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A Study on Brand Enhancement with Celebrity Endorsement

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Abstract

The general belief among advertisers is that brand communication messages delivered by celebrities and famous personalities generate a higher appeal, attention and recall than those executed by non-celebrities. The quick message-reach and impact are all too essential in today's market. The importance of a celebrity-brand match and the various roles played by them as brand associates show the momentum this strategy has gained in the last decade. India is a country where people are star-struck by film stars, cricketers, politicians, and even criminals. The celebrity endorsement strategy must be integrated with target market characteristics, and the other elements of the marketing mix such as product design, branding, packaging, and pricing. The message execution that will be mouthed by the celebrity must likewise be made clear and single-minded. This can be done by aligning the spirit of the brand to the product, or by using a celebrity because it ensures that people will notice you, and hopefully remember what the brand is saying. This study shows the brand enhancement with celebrity endorsement. The respondents are chosen from Vaniyambadi town, chi-square test, Kolmogorov-smirnov test for a single sample was used to analyse the brand enhancement with celebrity endorsement.

Keywords: Celebrities, Celebrity Endorsement, Brand, Brand Enhancement

Introduction

Celebrity - Definition

Celebrities are people who enjoy public recognition by a large share of a certain group of people. Whereas attributes like attractiveness, extraordinary lifestyle or special skills are just examples and specific common characteristics, it can be said that within a corresponding social group, celebrities generally differ from the social norm and enjoy a high degree of public awareness.

According to Friedman and Friedman 1979, the term Celebrity refers to an individual who is known to the public (actor, sports figure, entertainer, etc.) for his or her achievements in areas other than that of the product class endorsed. This is true for classic forms of celebrities, like actors (e.g., Amitabh Bachchan, Shahrukh Khan, Rani Mukherjee, Preity Zinta, Aamir Khan and Pierce Brosnan), models (e.g., Mallaika Arora, Lisa Ray, Aishwarya Rai, Naomi Campbell, Gisele Buendchen, etc), sports figures (e.g., Sachin

Tendulkar, Zaheer Khan, Sourav Ganguly, Anna Kournikova, Michael Schumacher, Steve Waugh, etc), entertainers (e.g., Cyrus Broacha, Oprah Winfrey, Conan O'Brien), and pop-stars (e.g., Madonna, David Bowie) - but also for less obvious groups like businessmen (e.g., Donald Trump, Bill Gates) or politicians.

Celebrity Advertising

The use of celebrities, such as well-known athletes and entertainers, to endorse and promote products is called celebrity advertising. Celebrity advertising attempts to associate a product with the money, popularity, fame, or appearance of the celebrity. The implied message is that purchasing the product will enable a consumer to become more like the celebrity.

Using a famous person's image to sell products or services by focusing on the person's money, popularity, or fame to promote the products or services. If the famous person agrees to allow his or her image to be used, it is termed a celebrity endorsement. If the famous person's image is used without his or her permission, the products are termed “bootleg” or “knock-offs.” The promotion might be through formal advertisements in the media, or it might occur through the famous person displaying the products by using them or wearing them.

Essentials of Celebrity Endorsements

As a brand, Nike has established a very strong brand identity and a brand personality over the years. What Nike did was that it used celebrity endorsement as one of the main channels of communicating its brand to a highly focused set of customers. So, Nike's association with Tiger Woods was one of the parts of an entire branding process that Nike has been practicing consistently. Contrary to this, most of the brands in Asia that have used celebrity endorsements have used it as the main brand building tool. Before any brand signs on a celebrity, they should consider three main aspects.

- Attractiveness of the celebrity
- Credibility of the celebrity
- Meaning transfer between the celebrity and the brand

Objectives of Celebrity Endorsement

- Establish the product need
- Create Brand Awareness
- Set customer expectations
- Create a purchase intention

Definition of Brand

The Dictionary of Business & Management defines a brand as: “a name, term, sign, symbol, or design, or a combination of them, intended to identify goods or services of one seller or a group of sellers and to differentiate them from those of competitor”. For example, *lux*, *Hamam*, *Cinthol*, *Dove*, *Moti*, *Pears* are the brands of bathing soaps.

Branding is the management process by which a product is branded. Branding covers all activities such as giving a brand name to a product, designing a brand mark, establishing and popularizing it.

Advantages of Branding a Product

Advantages to the Manufacturers

Branding gives legal protection against any imitation of the product features. Branding differentiates the products of the manufacturer from those of competitors. Branding helps the

manufacturer to segment his markets. Branding creates goodwill for the business. Advertisement and promotional efforts are easy in case of branded products. It helps in advertising and packaging of products. Branding helps in price differentiation of products.

Advantages to the Middlemen

Dealers prefer branded goods as their merchandise. A dealer can stock fast moving goods that are branded and earn higher margin. Risks involved in selling branded items are less. Distinctions can be made between mass market and premium market products.

Advantages to the Buyers

Brand helps consumers to short-list a product that suits their requirements. Buyers can be assured of the quality of a branded product. Brands help buyers purchase products wherever they want. Shopping convenient. Branded items need little explanation from the salesmen. So, branding facilitates self service and avoids interruption of sales persons.

Characteristics of a Good Brand

- Branding should be appropriate to the product. For example, “Good Night” for mosquito repellants, “Mary Vita” for nutritious biscuits, “Sunrise” for coffee, “Boost” for beverages, “Sunlight” for washing soaps, etc.
- The brand name should be easy to remember.
- Brand name should be suggestive: Protinex, Fair and Lovely, Moove.
- It should be easy to pronounce.

Brand Ambassador & Brand Face

A Brand Ambassador would be one who is not only a spokesperson for the brand or is just appearing as a testimonial for the brand’s benefits. He/she is an integral part of the brand persona and helps to build an emotional, which goes beyond just appearing on TV commercials. He takes up the cause of a Brand Champion and is associated with every aspect related with the brand. So a brand ambassador would be involved in press releases, he/she would be actively participating in any sales promotion, sporting the Brand all the while. For example, Fardeen Khan is the brand ambassador for Provogue while he remains a brand face for Lux Body Wash.

On the other hand, a Brand Face would be the current celebrity who is just used as a tool to increase brand recall and is only appearing in the advertisement. It is usually seen that a brand face is a temporary contract and is very short term at times. An example would be Sona Chandi Chawanpryash using Sourav Ganguly for a while in its commercials. Brand faces are easily forgotten and fade away with the campaign’s end.

Review of Literature

Jay P. Trivedi (2011) found that celebrities like Shah Rukh khan, M.S Dhoni, Sachin Tendulkar, Amitabh Bachchan, etc, charge huge amounts to endorse a brand. While there are many cases where the celebrity – brand association has gone well with the people and benefitted the brand, there have been many disasters too on this front.

Vandana Pareek (2010) viewed that celebrity endorsement have long been a magic tool in the hands of marketer to attract audiences, increase brand awareness and recall brand and come to a company’s rescue during any crisis situations. Celebrities add values to a product/ brand. The pros and cons of celebrity endorsement have long been debated.

Manish Kumar Srivastava (2010) says that marketers are treating celebrity endorsement as a solution for all marketing problems. Today, it is being frequently used for all brand building exercises. The star appeal however needs to be intelligently and strategically mingled to reap the benefits and make brand. It serves as an aid to accelerate brands recall and influence purchase decision. But it can also prove to be dangerous unless accompanied by a powerful idea, effective and faultless positioning.

Poojapathak (2010) found that the strategy of using celebrities to endorse brands has been steadily increasing over the last few years. If appropriately selected, a celebrity endorser can impart credibility to a brand and can attract and hold the consumer’s attention.

Kulkarni and Gaulkar (2006) in their study found that companies invest huge amounts as advertising expenditure for hiring a right celebrity. However, uncertainty lies in with respect to the returns that the company might be able to earn for the brand.

Objective of Study

- To analyze the factors that induces advertisers to have celebrities in their brands.
- To examine the effectiveness of celebrity endorsement for brands.
- To identify the significance of celebrity endorsement on brands.
- To determine the impact of celebrity endorsement on brands.

Research Methodology

This is a descriptive and analytical study based on both primary and secondary data collected from various customers groups in vaniyambadi. The primary data was collected from 60 customers through pretested structured questionnaire. The Secondary data was collected from the information published from journals, books, magazines, newspapers, publications of trade associations and industries.

Research Design

The data was analyzed by using statistical tools out of various techniques of analysis. Following tools were used as statistical tools to analyze the data.

- Percentage analysis
- Chi -square test
- Ranking methods = Kolmogorov - Smirnov Test

Data Analysis and Interpretation

Demographic Details

The following table shows the demographic distribution of respondents. The respondents have been categorised on the basis of their gender, age, marital status, educational qualifications, occupation, and family income.

Table 1 Demographic Distribution of Respondents

Demographic Details		Frequency	Percentage
Gender	Male	29	48.33%
	Female	31	51.67%
Total		60	100

Age	15-25	27	45%
	25-35	11	18.33%
	35-45	12	20%
	45-55	9	15%
	Above 55	1	1.67%
Total		60	100
Educational Qualification	Up to HSC	08	13.33%
	UG	14	23.33%
	PG	23	38.33%
	Others	15	25%
Total		60	100
Family Income	Below 10,000	7	11.67%
	10,000 – 20,000	16	26.67%
	20,000 – 30,000	21	35%
	30,000 – 40,000	8	13.33%
	Above 40,000	8	13.33%
Total		60	100
Occupation	Professional	8	13.33%
	Salaries	21	35%
	Business	7	11.67%
	Housewife	7	11.67%
	Student	17	28.33%
Total		60	100

Influence of Celebrity Endorsement

Table 2 Influence of Celebrity Endorsement

Influence of celebrity endorsement	Number of Respondents	Percentage
To think about that brand	23	38.33%
To immediately buy the product	18	30.00%
To enjoy watching their ad only	12	20%
No impact	5	8.33%
No inducement	2	3.33%
Total	60	100%

Interpretation

The above table shows that 38.33% of respondents get influenced by celebrity endorsement to think about that brand, 30% of respondents immediately buy the product, 20% of respondents enjoy watching their ad only, 8.33% of respondents have no impact and 3.33% of respondents have no inducement on celebrity endorsement.

Celebrity Endorsement Encourages Buying the Branded Products

Table 3 Celebrity Endorsement Encourages Buying the Branded Products

Celebrity encourages to buy the branded products	Number of Respondents	Percentage
Strongly Agree	11	18.33%
Agree	31	51.67%
Neutral	10	16.67%
Disagree	8	13.33%
Strongly Disagree	0	0%
Total	60	100%

Interpretation

The above table shows that 51.67% of respondents agree that celebrity endorsement encourage them to purchase the branded products, 18.33% of respondents strongly agree, 16.67% of respondents are neutral, 13.33% of respondents disagree and 0% of respondents strongly disagree that celebrity endorsement encourage them to purchase the branded products.

Multiple Celebrities Endorsing the Same Brand Creates Good Brand Image

Table 4 Multiple Celebrities Endorsing the Same Brand Creates Good Brand Image

Multiple celebrities endorsing the same brand creates good brand image	Number of Respondents	Percentage
Strongly Agree	10	16.67%
Agree	21	35%
Neutral	13	21.67%
Disagree	10	16.67%
Strongly Disagree	6	10%
Total	60	100%

Interpretation

The above table shows that 35% of respondents agree that the use of multiple celebrities for the same brand creates good brand image, 21.67% of respondents are neutral, 16.67% of respondents are strongly agree and disagree and 10% of respondents strongly disagree that the use of multiple celebrities for the same brand create good brand image.

Celebrity Endorsing Multiple Brands Creates Confusion

Table 5 Celebrity Endorsing Multiple Brands Create Confusion

Celebrity endorsing multiple brands create confusion	Number of Respondents	Percentage
Strongly Agree	18	30%
Agree	18	30%
Neutral	15	25%
Disagree	9	15%
Strongly Disagree	0	0%
Total	60	100%

Interpretation

The above table shows that 30% of respondents strongly agree and agree that one celebrity endorsing multiple brands create confusion among them, 25% of respondents are neutral, 15% of respondents disagreed and 0% of respondents strongly disagree that celebrity endorsing multiple brands create confusion among them.

Negative Information about Celebrity Affect Buying Perception of Brands

Table 6 Negative Information about Celebrity Affect Buying Perception of Brands

Negative information of celebrity affect the buying perception	Number of Respondents	Percentage
Respondents	6	10%
Strongly Agree	19	31.67%
Agree	16	26.67%
Neutral	12	20%
Disagree	7	11.67%
Strongly Disagree		
Total	60	100

Interpretation

The above table shows that 31.67% of respondents agree that the negative information of celebrity affects their buying perception of brands, 26.67% of respondents are neutral, 20% of respondents are disagree, 11.67% of respondents strongly disagree and 10% of respondents strongly agree that the negative information of celebrity affect their buying perception of brands.

Physical Attractiveness of a Celebrity Endorsers helps in Promoting their Brands

Table 7 Physical Attractiveness of a Celebrity Endorsers helps in Promoting their Brands

Physical attractiveness of celebrity endorsers helps in promoting brands	Number of Respondents	Percentage
Yes	42	70%
No	18	30%
Total	60	100%

Interpretation

The above table shows that 70% of respondents say yes that the physical attractiveness of a celebrity endorsers helps in promoting their brands and 30% of respondents says that the physical attractiveness of a celebrity endorsers does not help in promoting their brands.

Chi- Square Test Showing the Relationship between Motivation of Celebrities to Purchase the Brand and the Presences of Celebrities helps in Promoting a Brand

Null Hypothesis (Ho): there is no significant relationship between the motivation of celebrities to purchase the brand and the presences of celebrities helps in promoting a brand.

Alternate Hypothesis (H1): there is a significant relationship between the motivation of celebrities to purchase the brand and the presences of celebrities helps in promoting a brand.

- Calculated value of $\chi^2 = 17.9807$
- Degree of freedom = 16
- Table value of χ^2 at 5% level of significance is 26.3

Interpretation

Since the calculated value of χ^2 is less than the table value of χ^2 . Therefore we accept the null (Ho) hypotheses. Hence there is no significant relationship between the motivation of celebrities to purchase the brand and the presences of celebrities helps in promoting a brand.

Chi- Square Test Showing the Relationship between Companies using Celebrities for Easy Recognition of their Brands and Remembering the Brands with the help of Celebrity Endorsers

Null Hypothesis (Ho): there is no significant association between companies using celebrities for easy recognition of their brands and remembering the brands with the help of celebrity endorsers.

Alternate Hypothesis (H1): there is a significant association between companies using celebrities for easy recognition of their brands and remembering the brands with the help of celebrity endorsers.

- Calculated value of $\chi^2 = 23.7932$
- Degree of freedom = 16
- Table value of χ^2 at 5% level of significance is 26.3

Interpretation

Since the calculated value of χ^2 is less than the table value of χ^2 . Therefore we accept the null (Ho) hypotheses. Hence there is no significant association between companies using celebrities for easy recognition of their brands and remembering the brands with the help of celebrity endorsers.

Chi- square test showing the relationship between the celebrities of other regions and south Indian region (Tamil celebrities) for influencing the people to buy their endorsed brands.

Null Hypothesis (Ho): there is no significant relationship between the celebrities of other regions and south Indian region (Tamil celebrities) for influencing the people to buy their endorsed brands.

Alternate Hypothesis (H1): there is a significant relationship between the celebrities of other regions and south Indian region (Tamil celebrities) influencing the people to buy their endorsed brands.

- Calculated value of $\chi^2 = 21.9189$
- Degree of freedom = 16
- Table value of χ^2 at 5% level of significance is 26.3

Interpretation

Since the calculated value of χ^2 is less than the table value of χ^2 . Therefore we accept the null (Ho) hypotheses. Hence there is no significant relationship between the celebrities of other regions and south Indian region (Tamil celebrities) for influencing the people to buy their endorsed brands.

Chi- Square Test Showing the Relationship between the uses of Celebrity Endorsement by the Branded Companies to Compete in the Market and are the Brand Sales Higher because of Celebrity Endorsement

Null Hypothesis (Ho): there is no significant association between the uses of celebrity endorsement by the branded companies to compete in the market and are the brand sales higher because of celebrity endorsement.

Alternate Hypothesis (H1): there is a significant association between the uses of celebrity endorsement by the branded companies to compete in the market and are the brand sales higher because of celebrity endorsement.

- Calculated value of $\chi^2 = 19.3601$

- Degree of freedom = **16**
- Table value of χ^2 at 5% level of significance is **26.3**

Interpretation

Since the calculated value of χ^2 is less than the table value of χ^2 . Therefore we accept the null (Ho) hypotheses. Hence there is no significant association between the uses of celebrity endorsement by the branded companies to compete in the market and are the brand sales higher because of celebrity endorsement.

Chi- Square Test Showing the Relationship between Celebrities giving Positive Image to its Endorsed Brands and how much People's Buying behaviour depends upon the Physical Attractiveness of Celebrity Endorsers

Null Hypothesis (Ho): there is no significant relationship between celebrities giving positive image to its endorsed brands and how much people's buying behaviour depends upon the physical attractiveness of celebrity endorsers.

Alternate Hypothesis (H1): there is a significant relationship between celebrities giving positive image to its endorsed brands and how much people's buying behaviour depends upon the physical attractiveness of celebrity endorsers.

- Calculated value of $\chi^2 = 14.1672$
- Degree of freedom = 16
- Table value of χ^2 at 5% level of significance is **26.3**

Interpretation

Since the calculated value of χ^2 is less than the table value of χ^2 . Therefore we accept the null (Ho) hypotheses. Hence there is no significant relationship between celebrities giving positive image to its endorsed brands and how much people's buying behaviour depends upon the physical attractiveness of celebrity endorsers.

KOLMOGOROV- SMIRNOV Test for a Single Sample

In Aabel, the Kolmogorov- Smirnov (Goodness of fit) test is used to evaluate whether or not the distribution of data in a simple conform to a normal distribution with a specific hypothesized mean of standard deviation. The Kolmogorov- Smirnov test goodness of fit test for a single sample in a test of ordinal data, because it requires that a cumulative frequency distribution be constructed (i.e. the scores needed to be arranged in order of magnitude).

- The test requires one numeric data column.
- The output includes the hypothesized mean and standard deviation, the estimated mean and standard deviation, the resulting M statistics, the sign of the M statistic and the critical two-tailed and one-tailed M (0.05) and M (0.01) values.

Ranking Method

Ranking Celebrities as Brand Endorsers

Criteria	1	2	3	4	5	6	Total
Amitabh Bachchan	13	16	5	9	12	5	60
Aishwarya Rai	7	9	12	14	5	13	60
Shah Rukh Khan	10	11	13	4	7	15	60
Sachin Tendulkar	10	12	10	11	10	7	60

M.S.Dhoni	5	5	11	14	17	8	60
Suriya	15	7	9	8	9	12	60
Total	60	60	60	60	60	60	60

Criteria	Likert Scale						Total	Rank
Amitabh Bachchan	13	32	15	36	60	30	186	I
Aishwarya Rai	7	18	36	56	25	78	220	V
Shah Rukh Khan	10	22	39	16	35	90	212	IV
Sachin Tendulkar	10	24	30	44	50	42	200	II
M.S.Dhoni	5	10	33	56	85	48	237	VI
Suriya	15	14	27	32	45	72	205	III

Interpretation

From the above analysis, it is revealed that the majority of the respondents ranked ‘1’ to Amitabh Bachchan as the best brand endorser. This is followed by Sachin Tendulkar ranked ‘2’. Suriya as rank ‘3’. Shah Rukh Khan as rank ‘4’. Aishwarya Rai as rank ‘5’ and M.S.Dhoni as rank ‘6’ for being a brand endorser.

Findings and Suggestions

According to the survey the questionnaire was given to all types of people irrespective of their age, sex, income and occupation. There were both positive and negative responses regarding brand enhancement with celebrity endorsement.

General Findings

- Nearly 51.67% of respondents were Female and 48.33% of respondents were Male.
- 45% of respondents were in the age group of 15-25 years.
- 38.33% of respondents were PG.
- 35% of respondents were salaried.
- 35% of respondents were in the income group of 20000-30000.
- 38.33% of respondents get influenced by celebrity endorsement to think about that brand.
- 51.67% of respondents agree that celebrity endorsement encourages them to purchase the branded products.
- 35% of respondents agree that the use of multiple celebrities for the same brand creates good brand image.
- 30% of respondents strongly agree and agree that one celebrity endorsing multiple brands creates confusion among them.
- 31.67% of respondents agree that the negative information of celebrity affects their buying perception to its brand.
- 70% of respondents say yes that the physical attractiveness of a celebrity endorser helps in promoting their brands.

Specific Findings

By carrying out Chi-square Test

- There is no significant relationship between the motivation of celebrities to purchase the brand and the presence of celebrities helps in promoting a brand.

- There is no significant association between companies using celebrities for easy recognition of their brands and remembering the brands with the help of celebrity endorsers.
- There is no significant relationship between the celebrities of other regions and south Indian region (Tamil celebrities) for influencing the people to buy their endorsed brands.
- There is no significant association between the uses of celebrity endorsement by the branded companies to compete in the market and are the brand sales higher because of celebrity endorsement.
- There is no significant relationship between celebrities giving positive image to its endorsed brands and how much people's buying behaviour depends upon the physical attractiveness of celebrity endorsers.

Suggestions

- Advertisers should analyze all the risk associated with celebrities before the contract is signed because any negative information related to celebrity endorsers tarnishes the brand image.
- Advertisers should select only those celebrities who are not involved in multiple product endorsements in order to reduce confusion among the people.
- To make advertisement more effective for the brands, advertisers should focus more on features of products because if the celebrity is dominant in endorsements, then it will overshadow the brand.
- Celebrity endorsements are more effective at the introduction stage of the brand. Hence advertisers can use it as the most effective way to inform consumers about the features of the new product brand in the market.
- Advertisers should avoid the advertisements which promote the undesirable values in society and are against moral ethics.

Conclusion

The brands are meant for the satisfaction of the customers. In order to get easy recognition of the brand the companies make use of the celebrities. A celebrity in an advertisement helps in making a person familiar to a brand. It is easier for them to remember the brand with the help of the celebrity endorsers. The use of multiple celebrities for the same brand creates good brand image, but it does not mean that the brand is of a standard quality.

Celebrity encourage them to purchase those branded products, but in the long run no matter who endorses the brand, if the customer does not see himself getting value from his purchases of the brands, he will not buy it again. The presence of a celebrity alone cannot attract today's smart consumers who can discriminate and judge the brands with or without the association with celebrities.

The negative information of celebrity endorsing for a brand sometimes affects buying perception of customers. In fact Celebrity endorsement helps the companies to compete with other brands in the market. Hence the organization must also strengthen their brands so that celebrity power may not overshadow brand power. In the long run, product performance and services offered always stand ahead of the selling power of celebrities.

Celebrity endorsements will be more effective when using a celebrity with a high "fit", "congruence", "trustworthiness" or "belongingness" with the endorsed brand.

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