiple celebrities*" endorsement enables in recollecting the brand quickly at the point of purchase.

$H_{1.5}$: Multiple celebrities' endorsement illustrates the features of the product more effectively

		Frequency	Percent	Valid Percent	Cumulative Percent
Table 13 **FEATURES**					
Valid	Strongly Disagree	18	10.0	10.0	10.0
	Disagree	35	19.4	19.4	29.4
	Neutral	58	32.2	32.2	61.7
	Agree	48	26.7	26.7	88.3
	Strongly Agree	21	11.7	11.7	100.0
	Total	180	100.0	100.0	

The percent of students that agree to this statement (38.4%) is higher than percent of students that disagree to this statement (29.4%) in Table 13. So H_1 is accepted according to students "*opinion, multiple celebrities*" endorsement illustrates the features of the product more effectively.

$H_{1.6}$: Multiple celebrities' endorsement ensures the quality of the product

		Frequency	Percent	Valid Percent	Cumulative Percent
Table 14 **QUALITY**					
Valid	Strongly Disagree	32	17.8	17.8	17.8
	Disagree	32	17.8	17.8	35.6
	Neutral	48	26.7	26.7	62.2
	Agree	44	24.4	24.4	86.7
	Strongly Agree	24	13.3	13.3	100.0
	Total	180	100.0	100.0	

The percent of students that agree to this statement (37.7%) is higher than percent of students that disagree to this statement (35.6%) in Table 14. So H_1 is accepted according to students "*opinion, multiple celebrities*" endorsement ensures the quality of the product.

Part IV

Perception of the students if the attributes of multiple celebrities influence their purchasing decision with reference to Swiss Luxury Watch Brand Tag Heuer.

$H_{2.1}$: Multiple celebrities' endorsement are more attractive

		Frequency	Percent	Valid Percent	Cumulative Percent
Table 15 **CELEBRITIES ARE ATTRACTIVE**					
Valid	Strongly Disagree	56	31.1	31.1	31.1
	Disagree	32	17.8	17.8	48.9
	Neutral	59	32.8	32.8	81.7
	Agree	28	15.6	15.6	97.2
	Strongly Agree	5	2.8	2.8	100.0
	Total	180	100.0	100.0	

The percentage of students who disagree with this statement (48.9 %) is slightly bigger than percentage of students which agree (18.4 %) in Table 15. So, H2.1 is rejected, in students' view, multiple celebrities endorsement of the same brand are not more attractive.

H$_{2.2}$: Multiple celebrities' choice is appropriate

Table 16
CELEBRITIES CHOICE IS APPROPRIATE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	35	19.4	19.4	19.4
	Disagree	41	22.8	22.8	42.2
	Neutral	73	40.6	40.6	82.8
	Agree	24	13.3	13.3	96.1
	Strongly Agree	7	3.9	3.9	100.0
	Total	180	100.0	100.0	

The percentage of students who disagree with this statement (42.2 %) is slightly bigger than percentage of students which agree (27.2 %) in Table 16. So, H2.2 is rejected, in students' view, multiple celebrities choice is not appropriate.

H$_{2.3}$: Celebrity is trustworthy

Table 17
CELEBRITIES ARE TRUSTWORTHY

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	28	15.6	15.6	15.6
	Disagree	54	30.0	30.0	45.6
	Neutral	67	37.2	37.2	82.8
	Agree	25	13.9	13.9	96.7
	Strongly Agree	6	3.3	3.3	100.0
	Total	180	100.0	100.0	

The percentage of students who disagree with this statement (45.6 %) is slightly higher than percentage of students which agree (27.2 %) in Table 17. So, H$_1$ is rejected, in students' view, celebrity is not trustworthy.

H$_{2.4}$: The information shared of the brand is reliable

Table 18
THE INFORMATION SHARED OF THE BRAND IS RELIABLE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	11	6.1	6.1	6.1
	Disagree	35	19.4	19.4	25.6
	Neutral	69	38.3	38.3	63.9
	Agree	56	31.1	31.1	95.0
	Strongly Agree	9	5.0	5.0	100.0
	Total	180	100.0	100.0	

The percentage of students who agree with this statement (36.1 %) is slightly higher than percentage of students who disagree (25.5 %) in Table 18. So, H2.4 is accepted, in students' view, the information shared of the brand is reliable. But 38.3% of the students remain neutral on this statement.

$H_{2.5}$: *Celebrities have enough expertise in presenting the brand*

		Frequency	Percent	Valid Percent	Cumulative Percent
Table 19					
CELEBRITIES HAVE ENOUGH EXPERTISE IN PRESENTING THE BRAND					
Valid	Strongly Disagree	28	15.6	15.6	15.6
	Disagree	50	27.8	27.9	43.6
	Neutral	61	33.9	34.1	77.7
	Agree	34	18.9	19.0	96.6
	Strongly Agree	6	3.3	3.4	100.0
	Total	179	99.4	100.0	
Missing	System	1	.6		
Total		180	100.0		

The percentage of students who disagree with this statement (43.5 %) is bigger than percentage of students who agree (22.4%) in Table 19. So, H2.5 is rejected, in students' view, the celebrities do not have enough expertise in presenting the brand (Table 20).

$H_{2.6}$: *Celebrities expertise matches consumer's expectations*

		Frequency	Percent	Valid Percent	Cumulative Percent
Table 20					
CELEBRITY EXPERTISE MATCHES CONSUMER'S EXPECTATIONS					
Valid	Strongly Disagree	27	15.0	15.0	15.0
	Disagree	42	23.3	23.3	38.3
	Neutral	65	36.1	36.1	74.4
	Agree	36	20.0	20.0	94.4
	Strongly Agree	10	5.6	5.6	100.0
	Total	180	100.0	100.0	

The percentage of students who disagree with this statement (38.3%) is higher than percentage of students who agree (25.6%). So, H2.6 is rejected, in students' view Celebrity expertise doesn't matches consumer's expectations.

$H_{2.7}$: *Celebrities add meaningful insights to product*

		Frequency	Percent	Valid Percent	Cumulative Percent
Table 21					
CELEBRITIES ADD MEANINGFUL INSIGHTS TO PRODUCT					
Valid	Strongly Disagree	29	16.1	16.1	16.1
	Disagree	51	28.3	28.3	44.4
	Neutral	66	36.7	36.7	81.1
	Agree	27	15.0	15.0	96.1
	Strongly Agree	7	3.9	3.9	100.0
	Total	180	100.0	100.0	

The percentage of students who disagree with this statement (44.4 %) is higher than percentage of students who agree (28.9 %) in Table 21. So, H2.7 is rejected, in students' view Celebrities doesn't add meaningful insights to product.

$H_{2.8}$: *Celebrities presence increase brand image*

Table 22
CELEBRITIES PRESENCE INCREASE BRAND IMAGE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	12	6.7	6.7	6.7
	Disagree	12	6.7	6.7	13.3
	Neutral	48	26.7	26.7	40.0
	Agree	70	38.9	38.9	78.9
	Strongly Agree	38	21.1	21.1	100.0
	Total	180	100.0	100.0	

The percentage of students who agree with this statement (60.0 %) is higher than percentage of students who disagree (13.4 %) in Table 22. So, H2.8 is accepted, in students' view, Celebrities presence increase brand image.

$H_{2.9}$: Easily gets connected to the celebrity

Table 23
EASILY GETS CONNECTED TO THE CELEBRITIES

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	39	21.7	21.7	21.7
	Disagree	41	22.8	22.8	44.4
	Neutral	60	33.3	33.3	77.8
	Agree	34	18.9	18.9	96.7
	Strongly Agree	6	3.3	3.3	100.0
	Total	180	100.0	100.0	

The percentage of students who disagree with this statement (44.5 %) is bigger than percentage of students who agree (22.2 %) in Table 23. So, H2.9 is rejected, in students' view they do not get easily connected to the celebrity.

$H_{2.10}$: Celebrities are familiar to me

Table 24
CELEBRITIES ARE FAMILIAR TO ME

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	40	22.2	22.2	22.2
	Disagree	46	25.6	25.6	47.8
	Neutral	52	28.9	28.9	76.7
	Agree	33	18.3	18.3	95.0
	Strongly Agree	9	5.0	5.0	100.0
	Total	180	100.0	100.0	

The percentage of students who disagree with this statement (47.8%) is bigger than percentage of students who agree (23.3 %) in Table 24. So, H2.10 is rejected, according to students' view celebrities not are familiar to them.

$H_{2.11}$: Prefer branded product endorsed by celebrities

Table 25
PREFER BRANDED PRODUCT ENDORSED BY CELEBRITIES

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	36	20.0	20.0	20.0
	Disagree	39	21.7	21.7	41.7
	Neutral	63	35.0	35.0	76.7
	Agree	38	21.1	21.1	97.8

Strongly Agree	4	2.2	2.2	100.0
Total	180	100.0	100.0	

The percentage of students who disagree with this statement (41.7%) is higher than percentage of students who agree (23.3 %) in Table 25. So, H2.11 is rejected, in students' view they do not prefer branded product endorsed by celebrities.

H$_{2.12}$: Multiple celebrities enhance brands market share

<table>
<tr><th colspan="6">Table 26
MULTIPLE CELEBRITIES ENHANCE BRANDS MARKET SHARE</th></tr>
<tr><th></th><th></th><th>Frequency</th><th>Percent</th><th>Valid Percent</th><th>Cumulative Percent</th></tr>
<tr><td>Valid</td><td>Strongly Disagree</td><td>12</td><td>6.7</td><td>6.7</td><td>6.7</td></tr>
<tr><td></td><td>Disagree</td><td>33</td><td>18.3</td><td>18.3</td><td>25.0</td></tr>
<tr><td></td><td>Neutral</td><td>55</td><td>30.6</td><td>30.6</td><td>55.6</td></tr>
<tr><td></td><td>Agree</td><td>63</td><td>35.0</td><td>35.0</td><td>90.6</td></tr>
<tr><td></td><td>Strongly Agree</td><td>17</td><td>9.4</td><td>9.4</td><td>100.0</td></tr>
<tr><td></td><td>Total</td><td>180</td><td>100.0</td><td>100.0</td><td></td></tr>
</table>

The percentage of students who agree with this statement (44.4 %) is higher than percentage of students who disagree (25.0 %) in Table 26. So, H2.12 is accepted, in students' view, multiple celebrities enhance brands market share.

CONCLUSION

This part of the research paper articulates the outcome of this research attempt, the analysis show cases the extent to which the objectives laid down are met and adds value to the existing literature on multiple celebrities endorsement. Student perception on multiple celebrities endorsing the same product with special reference to Swiss Luxury Watch Brand Tag Heuer, where two well noted celebrity namely Mr. Sharuk Khan and Mr. Ranbir Kapoor have been endorsing the same product through advertisement was considered. The Researchers in line to (McCralen) accepts that multiple celebrities endorsing are an important means in Modern marketing.

With the ever growing competition between brands, marketers today are associating celebrities to endorse their products through advertisement with the objective of drawing the attention of customers. The finding from this research attempt is otherwise proving that students give more importance to brand value than to advertisements involving well known celebrities. When the advertisement involving the two celebrities was shown to the students only 45.6 percent of the respondents had expressed that they had come across this advertisement being endorsed by the two celebrities, while 54.4 percent of the respondents had very clearly expressed that they had never came across the advertisement that was endorsed by the two celebrities. Out of the total respondents who had participated in the survey 28.3 percent of the respondents are proud owners of this brand out of which 44.4 percent from out of the proud owners had expressed that it was the brand value that had influenced them on buying the said brand.

To the statement put forward to the students that if multiple celebrities endorsing the same product would increase the effectiveness of the brand, to this 51.6 percent of the respondents had strongly disagreed or disagreed to this statement. In general to understand perception of the students about multiple celebrities endorsing a single product would create high awareness levels of the product, and the presence of celebrities would capture the attention of consumers, likewise if endorsement by multiple celebrities create a long lasting impact of the brand in the minds of the consumer or help consumers in recollecting the brand

quickly at the point of purchase or on illustrating the feature of the product more effectively or on ensuring the customers on the quality of the product to all these statements the students positively accepted. Stating that multiple celebrities endorsing a single product would influence their buying decision.

Good numbers of research papers have discussed the effectiveness of celebrities as endorser. The researchers tried to analysis from this point if celebrities did effect the students' decision on their buying intentions. In general researchers have identified and argued that celebrities did impact the buying decisions of customers. The finding from this research with special reference to Swiss Luxury Watch Brand Tag Heuer and on understanding the effect of the attributes on the students purchasing decision there was a mixed opinion. Hypothesis H2.4, H2.8 and H2.12 where positive and accepted by the students which illustrate the information shared of the brand is reliable, celebrities' presence in the endorsed advertisement increases the brand image of the product and multiple celebrities can enhance the brand market share. This could be because of their stardom stature and keeping in mind the student population across the country and their acting abilities on one hand and there are students respondents representing the north region of the country.

While hypothesis H2.1, H2.2, H2.3, H2.5, H2.6, H2.7, H2.9 and H2.11, was rejected. To mention attributes such as attractiveness of celebrities, choice appropriateness, trustworthiness of the celebrities, their expertise on the product while presenting the product, celebrities expertise matching to that of the consumers" expectation, celebrities presence adding meaningful insights to the product, customers easily getting connected to the celebrities, familiarity of the celebrities and the students preferences" to branded products endorsed by multiple celebrities as per the analysis is in no way influencing the students purchase decision. This outcome could be because the students accept celebrities for their acting abilities but not the case with endorsement. Marketer must consider the varied attitudes of students, likewise culture, lifestyles and traditions which are diverge. Likewise selecting celebrities should be based on the populace familiarity. If they select celebrities who are not popular with consumers, such a decision by marketers would have an adverse influence on the customers. While reach to new market or trying on extending their market scope, marketers has to also check and see if the celebrities have made a favorable impression on the customers, if at all they have selected celebrities and are being paid high this might have an adverse impact on the customers. Choosing celebrities whose culture reverberates in the customers mind, in such cases the purchasing decisions would be even higher.

Finally, one more suggestion to marketers is to explore knowledge through demographical area research. In order to understand the Attitudes and perceptions of people that differ on various different bases for instance age, gender, state, income level, location, education etc. since consumers are generally governed by their culture and values. Such an attempt would make marketers to better understand the different channels and means through which they could connect customers and there by inculcate or influence their purchasing decisions.

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