

Comparative Analysis of Celebrity Endorsements on Rural and Urban Areas with Reference to FMCG Sector

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Abstract

In today's scenario all the companies are coming up with celebrity endorsements to make their product different from the competitor's product and also people can associate the brand/ product with specific celebrity and an easy way of remembering a particular product and creating demand. Different people have different perception about the advertisements they see and like this celebrity have created a good reputation to the brands like many people perceive that the brands endorsed by celebrity are of good quality. But the opinion differ from person to person so to take the view of people researcher have taken a sample of 140 people which include an equal number of rural and urban people and their opinion about celebrity with respect to FMCG sector. So, it is very important to know what impact it leaves on the consumer. For this purpose data has been collected through primary and secondary sources. The results of the report revealed that people from both the areas have interested in celebrity endorsements and rural people even watch ads in between their favorite show. But there are not much effected by the endorsements and women's are easily attracted by the advertisements and also they see ads in between their favorite shows and both the rural & urban people have same opinion but the degree of effectiveness is high in rural area.

Keywords:

Celebrity Endorsement, Consumer Behavior, Advertisement, Brand Ambassador.

Theoretical framework

The use of celebrities in order to increase the sales and/ or the recall value of a brand is called **celebrity endorsement**. The late '80s saw the beginning of celebrity endorsements in advertising in India. Hindi film and TV stars as well as sportspersons began encroaching on a territory that was, until then, the exclusive domain of models corporate. Celebrities are the new tools used to persuade the consumers. Also penetration of TV, satellite and radio has increased in rural as well as urban areas. They are more easily remembered as compared to other technology. There was a spurt of advertising, featuring stars like TABASSUM (Prestige pressure cookers), JALAL AGHA (Pan PARAG), KAPIL Dev (Palmolive Shaving Cream) and Sunil GAVASKAR (DINESH SUITINGS). Of course, probably the first ad to cash in on star power in a strategic, long-term, mission statement kind of way was for LUX soap, a brand which has, perhaps as a result of this, been among the top three in the country for much of its lifetime. India is a country where people love to be in dreams. They worship celebrities which might be Cricket stars or Film stars. They treat them as God. Marketers use this preposition so as to influence their target customers may exist or they are potential ones. For this they rope in these

celebrities and give them whopping amount of money. They believe that by doing this they can associate their products with their target customers. The modern mass media has increased the exposure and power of celebrity.

The first female celebrity endorser Lilli Langtry, an English actress, who in 1893 appeared on the packaging of Pears Soap. In this modern age, people tend to ignore all commercials and advertisements while flipping through the magazines and newspapers or viewing TV. But even then, the glamour of a celebrity seldom goes unnoticed. Thus, celebrity endorsements in advertisement and its impact on the overall brand are of great significance.

Companies invest large some of sums of money to align their brands and themselves with endorsers. Every product has an image. The consumer tries to consume a brand which has the maximum fit with his/her own personality/image. The celebrity endorser fits in between these two interactions, where he tries to bring the image of the product closer to the expectation of the consumer, by transferring some of the cultural meanings residing in his image to the product. Before adopting any brand the consumer seeks a great deal of sources to know about the brand depending on the nature of the product. Through personal and non- personal sources the potential consumer becomes aware of the brand. Brand trust goes beyond consumer satisfaction with functional performance of the product and its attributes. Television is more effective in conveying and injecting ideas which has made the consumers more aware, conscious and discriminating. Celebrity endorsements in the media scene of India stepped in late eighties. Film stars have encroached on the territory which was exclusively reserved for models.

Increase consumerism is one of the reasons for this development and this has contributed significantly the urban and rural landscape of India. Presently a potential customer relies more on what other people opinion regarding the brand. Thus the adoption of any brand is greatly influenced by mass people's opinion. The trial and adoption of the brand for a long period is also the unnoticed outcome of the power of referral. Positive words give the potential customer the confidence to finalize the adoption decision. In order to involve the mass people in spreading the brand message there has to be the initiative to exceed the level of expectation of the customer. Now a day's promotional campaigns all around the globe are very flashy, eye-catching and comprising incredible promises. Thus they are losing their authenticity and credibility. Advertising now-a-days can, at best, fulfill the objective of informing the target audience.

Forms of celebrity endorsement

A celebrity can endorse brands in different ways depending upon the purpose, the advertisement media and the appeal to be generated. The product could be commercial ones or non-commercial ones (social advertising). Following types of celebrity endorsement have been identified:

- As spokespersons- E.g. Amitabh Bachan in KBC
- In print and electronics advertisements- Shah Rukh Khan in Omega and Pepsi.
- In outdoor media like hoardings- e.g. Ashwarya Rai in Lux
- As Brand Ambassadors- e.g. Fardeen Khan in Provogue
- The use of Brands by celebrities in movies – e.g. Hero cycles, Paas Paas and Coke in Yaadein.

Rise of celebrity culture

The modern mass media has increased the exposure and power of celebrity. Often, celebrity carries with it immense social capitals that is highly sought after by some individuals. High paying jobs and other social perks unavailable to most people are readily available to celebrities, even for work not connected to the talents or accomplishment that made them famous. For example A retired athlete might receive high "speaking fees" or compensation for public appearances, despite his talent having been sports. Often, celebrities cannot escape the public eye & risk being followed by fans. As well, child celebrities are notorious for having poor emotional health in adulthood, and often turn to drug and alcohol abuse when their fame fades. In India today, the use of celebrity advertising for companies has become a trend and a perceived winning formula of corporate image building and product marketing.

Advantages of celebrity endorsement

- a) Credibility
- b) Ensured attention
- c) Higher degree of recall
- d) Mitigating a tarnished image
- e) Psychographic connect
- f) Associative benefit
- g) Rejuvenating a stagnant brand

FMCG Sector

Fast Moving Goods (FMCG) goods are all consumable items (other than groceries/pulses) that one needs to buy at regular intervals. These are items which are used daily, and so have a quick rate of consumption, and a high return. The burgeoning middle class Indian population, as well as rural sector, presents a huge potential for this sector.

Major players –

- Hindustan Unilever
- ITC Ltd.
- Nirma Ltd.
- Nestle India Ltd.
- Dabur India Ltd.
- Cadbury India Ltd.
- Colgate Palmolive (India) Ltd

Market size

The FMCG sector in India is at present, the fourth largest sector with a total market size in excess of USD 13 billion as of 2012. This sector is expected to grow to a USD 333 billion industry by 2015 and to a whopping USD 100 billion by the year 2025. This sector is characterized by strong MNC presence and a well established distribution network. In India the easy availability of raw material as well as cheap labour makes it an ideal destination for this sector. There is also intense competition between the

organized and unorganized segment and the fight to keep operational costs low.

Some factors that drive growth in this sector:

- Increasing rate of urbanization, expected to see major growth in the coming years.
- Rise in disposable incomes, resulting in premium brands having faster growth and deeper penetration.
- Innovative and stronger channels of distribution to the rural segment, leading to deeper penetration into this segment.
- Increase in rural non-agricultural income and benefits from government welfare programmes.
- Investment in stock markets of FMCG companies, which are expected to grow constantly.

This sector will continue to see growth as it depends on an ever – increasing internal market for consumption, and demand for these goods remains more or less constant, irrespective of recession or inflation. Hence this sector will grow, though it may not be a smooth growth path, due to the present world- wide economic slowdown, rising inflation and fall of the rupee. This sector will see good growth in the long run and hiring will continue to remain robust.

Review of Literature

Bahl Sarita (2012) noticed that education has no relevance to form perception of the people regarding the quality of the product being endorsed by the celebrities. Thus celebrities have a dominating influence in all the educated groups in both the urban and rural consumers. It was also found that gender has no influence on the perception of quality of products being endorsed by celebrities in rural and urban category. Thus it can be concluded that celebrities’ effect on both the gender groups is equal in the rural and urban consumers. This may be because consumers look at celebrities not as role models but as entertainers. The study also revealed that a sizeable majority of rural and urban consumers are aware of the products being endorsed by the celebrities. In a fairly good number the consumers were able to recall more than one brand being endorsed by the celebrities. Multiple endorsements affect the endorser credibility. This confuses the consumers and also adversely affects the endorser capability. It was also observed that both the rural and urban consumers having high level of brand awareness for both durables and FMCG products.

Singh Ramjeet, Aggarwal K. Vimal (2012) said that Children of all age groups are strongly influenced by the presence of celebrities in the advertisements as they like the presence of celebrities in the advertisements. Children mostly try to buy the products which are promoted by the celebrities. As the age group of the children increases, they started feeling that as the celebrities hold strong influence in the society, they should rationally promote a good quality product. They should not promote a sub-standard product which harms the society either directly or indirectly. It shows that the children are aware about the social responsibility of the celebrities. Rural children are more convinced that celebrities effect and negatively affect the purchase decision and the celebrities should be socially responsible and rationally promote good quality products. Rural children are also convinced more than their urban counterparts that celebrities exaggerate about the

product in advertisements; speak truth about the product in advertisements. Children are able to understand that most of the products which are promoted by celebrities have never been used by them. Children of higher age groups are able to understand the advertising strategies of the organizations of using celebrities' endorsers.

Pandey Vivek (2011) said that Television and advertising together present a lethal combination and has become an integral part of modern society .It is the most convenient route to reach not only adult consumers but also the young people. Young people are manipulated by advertisement promise that the product will do something special for them which will transform their life. Young are more serious about the celebrity's sex, beauty, reliability and honesty and trust. Young customers buying behavior are depending on the celebrity endorsements in compare to adult. The manufacturers should, therefore, take care to give all the information which would facilitate the young consumers in decision making process. To conclude, it may be of immense help to young to study the Uniqueness of the advertisements, their qualities and demerits, before going away for shopping

Bala krishnan Lalitha And Kumar C.Shalini (2011) says that the world of today is changing fast. India is no exception. Especially after the opening up of the economy, the pace of change that India and its people are experiencing in their socio-cultural milieu is mind boggling. India, with its wide diversity, offers a fascinating scope to study the host of changes which developmental activities have brought about in its social and economical framework. While it is possible to get some estimates of the macro changes taking place in India, it is impossible to get any accurate measures of the subjective experiences that proceed, accompany or follow such changes. However, the fact remains that the profile of the Indian market is vastly different from what it was earlier. Although these changes are difficult to measure at the micro level, nevertheless, they have been of great significance to marketers. Any marketer is keen in closely monitoring the changes in terms of numbers and specially keeping regular track of the changing pattern of consumers’ aspirations and competitive actions.

Erfgen Carsten (2011) said that the use of celebrity endorsers in marketing enjoys high popularity, largely because they may exert a positive impact on brand image. They should focus particularly on the well-documented success factors. Credibility, physical attractiveness relevant to the product domain, image-based congruence, two-sided appeals and lower elaboration likelihood all positively influence brand image. When selecting an appropriate celebrity for an endorsement, brand managers must take care to achieve high credibility. Extant research consistently verifies the importance of credibility and its sub dimensions, trustworthiness and expertise. Furthermore, most studies show that physical attractiveness has a positive impact on brand image, though only if that attractiveness is relevant to the product domain (e.g., a physically attractive celebrity for a make-up brand). Reconsidering celebrity endorsement from a communication process perspective thus highlights the diversity of elements that managers should take into account when designing their campaigns. In practice, this insight seems particularly meaningful, because most current attention focuses solely on the selection of an appropriate celebrity.

Garthwaite L.Craig (2012) says that the results above also

provide strong evidence of spillover demand from endorsements. Following an endorsement, non-endorsed titles by endorsed authors experience an immediate sales increase that grows over the next three months. This continual growth in the spillover demand effect provides suggestive evidence of a mechanism through which advertising impacts consumer behavior. While the main endorsement effect could be a result of either persuasive or informative advertising, the post-endorsement growth in sales of non-endorsed titles suggests that endorsements provide consumers with information about product quality as discussed in Stigler (1961). Furthermore, the dynamics of the spillover demand estimates suggest that while endorsements in the publishing sector are primarily business stealing, they are not Marshall's socially wasteful combative advertising.

Bilal Mustafa Khan & Reshma Farhat (2011) said that This study offers interesting propositions about celebrities and celebrity-endorsed branding. Our research shows that congruence between a celebrity and a brand is an important concept, while considering the pre attitude toward the ad featuring a celebrity endorsing a brand. In a narrow sense the objective of our study was to give empirical evidence for the general believe that, Endorser and the Brand must have congruence between their personalities. The targeted endorser in our study, i.e., SHAHRUKH KHAN is having a successful association with the chosen brand of our study.

Chabo Dimed, Saouma Joulyana (2005) said that it was proven in the study that consumers do get affected by the celebrities as endorser, when the attributes from the literature review are in a combination. But the consumers' perception of the attributes differs in different cases. However, the main finding was that there are two crucial attributes, trustworthiness and expertise that companies should take into account when using celebrities in their advertising campaign. **Patrick Cotting (2009)** says that The Celebrity Endorsement Model" seems to really frame the companies' needs and expectations about the creation of a campaign with celebrities. This model is aimed at examining and organizing every success factor of the C.E. strategy in order to reach an increased knowledge of each of them. The reason of the close examination of each success factors is because of their influence on the overall C.E. project. The suggestions given in this thesis are based on findings from exploratory research and are aimed at making C.E. strategy the more effective as possible. As emerged during the interviews, companies seem oriented to accept such a toolkit to guide the overall strategy. In fact, interviews confirm the implication of the success factors for the achievement of an effective C.E. campaign. The model gives a step-by step approach so that companies can build carefully the strategy without letting apart anything. With the help of the questionnaire, it will be easier to consider all the essential points.

Louise E Canning, Douglas West (2002) examine the existing paradigms of celebrity endorsement and their relevance to the business-to – business context. The three leading models of meaning transfer, source and product match- up were investigated. It was concluded that none of the models can be applied directly without modification of the terms and definitions. Socially constructed meaning can be communicated in B2B markets as suggested by the meaning transfer model but the cultural milieu needs to relate to a business context. Thus B2B celebrity endorsements relates to non- physical similarity, familiarity, and likeability. When it comes to product match – up it is possible to

use a person in role, but the main difficulty arises when choosing an organization, as it would imply using a direct rival. Again by broadening the scope of the definition of match it enables the choice of organizations that mirror the image or some of the selected attributes. Thus, with some clarifications, all three models do demonstrate fit with the practice of B2B celebrity endorsement. It appears that none of the leading theories of celebrity endorsement can be applied to business context without some modification.

Roosen Irene (2006) confirmed some of the key findings reported in the literature, but also contain some significant differences with what other researchers have found. This may be due to the sample used and the fact that only three products of the three product categories were analyzed. However, most of the literature on this subject dates to the 1990s and significant cultural changes and developments in consumer product categories have occurred since. Bearing this in mind, however, the results suggest tentatively that the use of attractive non celebrity endorsers could be as effective in influencing attitudes and purchase intentions as the use of celebrity endorsers across very different products. A poorly matched-up celebrity endorser, on the other hand, is in nearly all cases amongst the least effective advertisements. Another feature of the research results reported in this study is that no-endorsement advertisements (not using pictures of (non-) celebrities) may be relatively effective. Given the very high cost of using celebrity endorsers, it would be useful to extend and deepen this research.

G.Ram Hari et., (2009) revealed that Rural India is the buzzword and Eldorado for marketers. Organizations are shifting their focus towards this huge and largely untapped market. Rural India, (Ernst and Young) reports 600,000 plus villages spread over a geographical area of over 3.2 million square kilometers, with a 60% of the country's overall consumption amounting to Rs.9.135 lakh crore (\$228 billion). Mckinsey recently surveyed rural India for Bharat Nirman project and concluded that rural India's market size in 2020 would be US \$ 500 billion. Even by 2025, 63% of India's population will still live in rural areas of India (Mckinsey). The problem for marketers lies in reaching out to this huge magnitude of the rural masses with varied social, cultural backgrounds speaking a few hundred dialects.

(Jain, 2011) realize that the practice of celebrities being used for rendering services other than performing their actual job as either an actor or an athlete, such as endorsements has proliferated over time. Despite the cost and the risks involved with this technique of advertising, it is been used quite extensively in the present era. The instrument of celebrity endorsement has nowadays become a pervasive element in advertising and communication management. India as a country is known for loving its stars. The Indians idolize their Bollywood actors and cricketers. The advertisers see this as an opportunity to grab and work on so as to expand their operations and promote their product. This dissertation focuses on examining the perception of these Indian Consumers about the celebrity endorsement process and the subsequent impact on their purchase decisions.

(Md. Abbas Ali1, 2012) depict that Rural customers trust retailers in their villages. During the field visits, it is observed out that though the retailers are aware of the fact that their customers listen to them, they are not aware of this wonderful principle

called, the 'Trust Factor'. The companies must educate rural retailers about such modern marketing principles for a better performance. As price influences rural purchase of FMCG, it is recommended to pursue the low-price strategy in rural marketing. Attaining low price not only requires low-cost manufacturing but also performing various marketing activities such as promotion and distribution in a cost effective manner. It is also recommended to promote goods on price plank. For rural customers, value for money results when the purchased FMCG meets the intended benefits. As the study revealed that the rural customers (along with price) also think about quality, performance, reliability, brand and other critical aspects, it is recommended to promote FMCG in lines of rationality rather than just making low price appeals.

Research Methods and Procedures

The research was conducted in a descriptive manner to work on the primary data collected through the structured questionnaire. Responses have been taken from the credible respondents in presence of the surveyor. For this purpose sample size taken is 140 respondents and respondents from 2 different areas from rural and urban were selected i.e., NCR were selected from urban areas and Barut and Hapur were selected from rural areas. Convenience sampling was used to select the sample size of the research. Validity of the questionnaire (Appendix I) also done to check whether the variable used to study customer relationship management dimensions will produce consistent results (refer to table 1).

Table 1: Validity of Questionnaire

Cronbach's Alpha	Number of items
0.714	24

Research Objectives

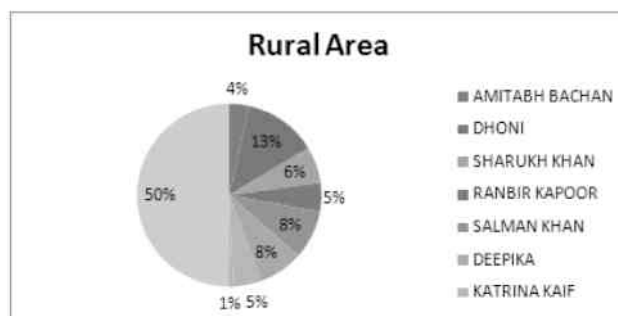
The research was focused on the comparative study of celebrity endorsements in rural and urban areas with respect to FMCG sector. As the marketers are coming with more and more creative advertisements and innovative promotion techniques with the help of celebrities, the customers are getting influenced by it and switching over to new brands very quickly.

- To identify the influence of celebrity endorsement on consumer

buying behavior.

- To determine the perception regarding the quality of brands endorsed among urban and rural consumers.
- To find out association between demographic variables and celebrity endorsements.
- To identify the factors those motivates and affect the purchase attitude of consumers.

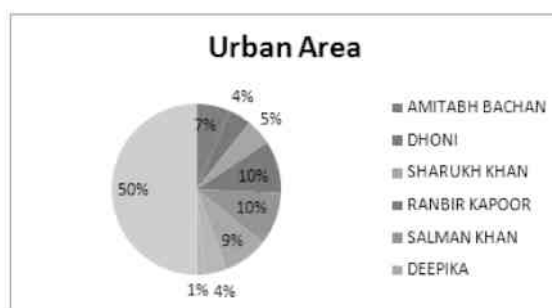
Fig.1 Preference of celebrities in rural areas



Above figure clearly depicts the preference of celebrities in rural areas can be shown in the above diagram as it shows mainly people like other celebrities (local starts / regional starts) and 13 % people

says Dhoni as their favorite celebrity whereas 8 % for both Katrina Kaif and Salman Khan.

Fig.2 Preference of celebrities in urban areas



The above figure shows that favorite celebrity for urban people are Ranbir Kapoor and Salman Khan followed by Deepika Padukon and Amitabh Bachan.

People preference about watching ads in between their favorite show (Rural v/s Urban) :

In this question respondents were asked their preference to watch the TV for serials, news , movie etc in rural as well as urban areas.

Table 2: Area of belonging * Prefer to watching the advertisement in TV

Belonging Area	Prefer to watching the advertisement in TV					Total
	Always	Usually	Sometime	Occasionally	Never	
Rural Areas	11	18	33	4	4	70
Urban Area	5	10	24	8	23	70
Total	16	28	57	12	27	140

The above table shows that 11 people always watch ads in between their favorite show whereas only 5 people out of sample survey from urban watches it and 51 people usually or sometimes watches the ads in between and urban people are only 34 in comparison and

very rare people never watches add in rural and in urban many people never watch ads in between their favorite show. So, the above conclusion shows that rural people are keener towards advertisements whereas urban people are not

Table 3 : Frequency of people see advertisements in both rural and urban areas

Frequency of watching Advertisements	AGE				Total
	10-20	20-30	30-40	40-50	
Very Frequently	0	6	9	0	15
Frequently	1	19	23	4	47
Occasionally	4	26	16	4	50
Rarely	2	9	9	3	23
Very Rarely		3	2	0	5
	7	63	59	11	140

The above table shows that mostly people who see ads frequently are 50 out of which they are from age group 20-30 and 30-40 where the people who see ads occasionally are 50 people out of them the

age group constitute 20-30 and 30-40. Mainly people see ads occasionally.

Affect of advertisements and there degree of effectiveness of both rural and urban areas

Table 4: Affect of advertisements with degree of effectiveness * v/s area

Area you belong to		Degree of effectiveness?			Total
		HIGH	MEDIUM	LOW	
Rural Area	Do the advertisements affect your purchase? YES	15	5	0	20
	NO	1	1	25	27
	Somewhat	0	13	10	23
	Total	16	19	35	70
Urban Area	Do the advertisements affect your purchase? YES	10	17	0	27
	NO	2	0	14	16
	Somewhat	0	19	8	27
	Total	12	36	22	70

The table 4 shows that about 20 people in rural and 27 in urban are affected by the ads they see. Also signifies that rural people have a high degree of effectiveness whereas urban people have a medium

degree of effectiveness. Some people are not affected by the ads because of the low degree of effectiveness.

Table 5: Behavior of people towards change in brand ambassador in relation to gender ambassador v.s * gender and area they belong to

gender and area they belong to				
	Image for the product changes with the change in brand ambassador	MALE	FEMALE	Total
Rural Areas	YES	9	12	21
	NO	20	29	49
	Total	29	41	70
Urban Areas	YES	7	15	22
	NO	27	21	48
	Total	34	36	70

The above table 5 shows that very less people have the positive opinion about the fact the image of the product changes with the change in brand ambassador which shows that people are not much dependant on celebrities as when it changes their image for the

product do not change.

Also this signifies that the basically women's are more inclined towards celebrities as their perception also changes with change in brand ambassador.

The impact of celebrity endorsement on consumers is dependent on the gender.

Table 6: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.370 ^a	2	.831
Likelihood Ratio	.370	2	.831
Linear-by-Linear Association	.072	1	.788
N of Valid Cases	140		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 16.65. H0: Impact of celebrity endorsed advertisement on consumer is not dependant on gender.

H1: Impact of celebrity endorsed advertisement on consumer is

dependent on gender.

As per the chi square $.831 > 0.05$ value enough evidence to null hypothesis has been accepted. So, it shows that impact of celebrity endorsement on consumers is not dependant on the gender

Popularity of the celebrity is very important which affected our purchase behavior.

Table 7 : One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
POPULARITY	140	1.99	.985	.083

Table 7A: One-Sample Test

	Test Value = 2					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
POPULARITY	-.086	139	.932	-.007	-.17	.16

H0: Popularity of the celebrity is not much important which affected our purchase behavior.

H1: popularity of the celebrity is very important which affected our

purchase behavior.

As per the one sample t- test don't have enough evidence to reject null hypothesis in favor of alternate hypothesis.

Smartness of the celebrity is very important which affected our purchase behavior.

Table 8 : One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
SMARTNESS	140	2.74	1.095	.093

Table 8A: One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
SMARTNESS	-2.778	139	.006	-.257	-.44	-.07

H0: Smartness of the celebrity is not much important which affected our purchase behavior.

H1: Smartness of the celebrity is very important which affected our purchase behavior.

Trustworthiness of the celebrity is very important which affected our purchase behavior.

Table 9: One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
TRUSTWORTHINESS	140	1.91	.917	.078

Table 9A: One-Sample Test

	Test Value = 2					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
TRUSTWORTHINESS	-1.106	139	.271	-.086	-.24	.07

H0: Trustworthiness of the celebrity is not much important which affected our purchase behavior.

H1: Trustworthiness of the celebrity is very important which

affected our purchase behavior.

As per the one sample t- test, $.271 > 0.05$ don't have enough evidence to reject null hypothesis in favor of alternate hypothesis.

Attractiveness of the celebrity is very important which affected our purchase behavior.

Table 10: One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
ATTRACTIVENESS	140	3.16	1.364	.115

Table 10 A: One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
ATTRACTIVENESS	1.363	139	.175	.157	-.07	.39

H0: Attractiveness of the celebrity is not much important which affected our purchase behavior.

H1: Attractiveness of the celebrity is very important which

affected our purchase behavior.

As per the one sample t- test, $.175 > 0.05$ don't have enough evidence to reject null hypothesis in favor of alternate hypothesis.

Entertaining personality of the celebrity is very important which affected our purchase behavior

Table 11: One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
ENTERTAINING	140	3.07	1.307	.110

Table 11 A: One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
ENTERTAINING	.647	139	.519	.071	-.15	.29

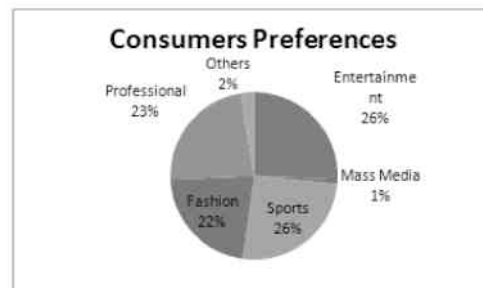
H0: Entertaining personality of the celebrity is not much important which affected our purchase behavior.

H1: Entertaining personality of the celebrity is very important

which affected our purchase behavior.

As per the one sample t- test $0.071 > 0.05$ enough evidence to reject null hypothesis in favor of alternate hypothesis.

Figure 2 : Preference of Consumers



The above figure shows the interest of the consumers towards celebrity endorsement like they are likely to choose the product if it is from the above mentioned industries like Entertainment, Mass Media, Fashion, Sports etc. And the figure shows that the

maximum numbers of people have interest in endorsements related to Entertainment and Sports and then they have interest in endorser from professionalism and very least interest in mass media.

Respondents rate the celebrities

Table 12: Celebrating rating

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Juhi Chawla for Kurare " Which area you belong to?"	140	100.0%	0	.0%	140	100.0%
Amrith Bachan for Cadbury Chocolates " Which area you belong to?"	140	100.0%	0	.0%	140	100.0%
Madhuri Dixit for Clay " Which area you belong to?"	140	100.0%	0	.0%	140	100.0%
Kareena Kapoor fir Viveel " Which area you belong to?"	140	100.0%	0	.0%	140	100.0%

Mean difference which shows the deviation of factor from strongly agree to agree for the following attributes

Table 13: Descriptive Statistics

	N	Minimum	Maximum	Mean		Std. Deviation
				Statistic	Std. Error	
The product is of high quality	140	1	4	1.91	.072	.847
It must be expensive	140	1	5	2.08	.071	.840
The company must be big	140	1	5	2.38	.087	1.028
Intense competition with other brands	140	1	4	2.62	.078	.917
It doesn't affect you	140	1	5	2.89	.074	.874
Valid N (listwise)	140					

The above table shows that people are confused or neutral about the fact that whether the pictures of the famous personality in the advertisement make them think that "The Company must be big". Also the mean has come close to 2 (because 1- strongly agree, 5- strongly disagree) which means that people are agree with the facts

that the advertisement of a famous personality make them think that the products is of high quality plus it must be expensive , intense competition with the brands and some says that it doesn't affect you.

Association between impact of celebrity endorsement on rural and urban area.

Table 14 : Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.498 ^a	2	.014
Likelihood Ratio	8.659	2	.013
Linear-by-Linear Association	1.662	1	.197
N of Valid Cases	140		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 18.50.

H0: there is not much significant difference between the impact of advertisements between rural and urban area

H1: there is significant difference between the impact of advertisements between rural and urban area

Have enough evidence ($0.014 < 0.05$) to reject the null hypothesis in favor of alternate hypothesis. So, we conclude that there is difference between the impact of advertisement between rural and urban areas.

Key Findings

The research conducted in the rural and urban areas to do the comparison of perception of people towards celebrity endorsement so we conclude the following facts:-

- People from rural area have Dhoni as their favorite actor followed by Salman and Katrina whereas urban people have Ranbir and Salman as their favorite actor followed by Deepika Padukon and Amitabh Bachan
- Majority of the rural people watches ads in between their favorite shows from rural area whereas urban have less interest in watching ads in between the serials.
- Mainly people see advertisements occasionally and very few people see advertisements very frequently. Some people see ads frequently those include people from mainly age group 20-30 and 30-40.
- People who says that they are affected by the advertisement are little less in rural than urban but the degree of effectiveness is high in rural and medium in low.
- 43 percent of the people from our sample size shows that they have a positive impact from celebrity endorsements and those people mainly includes service class and students.
- Basically people are attracted by the television ads in both the areas with rural people have interest in radio ads as well and on the other side urban people have interest in internet after television.
- The study shows that very less people change their opinion about the product with changes in brand ambassador and women's are the one whose perception changes.
- The research also proves that that impact of celebrity endorsement on consumers is not dependant on the gender.
- Attributes like Popularity, trustworthiness, Attractiveness, Entertaining personality of the celebrity is not very important which affect our purchase whereas smartness of the celebrity affected our purchase decision.
- People are more inclined towards entertainment and sports industry while watching endorsements.
- People are not affected by the famous celebrities like Ranbir Kapoor, Amitabh Bachan, and Ashwarya Rai etc.
- At the end we conclude that celebrity endorsements have different impact on both rural and urban areas.

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