Celebrity Endorsement: It's Impact on Brand

Dr. Anitha R. Natekar
Assistant Professor, Department of Management Studies
Karnataka State Women's University
Jalanagar- Bijapur – 586 109, Karnataka-Mob: +918050680561
E-mail: anitarnatekar@yahoo.com

Abstract-"A sign of a celebrity is that his name is often worth more than his services". Daniel J. Boorstin. With no doubts, our society is very much influenced with celebrities. And the advantage of this is taken upon by the advertising companies because for them it becomes really very easy to market and increase the sale of their product. This is because most of the Indian consumers are desperate followers of one or other celebrities. And this is why Endorsements featuring celebrities has become the latest trend of today. Though appreciating a celebrity is good but this does not at all mean to follow them like dumb. There is a huge Impact of Celebrity Endorsements among the consumers though TV commercials in India as Indians like the celebrities a lot and consider most of the celebrities their role models. There for more and more companies prefer the celebrities of different fields in India like the cricketers, Bolly wood celebrities and other sports personalities. Celebrity endorsement is quite famous and effective in India. Most of the products of many companies are being endorsed by the Bolly wood actors and Indian cricketers for better sales targets. Television is something which is watched all over Indian by the people of all class whether the people belong to lower class or middle class or upper class, all of them watch television to entertain themselves. The main objective of this paper is to analyze the impact of Celebrity Endorsement on two brands respectively of select celebrities.

Key words:

Introduction:

"The health of a brand can definitely be improved up to some extent by celebrity endorsement. But one has to remember that endorsing a celebrity is a means to an end and not an end in itself."The society that we live-in can not only be called secular or democratic, it should be more appropriately termed as over-communicated these days. A typical super-market in USA displays more than 12,000 brands, an American family has atleast one television set and a consumer is exposed to around 1000 ads per day. Likewise, there are around 130 television channels in India broadcasting over 3 million television commercials each year in India. The media-explosion can thus be easily demonstrated. Moreover, people forget 80% of the information in just 24hours. Just imagine the plight of the marketer to make his brand shout over the deafening clutter of all the brands. Some where in the 1980's an Indian marketer found the solution, 'Celebrity Endorsement' for the brand. The crescendo of celebrities endorsing brands has been steadily increasing over the past years. Marketers overtly acknowledge the power of celebrities in influencing consumer – purchasing decisions. But everything is not hunky-dory; celebrities are after all mere mortals made of flesh and blood like us. If a celebrity can aggrandize the merits of a brand, he or she can also exacerbate the image of a brand. If I may take the liberty of rephrasing Aristotle's quote on Anger, "Any brand can get a celebrity. That is easy, but getting a celebrity consistent with the right brand, to the right degree, at the right time for the right purpose and in the right way that is not easy".The brand endorsement business is around Rs.1,000crore (Rs.10 Billion), including star appearances and

events, according to Manish Porwal, CEO of Celebrity Management Co.; Percept Talent Management.

Celebrity endorsement has been established as one of the most popular tools of advertising in recent time. It has become a trend and perceived as a winning formula for product marketing and brand building. It is easy to choose a celebrity but it is tough to establish a strong association between the product and the endorser. Celebrity endorsement is always a two-edged sword and it has a number of positives ---- if properly matched it can do wonders for the company, and if not it may produce a bad image of the company and its brand. In this process, the companies hire celebrities from a particular field to feature in its advertisement campaigns. The promotional features and images of the product are matched with the celebrity image, which tends to persuade a consumer to fix up his choice from a plethora of brands.

'Celebrity Endorsement'
McCracken's (1989) definition of a celebrity endorser is, "any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement (marcoms), is useful, because when celebrities are depicted in marcoms, they bring their own culturally related meanings, thereto, irrespective of the required promotional role."

Friedman and Friedman (1979) found empirical evidence that, in the promotion of products high in psychological and/or social risk, use of celebrity endorser would lead to greater believability, a more favorable evaluation of the product and advertisement, and a significantly more positive purchase intention. Thus, companies use celebrities to endorse their products, however, there are deeper attributes that are involved in celebrity endorsement. Celebrities might endorse as a brand ambassador or a brand face.

Successful celebrity endorsements for a brand--- An Indian Perspective

The latter part of the 80's saw the burgeoning of a new trend in India- brands started being endorsed by celebrities. Hindi film and TV stars as well as sportspersons were roped in to endorse prominent brands. Advertisements, featuring stars like Tabassum (Prestige pressure cookers), Jalal Agha (Pan Parag), Kapil Dev (Palmolive shaving cream), Sunil Gavaskar (Dinesh suitings), etc., became common. Probably, the first ad to cash in on star power in a strategic, long-term, mission statement kind of way was lux soap. This brand has, perhaps as a result of this, been among the top three in the country for much of its lifetime.

India is one country, which has always idolized the stars of the celluloid world. Therefore it makes tremendous sense for a brand to procure a celebrity for its endorsement. In India there is an exponential potential for a celebrity endorsement to be perceived as genuinely relevant, thereby motivating consumers to go in for the product. This would especially prove true if the endorser and the category are a natural lifestyle fit like sportspersons and footwear, Kapil-Sachin and Boost or film stars and beauty products.

Celebrity endorsements cannot replace the comprehensive brand building processes. Through research and analysis, this paper emerges with a 20- point model which can be used as blue-print criteria and can be used by brand managers for selecting celebrities, and capitalizes the celebrity resource through 360 degree brand communication since our research proposes it as the foundation brick of the impact of celebrity endorsement. Our study reveals that the impact of celebrity endorsement is proportional to the 20 factors discussed in the model. This analysis is based on the model prescribed by Neha Taleja(2005) and Infilmarena.

Impact of Celebrity Endorsement
The concept of celebrity endorsement has become a rage in India as well, with every company trying to rope in a brand ambassador

of sorts for their brands. The increasing number of endorsements throws a valid question to the consumers. Is there a science behind the choice of these endorsers or is it just by the popularity measurement? What are the reasons which lead to impact of celebrity endorsement on brands? Through research and analysis, this paper develops a 20 point model, which can be used as a blueprint criteria which can be used by brand managers for selecting celebrities, and capitalizes the celebrity resource through 360 degree brand communication, since our research proposes it as the foundation brick of the impact of celebrity endorsement. Our study reveals that the impact of celebrity endorsement is proportional to the 11 factors discussed in the paper.

 The success of a brand through celebrity endorsement is a cumulative of the following 20 attributes. Greater the score of the below parameters, greater are the chances of getting close to the desired impact.

20 Points attributes of effective Celebrity Endorsement

1. Celebrity-Product Match: the match-up hypothesis proposes positive effects of a congruent association between a celebrity and a product being promoted. Cyrus Broacha is the brand ambassador for MTV since both the celebrity and the brand are considered as friendly, young, mood-boosting, humorous and outspoken. MTV's brand personally overlaps Cyrus Broacha's image as brand.

2.   Celebrity-Target   Audience   Match: Celebrity is the mouthpiece for a brand in communicating messages to target audiences rather more effectively than any other voice.Indian TV star Smriti Irani endorsing the WHO recommended ORS Campaign in India. Indian mothers can associate with Smriti Irani through the facets she projects on screen or in regular life which helps develop a connect with the target audience since mothers medicate their children with ORS.

3. Celebrity Popularity: The lifecycle of celebrity popularity varies a lot. People tend to commensurate the personalities of the celebrity with the brand thereby increasing the recall value celebrity.

4. Celebrity Credibility: The most important aspect of celebrity endorsement is credibility. In a research carried out by infilmarena, a brand and advertisement group, among 43 ad agencies and companies,most experts believed that the most important dimensions of credibility are trustworthiness and prowess or expertise with regard to the recommended product or service. One of the most successful campaigns in which the celebrity's credibility has had an indelible impact on the brand and has saved the brand is of cadbury's. After the worm controversy, Amitabh Bachchan's credibility infused into the brand through the campaign, helping it to get back on track.

5. Celebrity values: Amitabh Bachan and Shahrukh Khan campaigning for Pulse Polio or Aishwarya Rai appearing in the donate eyes campaign are few examples, which reflect the transfer of celebrity values to the brand, creating an impact that generates recall.

6. Celebrity Physical Attractiveness: physical attractiveness of the endorser may be central in context with change in attitude of the customer. The celebrity endorsements based on the attractiveness of the endorser most of the time produces positive effect on consumers. In general attractive endorsers are more effective promoters than unattractive endorsers. The target audience is more familiar to the attractive celebrities and these celebrities are more likable.

7. Celebrity Regional and International Appeal Factors: In a market with a very high proliferation of local, regional and international brands, celebrity endorsement was thought to provide   a   distinct   differentiation.   While selecting an endorser its regional effect always comes into play. Where as while going global, the celebrities should be chosen in such a way that can create a global overall impact. For eg:

Maharastra Tourism wanted to endorse Sachin Tendulkar for Promoting Tourism.

8. Celebrity Controversy Risk: Association of the celebrity with a controversy or ill-behaviour can cause negative impact to the endorsements. Any act on the part of the endorser that gives him a negative image among the audience and goes on to the affect the brands endorsed.Eg: Salman Khan's accident issue affected Thumbs-up

9. Multiple Endorsements: consumers do get confused about the brand endorsed when a single celebrity endorses numerous brands. For eg; in case of Sachin Tendulkar people recall Pepsi, TVS Victor and MRF, but might not remember brands like Britannia and Fiat. Thus, for multiple endorsements where the same celebrity endorses several brands, it boils down to the strength of the brand and the advertising content.

10. Costs of Acquiring the Celebrity: Although nobody is willing to say exactly how much celebrities get paid, industry sources say Indian cricketer Sachin Tendulkar's price is believed to be between Rs.2.0-2.5 Crore per endorsement, and Oscar winning musician A.R.Rehman, who had signed up with AirTel, is believed to have picked up Rs. 1.75 Crore.

11. Fit with the Advertising Idea: Marketers seek to adopt 360 degree brand stewardship in which the brand sees no limits on the number of the contact points possible with a target consumer. Advertising ideas, thus, revolve around this approach, and the celebrity endorsement decisions are made through these strategic motives. Celebrities do have some common characteristics which include their recognition, their status or their popularity but each celebrity may have his or her own unique image or cultural meaning which has been identified.

12. Celebrity Availability: Due to multiple endorsements by certain celebrities, brands refuse to adopt celebrity endorsement since they fear dilution of the brand image. So, prior to the endorsement, availability should be judged.

13. Celebrity should be the brand user: To make an endorsement successful, the customer should believe in the endorsement. If the endorser using a brand and promoting a different brand in the advertisement, then this may create a non-sense image to the customer. One of the most successful campaigns has been executed by PETA in which celebrities like Shilpa Shetty, Amisha Patel, Yana Gupta, Sheetal Malhar, Mahima claimed to believe in PETA's philosophy, and thereby endorse the brand.

14. Consumer Influencing Advertisement: The advertisement also should be well made and designed to portray the actual image of the brand and to convey the message intended to transfer to target audience. Sometime due to poor performance in the advertisement, the promotion attempt fails although the celebrity was perfect for the brand.

15. Previous Endorsements: while endorsing a celebrity, his/her prior endorsements should be monitored carefully. This will help in analyzing celebrity's dedication, professionalism and credibility as well as will help in evaluating the impact. Endorser campaigning for the similar line of products should not be endorsed. Even for an endorsing brand, its prior engagements with same or different celebrities should be kept in mind**.**

16. Proper use of Promotional Medium: The most preferred medium of celebrity endorsement strategy was television although using several media was seen as an effective way to get good return on investment since celebrity fees are usually high. Using multiple celebrities or a single celebrity depends on the time period over which a campaign is planned to have impact, campaign budget, and variance in target audience characteristics.

17. Brand Image Formation Capability: Both theoretical and empirical research on the subject clearly indicates that celebrity product endorsement is a form of co-branding, which influences brand image through meaning transfer from the endorser to the endorsed brand. Celebrity-product congruence has a positive impact on brand image, which in turn has a positive impact on brand equity.

18. Interest of Endorser: An endorsement became most successful when the endorser is also interested in the association with the brand not only for financial benefit, but also for his/her own image building also. Several celebrities have ventured into the fashion and accessories businesses and more are on the way.

19. Endorsement management team: global brand endorsements demand a global brand management team. This regional and international organization is in place to maintain brand leadership through proper effective celebrity endorsements.

20. Unique Idea of Promotion: Great brand endorsements represent great ideas at right time. These brands express the uniqueness of position to all internal and external audiences. They effectively utilize all elements in the communications mix to position themselves within and across international markets.

Out of the 20 points attributes of effective Celebrity Endorsement Model, this paper focuses on the following 11 attributes and its impact for 2 products respectively of the select celebrities. For this purpose, 200 random respondents were chosen from the Bijapur (Karnataka) region.

Attributes of effective celebrity endorsement:
1. Fit with advertisement idea
2. Brand user
3. Celebrity profession matches with the brand
4. Celebrity physical attractiveness affects buying
5. Celebrity values matches with the brand
6. Multiple endorsement affect purchase decision
7. Celebrity controversy risk affects your purchase decision
8. Celebrity product match
9. Celebrity target audience match
10. Celebrity popularity
11. Celebrity creditability

Juhi Chawla

Sl No:	Kurkure	Catch Masala

1	88 percent of respondents agree that she fits with the ad idea	60 percent of respondents disagree that she doesn't fit with the ad idea
2	68 percent agreed that she is a brand user	76 percent believes that the celebrity is not a brand user
3	72 per cent of the respondents believes celebrity profession matches with the brand	64 percent of the respondents agree that celebrity profession doesn't match with the brand
4	80 percent of respondents say celebrity physical attractiveness effects their buying	56 percent of respondents agree celebrity physical attractiveness effects their buying.
5	60 percent of them say celebrity values matches with the brand	52 percent of them say celebrity values matches with the brand
6	80 percent says that multiple endorsement effects their purchase decision.	52 percent says that multiple endorsement effects their purchase decision
7	60 percent of the respondents agree that celebrity controversy risk affects their buying.	56 percent of respondents say that celebrity controversy risk doesn't affect their buying.
8	76 percent agree that the celebrity match with the product.	60 percent say that celebrity doesn't match with the product.
9	80 percent of the respondents agree that the celebrity matches with target audience.	68 percent of the respondents say that the celebrity doesn't match with target audience.
10	80 percent of them agree that celebrity is popular.	68 percent of the respondents believe that the celebrity is not popular.

Celebrity Endorsement: It's Impact on Brand

| 11 | 72 of the respondents believe that the celebrity has creditability. | 56 of the respondents believe that the celebrity doesn't have creditability. |

Saif Ali Khan

Sl No:	Lays	Asian Paints
1	84% of respondents agree that he fits with the ad idea	52 percent of respondents agree that he fits with the ad idea
2	64 percent agreed that he is a brand user	60 percent believes that the celebrity is not a brand user
3	64 per cent of the respondents believes celebrity profession matches with the brand	52 percent of the respondents agree that celebrity profession doesn't match with the brand
4	72 percent of respondents say celebrity physical attractiveness effects their buying	72 percent of respondents agree celebrity physical attractiveness doesn't effects their buying.
5	60 percent of them say celebrity values matches with the brand	52 percent of them say celebrity values matches with the brand
6	64 percent says that multiple endorsement effects their purchase decision.	60 percent says that multiple endorsement effects their purchase decision
7	60 percent of the respondents disagree that celebrity controversy risk affects their buying.	56 percent of respondents say that celebrity controversy risk doesn't affect their buying.
8	64 percent agree that the celebrity match with the	56 percent say that celebrity match with the product.

	product.	
9	60 percent of the respondents agree that the celebrity matches with target audience.	60 percent of the respondents say that the celebrity match with target audience.
10	68 percent of them agree that celebrity is popular.	52 percent of the respondents believe that the celebrity is not popular.
11	68 of the respondents believe that the celebrity has creditability.	68 of the respondents believes that the celebrity have creditability.

Shahrukh Khan

Sl No:	Pepsodent	Fair and Handsome
1	80% of respondents agree that he fits with the ad idea	64 percent of respondents agree that he fits with the ad idea
2	60 percent agreed that he is a brand user	72 percent believes that the celebrity is not a brand user
3	64 per cent of the respondents believes celebrity profession matches with the brand	66 percent of the respondents agree that celebrity profession doesn't match with the brand
4	66 percent of respondents say celebrity physical attractiveness doesn't effects their buying	60 percent of respondents agree celebrity physical attractiveness effects their buying.
5	68 percent of them say celebrity values matches with the brand	56 percent of them say celebrity values doesn't matches with the brand
6	76 percent says that multiple endorsement effects their purchase decision.	56 percent says that multiple endorsement effects their purchase decision

Celebrity Endorsement: It's Impact on Brand

7	52 percent of the respondents disagree that celebrity controversy risk affects their buying.	64 percent of respondents say that celebrity controversy risk doesn't affect their buying.
8	68 percent agree that the celebrity match with the product.	52 percent say that celebrity doesn't match with the product.
9	76 percent of the respondents agree that the celebrity matches with target audience.	60 percent of the respondents say that the celebrity match with target audience.
10	76 percent of them agree that celebrity is popular.	72 percent of the respondents believe that the celebrity is popular.
11	80 of the respondents believe that the celebrity has creditability.	52 of the respondents believes that the celebrity have creditability.

Amitabh Bachchan

Sl No:	Dairy Milk	Boro Plus
1	96% of respondents agree that he fits with the ad idea	66 percent of respondents agree that he fits with the ad idea
2	68 percent agrees he is a brand user	60 percent believes that the celebrity is not a brand user
3	72 per cent of the respondents believes celebrity profession matches with the brand	56 percent of the respondents agree that celebrity profession doesn't match with the brand
4	60 percent of respondents say celebrity physical attractiveness effects their	52 percent of respondents agree celebrity physical attractiveness effects their buying.

	buying	
5	68 percent of them say celebrity values matches with the brand	68 percent of them say celebrity values doesn't matches with the brand
6	52 percent says that multiple endorsement effects their purchase decision.	52 percent says that multiple endorsement effects their purchase decision
7	60 percent of the respondents agree that celebrity controversy risk affects their buying.	52 percent of respondents say that celebrity controversy risk doesn't affect their buying.
8	52 percent agree that the celebrity doesn't match with the product.	68 percent say that celebrity doesn't match with the product.
9	92 percent of the respondents agree that the celebrity matches with target audience.	56 percent of the respondents say that the celebrity matches with target audience.
10	68 percent of them agree that celebrity is popular.	52 percent of the respondents believe that the celebrity is not popular.
11	68 of the respondents believe that the celebrity has creditability.	56 of the respondents believes that the celebrity have creditability.

Amir Khan

Sl No:	Parle G	Innova
1	76% of respondents agree that he fits with the ad idea	56 percent of respondents agree that he fits with the ad idea
2	52 percent agrees	68 percent believes

Celebrity Endorsement: It's Impact on Brand

	he is not a brand user	that the celebrity is a brand user
3	72 per cent of the respondents disagree celebrity profession matches with the brand	64 percent of the respondents agree that celebrity profession doesn't match with the brand
4	64 percent of respondents say celebrity physical attractiveness effects their buying	56 percent of respondents agree celebrity physical attractiveness effects their buying.
5	68 percent of them say celebrity values doesn't matches with the brand	64 percent of them say celebrity values matches with the brand
6	56 percent says that multiple endorsement doesn't effects their purchase decision.	56 percent says that multiple endorsement effects their purchase decision
7	64 percent of the respondents agree that celebrity controversy risk doesn't affect their buying.	52 percent of respondents say that celebrity controversy risk doesn't affect their buying.
8	52 percent agree that the celebrity match with the product.	52 percent say that celebrity doesn't match with the product.
9	64 percent of the respondents agree that the celebrity matches with target audience.	64 percent of the respondents say that the celebrity matches with target audience.
10	56 percent of them agree that celebrity is popular.	56 percent of the respondents believes that the celebrity is not popular.
11	56 of the respondents believes that the	52 of the respondents believes that the

	celebrity has creditability.	celebrity have creditability.

Deepika Padkone

Sl No:	BSNL	Fiama Di Wills Soap
1	80% of respondents agree that she fits with the ad idea	60 percent of respondents agree that she fits with the ad idea
2	64 percent agrees she is a brand user	60 percent believes that the celebrity is not a brand user
3	52 per cent of the respondents agree celebrity profession matches with the brand	52 percent of the respondents agree that celebrity profession matches with the brand
4	56 percent of respondents say celebrity physical attractiveness effects their buying	60 percent of respondents agrees celebrity physical attractiveness doesn't effects their buying.
5	72 percent of them say celebrity values matches with the brand	52 percent of them say celebrity values matches with the brand
6	76 percent says that multiple endorsement effects their purchase decision.	64 percent says that multiple endorsement effects their purchase decision
7	52 percent of the respondents agree that celebrity controversy risk affects their buying.	76 percent of respondents say that celebrity controversy risk doesn't affect their buying.
8	56 percent agree that the celebrity match with the product.	56 percent say that celebrity match with the product.
9	52 percent of the respondents agree that the celebrity	56 percent of the respondents say that the celebrity

Celebrity Endorsement: It's Impact on Brand

	matches with target audience.	doesn't matches with target audience.
10	60 percent of them agree that celebrity is popular.	52 percent of the respondents believe that the celebrity is not popular.
11	68 of the respondents believes that the celebrity has creditability.	64 of the respondents believes that the celebrity have creditability.

M. S. Dhoni

Sl No:	Max Mobile	Big Bazaar
1	68% of respondents agree that he fits with the ad idea	72 percent of respondents agree that he fits with the ad idea
2	52 percent agrees he is a brand user	52 percent believes that the celebrity is not a brand user
3	60 per cent of the respondents agree celebrity profession matches with the brand	52 percent of the respondents agree that celebrity profession doesn't match with the brand
4	60 percent of respondents say celebrity physical attractiveness doesn't effects their buying	52 percent of respondents agrees celebrity physical attractiveness effects their buying.
5	56 percent of them say celebrity values matches with the brand	68 percent of them say celebrity values matches with the brand
6	64 percent says that multiple endorsement effects their purchase decision.	52 percent says that multiple endorsement doesn't effects their purchase decision
7	60 percent of the respondents disagree that	64 percent of respondents say that celebrity

	celebrity controversy risk affects their buying.	controversy risk doesn't affect their buying.
8	68 percent agree that the celebrity match with the product.	52 percent say that celebrity match with the product.
9	60 percent of the respondents agree that the celebrity matches with target audience.	60 percent of the respondents say that the celebrity matches with target audience.
10	76 percent of them agree that celebrity is popular.	56 percent of the respondents believes that the celebrity is popular.
11	68 of the respondents believe that the celebrity has creditability.	56 of the respondents believes that the celebrity is not having creditability.

Conclusion

Advertising is seen as playing a manipulative and merciless role in the emerging brandscape, seeking to transform customers into the personification of brand identity. Successful celebrity/brand partnerships have resulted in significant gains in income for brand owners. The micro factors such as the need for interactivity, the degree of control exercised by consumers over messages received and increasing media fragmentation render celebrity endorsement a valid strategy. Careful management of brand image that impacts on brand associations stored in consumer memory is critical to a successful strategy. This study shows that consumer report higher self-brand connections for brands with images that are consistent with the image of a celebrity that they aspire to be like, particularly in the case when the images of the celebrity and the brand match. Study also examines how self-brand connections are formed. Celebrity endorsement effects are moderated by brand symbolism, such

that brands that communicate something about the user yield stronger effects that brands that do not. In the case of aspirational celebrities, the positive effect of image congruency is stronger for those brands that are perceived to communicate something symbolic about the brand's user compared to those brands that do not. This finding is an important demonstration that consumers are motivated by their self-needs to utilize brand associations derived from celebrity endorsements in a contingent fashion to construct and present their self-identities.

But, it would be presumptuous to consider celebrity endorsement as a panacea for all barricades. Celebrity endorsement if used effectively, makes the brand stand out, galvanizes brand recall and facilitates instant awareness. To achieve this, the marketer needs to be really disciplined in choice of a celebrity. Hence the right use of celebrity can escalate the Unique Selling Proposition of a brand to new heights; but a cursory orientation of a celebrity with a brand may prove to be claustrophobic for the brand. A celebrity is a means to an end, and not an end in himself/herself.

References

1. Dr. Rajput Namita, Dr. Vasishth Neeru, Advertisement and Sales Promotion, 2nd Revised Edition 2010, HPH
2. Krugman, H.et al.(1994), Advertising: Its role in Modern Marketing, 8th edn.NY: Dryden Press.
3. McCracken,G.(1989), " Who is the Celebrity Endorser? Cultural Foundation of the Endorsement Process", Journal of Consumer Research, 16, (December), PP. 310-321
4. Journal of Advertising Research, 36, (Sept-Oct), pp. 73-79.
5. Baker. M. J (1990), Macmillan Dictionary of Marketing and Advertising, 2edn., London: Macmillan Press Ltd.
6. Dinesh.D.S and Barr, P.B. (1994), "Role of physical attractiveness in Endorsement: An Empirical study", Journal of Professional Service Marketing, 10,(2), pp.203-215
7. Misra, S and Beatty, S.E.(1990), "Celebrity Spokesperson and Brand Congruence: An Assessment of Recall and Affect", Journal of Business Research, 21, (Sept), pp.159-173.
8. Mathur.U.C, Advertising Management Text and Cases, 3rd Revised Edition 2008, HPH
9. Edwards Helen and Day Derek, Creating Passion Brands, 3rd edition 2010, Kogan Page.
10. www.televisionpoint.com/news2009/features.php?id=1232386488
11. www.brandchannel.com
12. www.businessweek.com
13. www.ups.com
14. www.icmrindia.org
15. www.brandsenseagency.com
16. www.venturerepublic.com
17. www.wikipedia.com

Celebrity Endorsement: It's Impact on Brand