An Examination on Celebrity Endorsements in India: A Content Analysis of TV Advertisements

Dr. Jyoti Vohra

Assistant Professor
PG Department of Commerce and
Business Administration
Lyallpur Khalsa College Jalandhar
Punjab, India

Dr. Mandeep Kaur Ghuman

Teaching Staff
School of Business
UNSW Canberra
ACT, Australia

Yadvinder Parmar

Senior Research Fellow
University Business School
Guru Nanak Dev University

Abstract

Celebrity endorsements are largely prevalent in the marketing world across the globe. The present research explores how marketers and celebrities are making their endorsement decisions in the actual practice. The study investigates the extent of TV advertisements that feature celebrities as endorsers in comparison to the advertisements that do not, compare the celebrity endorsements across different product categories, analyze the matching of celebrities with different product categories, and find the extent of multiple brand endorsements by one celebrity and multiple endorsers for one brand. For this purpose, a content analysis of 394 TV advertisements relayed on six TV channels is conducted. The study reveals that nearly forty-five per cent advertisements are endorsed by celebrities. Out of various celebrities such as film industry and TV actors, sports persons, businessmen and professional experts, the most prevalent celebrities are film actors. Almost sixty-one per cent products are endorsed by them. Further, marketers are also using multiple endorsers for one brand. There are also celebrities who are endorsing multiple brands at the same time. The frequency of using celebrities is more in case of Indian brands than foreign brands. The results of the study showcase the decisions being taken by marketing managers in India.

Keywords:

Celebrity endorsements, Television advertisements, Content analysis and India.

Introduction

A celebrity endorser is defined as *"any individual who enjoys public recognition and who uses this recognition when they appear in the advertisement in front of the consumers"* (McCracken, 1989, p. 310). Celebrity endorsements have been prevalent since nineteenth century (Sherman, 1985), and are largely popular till date owing to the equity and attention that celebrities pass on to the brands they endorse. Research depicts that celebrities influence brand recall (Misra and Beatty, 1990), brand credibility and brand equity (Spry et al., 2009); and generate more positive advertisement evaluation and positive intentions to purchase the endorsed brand (Lafferty et al., 2002; Byrne et al., 2003; Bush et al., 2004; Pornpitakpan, 2004; Malodia et al.,

2017; Paul and Bhakar, 2018). It is also fascinating to note that celebrity endorsements offer symbolic values to consumers which can be transmitted to a brand by means of a persuasive marketing campaign (McCracken, 1989). Marketing practitioners being aware of the outcomes of endorsements are hiring celebrities from varied fields, such as film industry stars, sport stars, chefs, comedians and other admired public figures, as endorsers for their brands (Belch and Belch, 2013).

Previous research largely asserts that there are various positive outcomes associated with celebrity endorsements, but there are limits to these positive effects such that these are dependent on the selection of the appropriate celebrity (Erdogan et al., 2001) and the match up of the celebrity with the product category (Tingchi Liu et al., 2007) and the brand image (Till et al., 2008). Research also highlights the risks associated with celebrity endorsements: risk of lack of match of the celebrities with the brand when there are multiple endorsers for the brand (Hsu and McDonald, 2002), risk of loss of exclusivity of celebrity image if he/she is overexposed through multiple endorsements (Mowen and Brown, 1981; Erdogan, 1999), risk of celebrity overshadowing the brand (Ilicic and Webster, 2014) and celebrity controversy risk (White et al., 2009). Thus, endorsements bring benefits, but there are challenges. Marketers must be very vigilant while allying their brands with celebrities so that they can maximize benefits and minimize risks.

The above discussion suggests that there is huge amount of academic research to guide marketers and celebrities in making their endorsement decisions. The present research is conducted to know what is happening in the real marketing world with the objective of investigating the gap, if any, between the celebrity endorsement theory and the practice. It explores how marketers and celebrities are making their endorsement decisions in the actual practice. A content analysis of TV advertisements is conducted to investigate the extent TV advertisements that feature celebrities as endorsers in comparison to the advertisements that do not, compare the celebrity endorsements across different product categories, analyze the matching of celebrities with different product categories, and find the extent of multiple brand endorsements by one celebrity and multiple endorsers for one brand.

Another important fact is that celebrity endorsements are more commonly used in Asian countries than in Europe and the USA (Praet, 2008). The celebrity endorsements are used in 60 per cent of advertisements in India (Shashidhar, 2008). India is known to be a Star-struck nation where celebrities enjoy an extra special status (Jain, 2011). This leads to an interesting question how Western companies make their decisions about endorsements when they operate in a country like India where celebrity endorsement is a popular phenomenon. Do these companies follow the rules they follow in their home countries? Do these companies follow their target country rules? Therefore, this research also compares domestic and foreign companies for the usage of celebrity endorsers in India.

This research would portray various interesting details about the current situation of celebrity endorsements in the Indian market, which is one of the biggest markets in the world today. The results of this study would showcase the decisions being taken by celebrities and marketing managers in India and would provide a strong base for future managerial decisions and research studies relating celebrity endorsements in Asian countries.

Literature and Research Questions

Existing research widely asserts that celebrity endorsements arouse interest among audiences, maintain attention and increase recall rates of brand (Kamins et al., 1989), and influence consumer attitude (Silvera and Austad, 2004); increase the trustworthiness of the advertising message (Kamins, 1990); influence advertising effectiveness (Kahle and Homer, 1985); enhance brand recognition and brand recall (Atkin and Block, 1983) and help in building brand equity (Spry et al., 2011). In summary, celebrity endorsements are associated with numerous positive marketing outcomes, but another fact is celebrity endorsements are expensive and marketers are limited by budgets.

The above discussion suggests that there are benefits of using celebrities as endorsers, but it is undoubtedly a risky process. So, it is intriguing to know to what extent marketers are using endorsers for various product categories. The first research question is:

RQ1: To what extent and for what type of product categories marketers are using celebrities as endorsers?

A celebrity is not considered fit for endorsing all products and services (Friedman and Friedman, 1979), such that a sportsperson might be appropriate for endorsing energy bars while chef may be suitable for endorsing spices and other food items. When there is a fit between celebrity image and the product category, there is higher probability of the success of the advertising campaign (McCracken, 1989). Previous research proves that the match-up of the product category with the celebrity image leads to positive brand evaluations (Choi and Rifon, 2012; Kamins and Gupta, 1994; Kirmani and Shiv, 1998; Ghuman et al., 2019). Therefore, this research delves into the matching of

products and celebrities in order to know how marketing managers are matching celebrity endorsers with the product categories. Although there are numerous variables that can be used for celebrity-product matching, but the most obvious ones are demographic variables – gender, age and profession that are focused in this study. Hence, the second research question is:

RQ2: How do marketers match celebrities with the product categories in the actual practice based on their gender, age and profession?

The common practice is to use one celebrity for endorsing a brand. However, there have been brands that have relied on using multiple celebrity endorsers at the same time (two or more celebrities endorsers featuring in an advertisement) (Hsu and McDonald, 2002). The common belief is that the multiple celebrity endorsers in an advertisement help to identify with more potential consumers (Hsu and McDonald, 2002) and the consumer's attitude towards a brand becomes more positive (Rice et al., 2011). However, it involves risk as when multiple celebrities endorse one brand, there could be a possibility of lack of celebrity-product match as celebrities have widely different images (Hsu and McDonald, 2002). This research explores the popularity of this practice in the real marketing world and hence the third research question is:

RQ3: What is the extent and nature of usage of multiple endorsers for a brand?

Mowen and Brown (1981) reveal that consumers have a negative approach towards a celebrity who endorses multiple brands. However, this negative impact is more pronounced in case of low involvement products than in case of high involvement products (Rice et al., 2011). Looking at the actual practice, it seems that marketers have been choosing popular celebrities who can be seen endorsing multiple brands (Ilicic and Webster, 2011). Therefore, this research investigates the extent to which celebrities are endorsing multiple brands at the same time.

RQ4: What is the extent of multiple endorsements by a celebrity at one point of time?

Further, India is a popular emerging market that is attractive to companies across the globe. Foreign companies are widely operating in India (CBRE, 2011; The Economic Times, 2014). Both domestic and foreign companies are using celebrity endorsement strategies for effective communication, but it would be interesting to explore if there is any difference in the extent to which they are using celebrity endorsements. This question is relevant as India is one of the biggest markets for celebrity endorsements while endorsements are comparatively less

popular in the Western countries. An interesting question is: Do Western companies follow the Indian rules or the rules they follow in their home countries? The literature review shows that comparison of celebrity endorsements for domestic and foreign companies has not been touched upon by the researchers. Therefore, this study compares the domestic and foreign companies for the usage of celebrity endorsements in India.

RQ5: What type of companies (domestic vs foreign) are relying more on celebrity endorsements in India?

In order to answer the research questions identified above, the present research conducts a content analysis of TV advertisements in India. This analysis would reflect the pervasiveness of celebrity endorsements in India, the decisions being taken by marketers and celebrities, and the extent to which business decisions are in line with academic research.

Research Methodology

The research is based on the content analysis of TV advertisements in India. Data have been collected for four weeks by recording programs and advertisements broadcast on six popular general audience television networks during prime time from 8:00 p.m. to 10:00 p.m. Recording was done for twelve weekdays (Monday to Friday) and six weekends (Saturday and Sunday). These channels comprise two channels each from family entertainment, Hindi news and Youth oriented channels. These channels have been selected because they were reported to have highest viewing among Indian viewers (http://www.barcindia.co.in/statistic.aspx). On an average, total recording of 39 hours for both weekdays and weekends was done. All data were screened and both program and non-program content (advertisements) were identified and analyzed. Out of total recording of 39 hours, advertisements were found of 10 hours duration approximately. Some advertisements that appeared in the form of social advertisements (advertisements of social responsibilities performed by companies) and public service announcements (a feasible method for providing information to general audience) were also included. Sponsorship for TV programs were taken in the analysis only, if they contained explicit messages indicating that the programs were being sponsored by a company or product (e.g. "Sponsored by…." or "Presented by…."). The data consists of 1852 repetitive advertisements and 394 non-repetitive advertisements. Data have been recorded in SPSS 19.0. Descriptive statistics (frequencies and percentages) have been used to analyze data.

Data Coding and Reliability

In order to minimize researcher's bias and to obtain a systematic and objective description of the sample advertisements, the percentage of intra-coder as well as inter-coder reliability was checked (Kassarjian, 1977; Perreault and Leigh, 1989). Pilot testing was done on 463 advertisements (25 per cent of 1852) that were recorded during weekdays and weekends. For this purpose, two coders were given the task of assigning codes to advertisements. A code sheet has been prepared to explain nature of celebrities. Besides important decision rules and coding procedure were also discussed between coders (Kassarjian, 1977, Kolbe and Burnett, 1991). Each advertisement was viewed first in its entirety without undertaking any coding and then, all spoken and written text was transcribed on to the coding form. Further both coders viewed the advertisements independently several times. If coders had doubts about treatment of variables, they discussed discrepant variables, sometimes reviewed the advertisement and came to an agreement on those variables before further analysis (Kassarjian, 1977). The responses of both coders were then recorded and the following formula was used to measure intra-coder and inter-coder reliability:

$$\frac{\text{Number of agreements} \times 100}{\text{Number of agreements} + \text{Number of disagreements}}$$

The inter-coder reliability was found to be 92%, while intra-coder reliability was 97%.

Analysis and Findings

The data obtained from the content analysis of TV advertisements is analyzed to answer the five research questions of the study. The total 394 advertisements featured various product categories and therefore, first step of analysis was to develop a categorization of advertised products. Based on the existing literature, the products were classified into 24 categories — automotives, beauty and personal care products, clothing, foods and beverages, household goods, household appliances, gadgets, healthcare products, services, agricultural products and methods, foot wears, building construction material, websites and apps, stationery, household furnishing, jewelry, luggage bags, anti-virus software, cow feed, floor cleaner, music CDs, laser printer, solar power system and water pumps. The frequency of advertisements for these product categories, and then the frequency of advertisements with a celebrity endorser and without a celebrity endorser, is shown in Table 1.

Table 1: Frequency of Celebrity Appearances in Advertisements

Advertisement category	Celebrities in Advertisements				Total
	Yes		No		
	Frequency	%	Frequency	%	N
Foods and Beverages	37	43.0	49	57.0	86
Beauty and Personal Care Products	36	46.8	41	53.2	77
Websites and Apps	17	39.5	26	60.5	43
Automotives	11	36.7	19	63.3	30
Clothing	16	55.2	13	44.8	29
Household Goods	11	45.8	13	54.2	24
Healthcare products	10	47.6	11	52.4	21
Services	7	35.0	13	65.0	20
Household Appliances	10	83.3	2	16.7	12
Building Construction Material	7	53.8	6	46.2	13
Household Furnishing	4	44.4	5	55.6	9
Gadgets	3	37.5	5	62.5	8
Foot wears	3	50.0	3	50.0	6
Agricultural Products and Methods	2	66.7	1	33.3	3
Music CDs	0	0.0	3	100.0	3
Jewelry	2	100.0	0	0.0	2
Stationery	0	0.0	1	100.0	1

Luggage Bag	1	100.0	0	0.0	1
Anti-virus Software	0	0.0	1	100.0	1
Cow Feed	0	0.0	1	100.0	1
Floor Cleaner	0	0.0	1	100.0	1
Laser Printer	0	0.0	1	100.0	1
Solar Power System	0	0.0	1	100.0	1
Water Pump	0	0.0	1	100.0	1
Total	**177**	**44.9**	**217**	**55.1**	**394**

Table 1 shows that out of total 394 advertisements, a total of 177 (44.9%) advertisements are found to have celebrity endorsers, while 217 (55.1%) advertisements do not have celebrities. This finding reveals that nearly forty-five per cent advertisements feature celebrities. Most of advertisements are for foods and beverages (86), followed by beauty and personal care products (77), websites and apps (43), automotives (30) and clothing (29) and further, celebrities appear quite frequently in these advertisements. The percentages of endorsing products and services through celebrities in advertisements for beauty and personal care products, clothing, household goods and building construction material ranges from nearly 47 to 55 per cent, except automotives (36.7%). Nearly eighty-three per cent household appliances and sixty-seven per cent agricultural products and methods are endorsed through celebrities. In case of healthcare products, celebrities are used in nearly forty-eight per cent advertisements. Only two advertisements of jewelry are relayed on selected TV channels during prime time and celebrities are shown in both advertisements. Only one ad is shown each for stationery, anti-virus software, cow feed, floor cleaner, laser printer, solar power system and water pump and celebrities are rarely used in these advertisements.

Table 2 depicts the profession of celebrities that appear in advertisements to endorse different products and services. These are categorized as Film industry celebrities (Actors/Singers/Directors), TV actors (Actors/anchors), Comedians, Sport persons (National/International players), Professional experts (chefs, nutritionists, yoga experts) and Business owners. If two or more than two celebrities endorse a product together in an ad, they are categorized as 'Multiple endorsers'. Further, the celebrity – Baba Ramdev is a professional expert (Yoga guru) as well as a business man and has unique status in India. Therefore, he is considered separately from professional experts and businessmen.

Table 2: Profession of Celebrities used in Advertisements

Advertisement Category	Film Industry Celebrities		TV Actors		Sports persons		Professional Experts		Business Owners		Yoga guru and businessman		Multiple endorsers		Total
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N
Automotives	9	81.8	2	18.2	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	11
Beauty and Personal Care Products	22	61.0	6	16.7	0	0.0	0	0.0	0	0.0	2	5.6	6	16.7	36
Clothing	13	81.3	0	0.0	1	6.2	0	0.0	0	0.0	0	0.0	2	12.5	16
Foods and Beverages	15	40.5	5	13.5	1	2.7	2	5.4	4	10.8	4	10.8	6	16.3	37
Household Goods	5	45.5	5	45.5	0	0.0	0	0.0	0	0.0	0	0.0	1	9.09	11
Household Appliances	7	70.0	0	0.0	3	30.0	0	0.0	0	0.0	0	0.0	0	0.0	10
Gadgets	2	66.7	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1	33.3	3
Healthcare	5	50.0	3	30.0	0	0.0	0	0.0	0	0.0	1	10.0	1	10.0	10
Services	2	28.6	3	42.8	1	14.3	0	0.0	0	0.0	0	0.0	1	14.3	7
Agricultural Products and Methods	2	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	2
Foot wears	3	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	3
Building Construction Material	5	71.4	1	14.3	0	0.0	0	0.0	0	0.0	0	0.0	1	14.3	7
Websites and Mobile Apps	11	64.7	3	17.7	0	0.0	1	5.8	0		0	0.0	2	11.8	17
Stationery	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0
Household Furnishing	4	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	4
Jewelry	2	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	2
Luggage Bag	0	0.0	0	0.0	1	100.0	0	0.0	0	0.0	0	0.0	0	0.0	1
Anti-virus Software	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0
Cow Feed	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0
Liquid Floor Cleaner	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0
Music CDs	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0
Laser Printer	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0
Solar Power System	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0
Water Pump	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0
Total	107	60.5	28	15.7	7	4.0	3	1.7	4	2.3`	7	4.0	21	11.8	177

Table 2 depicts that out of total 177 advertisements that feature celebrities, nearly sixty-one per cent products and services are endorsed by film industry celebrities. This is followed by nearly sixteen per cent advertisements in which TV celebrities appear. Four per cent advertisements are endorsed by sports persons and in nearly two per cent advertisements, products and services are endorsed by professional experts. Similarly business owners are also shown in almost two per cent advertisements. An interesting finding is that the film industry celebrities are used in majority of advertisements for products and services.

Further, for beauty and personal care products, various celebrities are displayed in advertisements. For example, film industry celebrities, TV actors and Yoga guru Baba Ramdev are shown in nearly 61.0%, 16.7%, and 5.6% advertisements for beauty and personal care products respectively. Further, 16.7 per cent beauty and personal care products are endorsed by two or more celebrities together. Similarly, nearly forty-one per cent film industry celebrities, fourteen per cent TV serial actors, three per cent sports persons and five per cent professional experts promote foods and beverages. Advertisements for food and beverages are promoted by business owners and Yoga guru Baba Ramdev in similar proportion (10.8%). Besides, two or more celebrities also endorse 6 products of foods and beverages. Out of total 11 advertisements for automotives, 9 advertisements are endorsed by film industry celebrities and only 2 advertisements are endorsed by TV actors.

Table 3: Product and Celebrity matching based on Celebrity Profession, Age and Gender

Gender	Age	Nature	Product category
Sport Person			
1. Male	36	Cricketer	Clothing
2. Male	36	Cricketer	Household Appliances
3. Male	45	Cricketer	Household Appliances
4. Male	29	Cricketer	Luggage Bag
5. Female	28	Badminton Player	Services
6. Female	23	Badminton Player	Foods and Beverages
Professional Expert			
1. Male*	54	Chef	Foods and Beverages (2 brands)
2. Female	59	Chef	Websites and Mobile Apps
Yoga Guru and Businessman			
1. Male*	52	Yoga Guru and Businessman	Healthcare
			Beauty and Personal Care Products (2 brands)
			Foods and Beverages (4 brands)
Business Owner			
1. Male	94	Businessman	Foods and Beverages
Film Industry Celebrities			
1. Male*	75	Film Actor	Agricultural Products and Methods
			Automotives
			Building Construction Material
			Websites and Mobile Apps (2 brands)
2. Male*	50	Film Actor	Automotives
			Beauty and Personal Care Products
			Clothing
			Building Construction Material
			Building Construction Material
			Clothing

3. Male*	52	Film Actor	Foot wears	
4. Male*	44	Film Actor	Beauty and Personal Care Products
			Clothing	
5. Male*	32	Film Actor	Foods and Beverages (2 brands)	
6. Male	47	Film Actor	Clothing	
7. Male	32	Film Actor	Clothing	
8. Male	41	Film Actor	Clothing	
9. Male	49	Film Actor	Automotives	
10. Male	32	Rapper and Music Composer	Automotives	
11. Male	62	Film Actor	Automotives	
12. Male	47	Film Actor	Automotives	
13. Male	46	Film Actor	Automotives	
14. Male	64	Film Actor	Automotives	
15. Male	32	Film Actor	Beauty and Personal Care Products	
16. Male	33	Film Actor	Beauty and Personal Care Products	
17. Male	28	Film Actor	Building Construction Material	
18. Male	58	Film Actor	Clothing	
19. Male	44	Film Actor	Clothing	
20. Male	31	Film Actor	Clothing	
21. Male	50	Film Actor	Foods and Beverages	
22. Male	67	Film Actor	Foods and Beverages	
23. Male	45	Film Actor	Foods and Beverages	
24. Male	52	Film Actor	Foot wears	
25. Male	51	Film Actor	Gadgets	
26. Male	32	Film Actor	Gadgets	
27. Male	49	Film Actor	Healthcare	
28. Male	54	Film Actor	Healthcare	
29. Male	73	Poet, Lyricist and Screenwriter	Healthcare	
30. Male	65	Film Actor	Household Appliances	
31. Male	35	Actor and Film Producer	Household Appliances	
32. Male	44	Film Director, Screenwriter, Producer, Actor, Playback Singer and Television Host	Household Furnishing	
33. Male	52	Film Actor	Household Furnishing	
34. Male	35	Actor or/and Film Producer	Household Furnishing	
35. Male	44	Actor	Household Goods	
36. Male	51	Film Actor	Household Appliances	
37. Male	48	Actor, Writer and Film Producer	Household Goods	
38. Male	48	Film Actor	Jewelry	
39. Male	56	Film Actor	Jewelry	
40. Male	50	Actor	Services	
41. Male	63	Actor, Thespian and Politician	Websites and Mobile Apps	

42. Male	35	Film actor and Anchor	Websites and Mobile Apps
43. Male	37	Comedian, Presenter, Actor and Producer	Websites and Mobile Apps
44. Male	45	Singer	Websites and Mobile Apps
45. Female*	37	Film Actor	Beauty and Personal Care Products (2 brands)
46. Female*	44	Film Actor	Beauty and Personal Care Products; Foot wears
47. Female*	28	Film Actor	Beauty and Personal Care Products; Foods and Beverages
48. Female*	29	Film Actor	Beauty and Personal Care Products (2 brands)
49. Female*	60 (Died on May 18, 2017)	Film Actor	Foods and Beverages; Household Goods
50. Female	52	Film and TV Actor	Automotives
51. Female	44	Film Actor	Beauty and Personal Care Products
52. Female	30	Film Actor	Beauty and Personal Care Products
53. Female	25	Film Actor	Beauty and Personal Care Products
54. Female	50	Film Actor	Beauty and Personal Care Products
55. Female	31	Film Actor	Beauty and Personal Care Products
56. Female	30	Film Actor and Producer	Beauty and Personal Care Products
57. Female	43	Film Actor	Beauty and Personal Care Products
58. Female	35	Film Actor	Beauty and Personal Care Products
59. Female	31	Film Actor	Beauty and Personal Care Products
60. Female	37	Film Actor	Beauty and Personal Care Products
61. Female	39	Film Actor	Beauty and Personal Care Products
62. Female	39	Film Actor	Clothing
63. Female	25	Film Actor	Foods and Beverages
64. Female	43	Film Actor	Foods and Beverages
65. Female	78	Film Actor	Foods and Beverages
66. Female	30	Film Actor	Foods and Beverages
67. Female	44	Film Actor	Foods and Beverages
68. Female	29	Actor	Foods and Beverages
69. Female	35	Film Actor	Healthcare
70. Female	43	Film Actor	Healthcare
71. Female	25	Film Actor	Household Appliances
		Actor, Writer, Lecturer, Director, Producer,	Household Appliances

72. Female	69	Dancer and Politician	
73. Female	43	Actor	Household Goods
74. Female	31	Actor and Singer	Household Goods
75. Female	53	Actor	Services
76. Female	34	Model and Actor	Websites and Mobile Apps
77. Female	24	Singer	Websites and Mobile Apps
78. Female	46	Actor	Websites and Mobile Apps
TV Actors (N=28)			
1. Male	34	Actor	Automotives
2. Male	35	Actor	Beauty and Personal Care Products
3. Male	44	Actor	Building Construction Matrerial
4. Male	50	Actor	Household Goods
5. Male	31	Actor	Services
6. Male	45	Actor	Healthcare
7. Female	37	Actor	Websites and Mobile Apps
8. Female	16	Actor	Automotives
9. Female	32	Actor	Beauty and Personal Care Products
10. Female	32	Model	Beauty and Personal Care Products
11. Female	17	Actor	Beauty and Personal Care Products
12. Female	30	Actor	Beauty and Personal Care Products
13. Female	36	Actor	Beauty and Personal Care Products
14. Female	30	Actor	Foods and Beverages
15. Female	29	Actor	Foods and Beverages
16. Female	40	Actor	Foods and Beverages
17. Female	33	Actor	Foods and Beverages
18. Female	28	Actor	Foods and Beverages
19. Female	62	Actor	Healthcare
20. Female	32	Actor	Healthcare
21. Female	36	Actor	Household Goods
22. Female	29	Actor	Household Goods
23. Female	91	Actor	Household Goods
24. Female	34	Actor	Household Goods
25. Female	32	Actor	Services
26. Female	24	Actor	Services
27. Female	36	Actor	Websites and Mobile Apps
28. Female	46	Actor	Websites and Mobile Apps
Multiple endorsers in one ad			
1. 1 Female and 1 Male	31 and 62	TV Actor and Film Actor	Beauty and Personal Care Products
2. 2 Males			Beauty and Personal Care Products
		Yoga Guru and Businessman	Foods and Beverages
	52 and 45		Household Goods
3. 1 Female and 1 Male	32 and 52	Film Actor and Film Actor	Beauty and Personal Care Products
4. 1 Female and 1 Male	35 and 34	Film Actor and Film Actor	Beauty and Personal Care Products

5.	1 Female and 1 Male	43 and 49	Film Actor and Film Actor	Beauty and Personal Care Products
6.	1 Male and 4 Females	52, 54 (died in 2018), 73, 51 and 32	Film Actors	Beauty and Personal Care Products
7.	1 Female and 1 Male	46 and 47	Film Actors	Building Construction Material
8.	2 Males	49 and 59	Film Actors	Clothing
9.	1 Female and 1 male	67 and 47	Film Actors	Clothing
10.	1 Female and 1 male	25 and 26	Film Actor and TV Actor	Foods and Beverages
11.	1 Female and 1 male	70 and 52	Film Actor and Yoga guru	Foods and Beverages
12.	1 Female and 1 male	29 and 54	Film Actor and chef	Foods and Beverages
13.	1 Female and 1 male	28 and 36	Film Actor and Cricketer	Gadgets
14.	1 Female and 1 male	31 and 39	Film Actors	Healthcare
15.	4 Females and 3 Males	32, 22, 23, 31, 24, 33 and 25	TV Actors	Websites and Mobile Apps
16.	3 Females	30, 31 and 33	TV Actors	Services
17.	2 Females	38 and 41	TV Actors	Foods and Beverages
18.	2 Females	33 and 38	TV Actors	Websites and Mobile Apps
19.	1 Female and 1 male	75 and 34	TV Actor and Film Actor	Foods and Beverages

Note: *Celebrities endorsing multiple brands

Table 3 shows that the celebrity endorsers are from varied ages and they are both males and females and are from different professions. In total, there are 83 female endorsers and 80 male endorsers. Age wise analysis shows their age ranges from 16 years to 94 years, 8.0% celebrities in 16-25 years age group, 34.4% in 26-35 years age group, 21.5% in 36-45 years age group, 25.7% in 46 – 60 years age group and 10.4% in over 60 years age group.

There are only six sports persons endorsing six brands, four male cricketers and two female badminton players. They are endorsing varied product categories — inner-wears, mobile phones, fans, water purifier and health drinks and a service — financial solutions, which clearly shows that sports persons are not only endorsing toughness or sport or fitness/health related products. In fact, companies are selecting them for their fame and abstract personality characteristics to endorse a range of products.

In the category of professional experts, only two chefs, one male and one female are found to appear as endorsers for food related products and food information channel only. Other professionals like lawyers, doctors, financial advisers and business executives are not found to endorse any products. A popular celebrity in India, known for Yoga and his business, is endorsing various brands sold by his company only. Another business owner is also found to endorse his company's brands.

The most frequently appearing celebrities are from the Indian Film Industry. They are endorsing various types of products such as automotives, healthcare, websites, beauty and personal care, foods and beverages, building construction materials, services and gadgets. Another finding is that female actors are mostly endorsing beauty and personal care products and foods and beverages.

From the Indian TV industry, 28 celebrities are endorsing brands in advertisements, 6 males and 22 females. There is a greater number of female celebrities from Indian TV industry because daily sops are mainly targeted at female audiences and have female protagonists.

There are also cases when one celebrity is endorsing multiple brands. One chef and ten film actors — five male actors and 5 female actors are found to be endorsing multiple brands. Yoga guru is also endorsing multiple brands, but all brands are from his company only. The findings also reveal that almost 19 brands are endorsed by more than one celebrities. They are two females, two males, one male and one female in 16 advertisements, and more than two celebrities in 3 advertisements.

Table 4: A Comparison of Celebrity Endorsements used by Domestic and Foreign Companies

Product category	Nature of Company							
	Domestic company				Foreign Company			
	Without celebrity		With celebrity		Without celebrity		With celebrity	
	Frequency	%	Frequency	%	Frequency	%	Frequency	%
Automotives	8	53.3	7	46.7	11	73.3	4	26.7
Beauty and Personal Care Products	34	51.5	32	48.5	7	63.6	4	36.4
Clothing	10	38.5	16	61.5	3	100.0	0	0.0
Foods and Beverages	26	44.8	32	55.2	23	82.1	5	17.9
Household Goods	11	52.4	10	47.6	2	66.7	1	33.3
Household Appliances	2	18.2	9	81.8	0	0.0	1	100.0
Gadgets	2	66.7	1	33.3	3	60.0	2	40.0
Healthcare products	9	50.0	9	50.0	2	66.7	1	33.3
Services	12	63.2	7	36.8	1	100.0	0	0.0
Agricultural Products and Methods	1	33.3	2	66.7	0	0.0	0	0.0
Foot wears	1	25.0	3	75.0	2	100.0	0	0.0
Building Construction Material	6	50.0	6	50.0	0	0.0	1	100.0
Websites and Apps	10	55.6	8	44.4	16	64.0	9	36.0
Stationery	1	100.0	0	0.0	0	0.0	0	0.0
Household Furnishing	5	62.5	3	37.5	0	0.0	1	100.0
Jewelry	0	0.0	2	100.0	0	0.0	0	0.0
Luggage Bag	0	0.0	0	0.0	0	0.0	1	100.0
Anti-virus Software	1	100.0	0	0.0	0	0.0	0	0.0
Cow Feed	1	100.0	0	0.0	0	0.0	0	0.0
Floor Cleaner	1	100.0	0	0.0	0	0.0	0	0.0
Music CDs	0	0.0	0	0.0	3	100.0	0	0.0
Laser Printer	1	100.0	0	0.0	0	0.0	0	0.0
Solar Power System	1	100.0	0	0.0	0	0.0	0	0.0
Water Pump	1	100.0	0	0.0	0	0.0	0	0.0
Total	144	49.5	147	50.5	73	70.9	30	29.1

Table 4 compares Indian and foreign companies for the usage of celebrity endorsers in their TV advertisements in India. Indian company is a company headquartered in India. Foreign company is a company which is incorporated outside India but is selling its products in India. The table explicates that 50.5% Indian brands and 29.1% of foreign brands are endorsed by celebrities. This shows that Indian companies are relying more on celebrity endorsements than their foreign counterparts.

Discussion

It is vital to understand the effect of celebrity endorsements on consumers, brand equity and sales, and the conditions under which celebrity endorsements are more effective. Simultaneously, it is also important to be aware of the current scenario that would reflect the decisions being made by marketers and celebrities. This research brings forward facts about celebrity endorsements in India and presents various interesting findings.

The findings reveal that food and beverages are the most frequently advertised products. This is followed by advertisements for beauty and personal care products, websites and mobile apps, automotives, clothing, household goods and so on. Celebrities appear as endorsers in almost 45 per cent of the advertisements. Previous studies also found similar percentages, Shashidhar (2008) found celebrities appear in more than 50 per cent of commercials. The findings confirm Indians' love and respect for their celebrities. Celebrities in India are treated as deities. India, being a high-power distance culture, the power distance of individuals with celebrities is high (Singh et al., 2005) which makes them more desirable among public. Pornpitakpan (2004) also confer that people in collectivist cultures lay more importance on connectedness and coming together with others in the society. Collectivists have the need for dependence on others, may it be for their social life or for decision making or for deriving motivation. Indians depend on celebrities for this need and invest immense faith in them and look up to them as their role models.

The study finds that celebrities are endorsing all types of products and services that belong to low, medium and high involvement categories. The main product categories which are being endorsed by celebrities include foods and beverages, beauty and personal care products, mobile apps, clothing and jewelry.

Further, amongst various types of celebrities, movie stars are being used for almost one third of the advertisements. The probable reason for using a movie star could be that they exhibit higher levels of glamour and popularity as also pointed out by Roy et al. (2013). The findings show that professional experts are used for television advertisements, such as, doctors for both beauty and personal care products, and healthcare products; professional chefs for foods and beverages; and experts of different fields, who play a significant role in promoting websites and mobile apps. The probable reason for using them could be that that every professional expert carries significant meanings in them and these get transferred onto the products endorsed by them as suggested by meaning transfer model (McCracken, 1989). The results also show that multiple celebrity endorsers are rarely used for endorsement process. The reason behind it could be that hiring multiple celebrities becomes a very expensive task for the companies and there are also chances that they might overshadow the brand.

It is also found that Indian companies are relying more on celebrities than foreign companies, such that 50.5% of Indian brands are endorsed by celebrities while only 29.1 foreign brands are endorsed by celebrities. The probable reason could be that foreign brands, mainly originating from the West, have many positive associations and do not require much support from a celebrity endorsement. Another explanation could be that celebrity endorsements are not as popular in the West as in India, and foreign companies may be sticking to the same policy in India. Another explanation is that national brands have larger advertising budgets and are more willing to apply these budgets for celebrity endorsements (Belch and Belch, 2015).

Marketing and Academic Implications

This research provides information that is significant for both the marketers and the academicians. First, it provides academicians, retailers, marketers and brand owners' with the relevant knowledge about the trends of celebrity endorsements in advertisements shown on general audience television networks in India. The celebrities are mainly used in advertisements to promote products and services and the study also provides information about the product categories for which they are frequently used. Marketers may follow these trends to target potential consumers. Second, this research also makes comparison between celebrities from different professions, age groups and gender to determine which celebrity characteristics have dominance in endorsements. Third, it provides information regarding the extent to which multiple celebrity endorsers are used for the endorsement process. Fourth, it also provides relevant findings regarding the origin of company which are using celebrity endorsement. These figures and findings would serve as references and guides for marketers' future decisions and as a basis for new research questions for academicians. Another implication is for celebrities especially for film industry actors who

endorse products and services through commercials on general audience television networks. Indian people have strong faith in celebrities. Indians believe on the messages which are endorsed by their favourite celebrities. Hence, they prefer to buy those products which are endorsed by celebrities. For example, an advertisement of Vasmol 33 Kesh Kala product (a product used to colour hair) is shown on television networks in India. In this advertisement, it is seen that a husband asks his wife to use the same product as it is bought by a film industry actor. This depicts love and faith of Indians in celebrities. Therefore, celebrities should be very careful about the quality and features of products and services which are endorsed by them. It is their duty to make it sure that messages which they convey about advertised products should reveal truth.

Limitations of the Study

The study analysis the use of celebrities in advertisements shown on general audience television networks during prime time. No consideration is given to advertisements broadcast on selected television networks on different time slots (morning, afternoon and evening). The study also ignores celebrity endorsements in advertisements shown on children's television networks. Hence, the findings of the study cannot be generalized. Another limitation is selection of only six general audience television networks for this study. This is because of shortage of time and resources.

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