



Management

CELEBRITY ENDORSEMENT AND BUYING BEHAVIOR: A STUDY OF PANJAB UNIVERSITY STUDENTS

Supreet Kaur¹, Ankit Garg²

¹ Research Scholar, Department of Commerce, Punjabi University, Patiala, INDIA

² Research Scholar, University School of Applied Management, Punjabi University, Patiala,
INDIA

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ABSTRACT

In present era, there has been a change in consumer's attitude towards lifestyle. Consumers give importance to brands to ensure better standard of living. Today consumers are not only educated but also selective while purchasing products. Everyday consumers are exposed to number of voices over the radio and TV and images in newspapers, magazines, hoardings, and websites. Therefore, every marketer tries to steal at least fraction of a person's time to inform him/her of the amazing and different attributes of the product at hand and for this purpose marketers use celebrity endorsement as an effective marketing strategy to fit their products in the minds of consumers. The practice of celebrity endorsements has proliferated over time and perceived as a winning formula for product marketing and brand building. This paper is an effort to analyze the impact of celebrity endorsements on buying behaviour of the college students. Questionnaire survey was used to collect the data by using convenience sampling.

Keywords:

Attractiveness, Buying Behaviour, Celebrity Endorsers, Multiple endorsements.

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1. INTRODUCTION

Our market is flooded with different number of brands trying to carve out space for itself in the minds of consumers. Every firm is trying to find a hook in their brands that can connect faster to the viewers. Therefore, the challenge before the marketer is to induct all possible measures to influence, motivate and inculcate desire to purchase, in the customer through an effective advertising campaign. In order to achieve this, use of celebrity for endorsement of a brand is widely used marketing strategy. Celebrity endorsement has become a pervasive element of multi billionaire advertising industry. Companies invest large sums of money to align their brands and themselves with endorsers. Such endorsers are seen as dynamic with both attractive and likeable

qualities and companies plan that these qualities are transferred to products via marketing communications activities. Furthermore, because of their fame, celebrities serve not only to create and maintain attention, but also to achieve high recall rates for marketing communication messages in today's highly cluttered environments. Thus, celebrity endorsement in advertisement and its impact on the overall brand is of great significance. In this process, the companies hire celebrities such as from a particular field (Sports, TV Stars, and Models) to feature in its advertisement campaigns. Products ranging from a notebook to electronics use celebrities for communication. Ad Ex India Report, 2007 reported that a top celebrity can get as many as 21 advertisers to endorse products. Various companies are signing deals with celebrities in the hope that by using celebrities they can accomplish a unique and relevant position in the minds of the consumers. Celebrity endorsement is increasingly being employed across various industries regardless of the product type. It is known to be playing the role of a signaling strategy.

According to TAM Universe Update 2015, there are around 277mn viewers of TV which means that an effective ad campaign can influence such a large number of people. Marketers try to penetrate such a large number of populations by creating a loophole that can best fit in the minds of consumers. Celebrity Endorsements enhances the volume of sales of a brand and expedite the brand recall rate of advertisements that helps firms in creating a niche in the market. Effective celebrity endorsers grab the eyeballs of the existing and potential customers and arouse the interest by attaining the attention of customers.

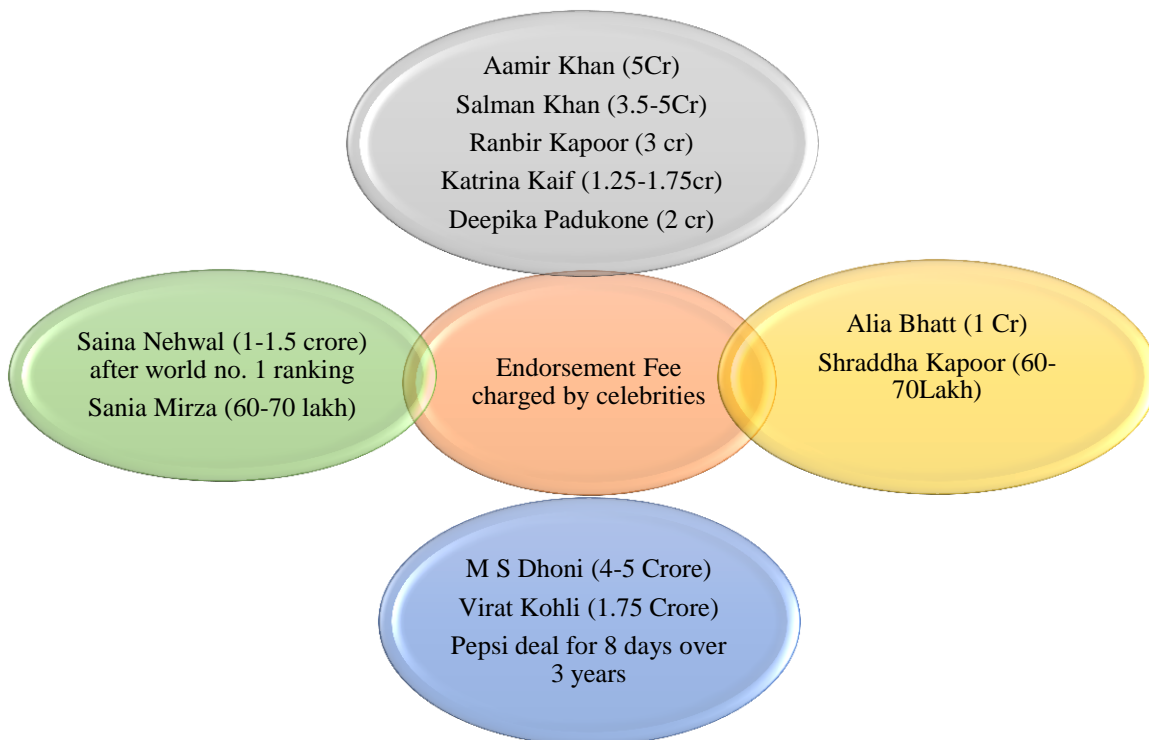
2. CELEBRITY

A **Celebrity** is a person, who has a prominent profile and commands some degree of public fascination and influence in day-to-day media. A Person with great popular appeal, prominence in a particular field, and is easily recognized by the general public. Various careers within the fields of sports and entertainment are commonly associated with celebrity status. While people may gain celebrity status as a result of a successful career in a particular field (primarily in the areas pertaining towards sports and entertainment), in other cases, people become celebrities due to media attention for their extravagant lifestyle or wealth (as in the case of a socialite); for their connection to a famous person (as in the case of a relative of a famous person); or even for their misdeeds (as in the case of a well-known criminal). Celebrities may be known around the world (e.g., pop stars and film actors), within a specific country (e.g., a top Australian rugby player); or within a region (e.g., a local television news anchor). According to Friedman and Friedman, a "celebrity endorser is an individual who is known by the public for his or her achievements in areas other than that of the product class endorsed". Compared to other endorser types, famous people always attach a greater degree of attention, recall and loyalty. In this age of intense competition, where capturing a position in the consumers' mind space is extremely tough, celebrity endorsements give an extra edge to the companies for holding the viewers' attention. Celebrities can catalyze brand acceptance and provide the enormous momentum that brands require by endorsing the intrinsic value to the brand.

3. CELEBRITY ENDORSEMENT

A form of brand or advertising campaign that involves a well-known person using his/her fame to help promote a product or service. It refers to use of celebrities in order to increase sales of a

product. Celebrity Endorsement was initiated mid 80’s in India. One of the first sports endorsements in India was when Farokh Engineer became the first Indian Cricketer to model for Brylcream. The Indian cricket team now earns roughly Rs. 100 crore through endorsements. There is a spurt of advertising, featuring stars as tabassum (Prestige Pressure cookers), Jalal Agha (Pan Parag), Kapil Dev (Palmolive Shaving cream) and Sunil Gavaskar(Dinesh Sutings) to now days Aishwarya Rai (Olay Cream), Kajol (Alpenlibe), Shahrukh (Navratan Cool Talc) & Aamir Khan (Godrej) & many more.



Source: Economic Times (April’15)

TOP 10 ACTORS AND ACTRESS IN SEP’15

Rank	Actor	T Score	Rank	Actress	T Score
1	Salman Khan	26.0	1	Kareena Kapoor	22.5
2	Shahrukh Khan	20.0	2	Priyanka Chopra	22.0
3	Ranbir Kapoor	19.0	3	Anushka Sharma	21.5
4	Saif Ali Khan	18.7	4	Katrina Kaif	20.0
5	Imran Khan	18.5	5	Shraddha Kapoor	19.0
6	Akshay Kumar	17.0	6	Alia Bhatt	18.5
7	John Abraham	16.0	7	Kangana Ranaut	17.5
8	Amitabh Bachchan	15.0	8	Yami Gautam	17.0
9	Varun Dhawan	13.5	9	Deepika Padukone	16.0
10	Farhan Akhtar	12.5	10	Aishwarya Rai	13.0

Source: Timescelebex (September’2015)

Key Determinants of T Score are:

- Box office returns and recognition
- Ability to stay in news across print and TV
- Visibility through endorsements on print and TV
- Promotions of their upcoming movie release on print and TV
- Popularity among fans across mediums including the internet and social media

HIGHEST EARNING CELEBRITIES – FORBES CELEBRITY 2015

Rank	Celebrity	Earnings (including earnings from endorsements)
1	SALMAN KHAN	244 CRORE
2	SHAHRUKH KHAN	203 CRORE
3	AMITABH BACHCHAN	196 CRORE
4	AKSHAY KUMAR	172 CRORE
5	MS DHONI	142 CRORE
6	RANBIR KAPOOR	93 CRORE
7	HRITHIK ROSHAN	85 CRORE
8	AAMIR KHAN	81 CRORE
9	DEEPIKA PADUKONE	67 CRORE
10	SAIF ALI KHAN	63 CRORE

Source: Forbes India

Snapdeal recently signed up Aamir Khan for Rs 30 crore while Rasna got Akshay Kumar on board for Rs 18 crore in a three-year deal.

HIGHEST-PAID ATHLETE ENDORSERS OF 2015

RANK	SPORTS PERSON	YEARLY ENDORSEMENT EARNINGS	NOTABLE DEALS
1.	ROGER FEDERER	\$5,80,00,000	Wilson, Nike, Rolex, Mercedes-Benz, Gillette
2.	TIGER WOODS	\$5,00,00,000	Nike, Upper Deck, Rolex
6.	RORY MCILROY	\$3,20,00,000	Nike, Bose, EA Sports, Omega, Upper Deck
7.	NOVAK DJOKOVIC	\$3,10,00,000	Adidas, Mercedes-Benz
8.	RAFAEL NADAL	\$2,80,00,000	Tommy Hilfiger, Kia, Nike , Bacardi
9.	CRISTIANO RONALDO	\$2,70,00,000	Tag heuer, Samsung
10.	MS DHONI	\$2,70,00,000	PepsiCo, Aircel, Godrej, Gulf Oil, Reebok
13.	LIONEL MESSI	\$2,20,00,000	Adidas, EA Sports, Gillette, Head & Shoulders

Source: Opendorse

Dhoni's total earnings stood at USD 31 million, including amount from salary/winnings at USD 4 million and endorsements worth USD 27 million.

OVERALL MOST MARKETABLE CELEBRITY ENDORSERS-2015

Rank	Endorser	Endorser's Likeability (%)	Brand Memorability Index
1	Liam Neeson	78	208
2	Pierce Brosnan	75	104
3	Matthew Mcconaughey	74	164
4	Jennifer Garner	72	148
5	Natalie Portman	71	160
6	Jeff Bridges	71	152
7	Sofia Vergara	71	120
8	Jim Parsons	69	172
9	Dennis Haysbert	69	160
10	J K Simmons	69	108

Source: Nielson Survey'15

4. REVIEW OF LITERATURE

Giridhar (2012) study analyzed the factors that motivate and affect the purchase attitude of consumers at Shimoga and also studied the consumer perception on endorsement of celebrities through advertisement. Data has been collected with the help of structured questionnaire from 50 respondents by using convenience sampling. The study found that celebrity endorsement enhances product information and creates awareness among consumers. It helps them to recall the brands of the endorsed products. It also revealed that the celebrities convincing endorsement motivates them to materialize the purchase of durables. **Boopathy & Chaudhari (2013)** showed the impact generated in the minds of customers due to advertisements featuring celebrity, the impact of the children generated in the buying behavior of parents and the means through which children attack the mindset of parents. The study uses a standard questionnaire to collect the data from the samples. The paper used the samples from the family in which both the parents are working. Convenient sampling method is used to pull out members for the study. A sample of 50 is used for the research. The analysis were done by using statistical tools like Correlation & Regression; Hypothesis Testing: t – test; Ranking Technique – Weighted Average Method. The findings revealed that children are more impacted through advertisement that features celebrity in it. In this case, there is a significantly higher level of impact of celebrity endorsed advertisements in children than in parents. **Naresh & Latha (2014)** assessed the impact of attitude of the consumers towards celebrity endorsement of Telecom Brands purchasing. The sample respondents were recruited using random sampling. The method for sample selection was Systematic random sampling. A self-completion questionnaire was administered to respondents for their responses towards the queries in three Districts: Chittoor, Nellore, Kadapa. Survey brands included four product brands produced by Indian Telecom service Providers namely Vodafone, Aircel, Reliance Communication and Idea. The most important finding of the study is that celebrity endorsement is effective for marketing communication. The study also revealed that young consumers (students) got influenced by celebrity endorsement strategy on their purchase decision. Age of the respondents plays a key role supposing to host a positive or

negative attitude towards celebrity endorsement. **Pugazhenth** (2014) examined the impact of celebrity endorsement on the brand image perception and attitude of college students. This study was conducted in Coimbatore City and is focused on the college students. Respondents include undergraduates and postgraduates of almost all disciplines. 1200 samples were collected from the college students of Coimbatore region based on one-to-one survey. The study revealed that the purchase behaviour of college students could differ based on their life style. Demographic attributes of the students are expected to affect their purchase behavior, which in turn is expected to affect their attitude towards celebrity endorsement in general. The results of the study revealed that there exists strong association between gender and price consciousness. Gender and age of the college students attributed to the quality consciousness behavior. Age and current status of the youth affect the importance given by them to the social values. **Randhawa & Khan (2014)** examined the consumer perception on celebrity endorsement of FMCG Products and the impact of change in brand endorser on product image. For this purpose the data was collected with the help of pre structured questionnaire through convenience sampling from 50 respondents, percentage method is used to analyze the data. The results showed that celebrity endorsement enhances product information and creates awareness among consumers. It helps them to recall the brands of the endorsed products. Celebrity Endorsed Ads persuade customers to purchase products rather than non-celebrity endorsed Ads, Comic character Ads, Executive Ads and Fiction Ads. Most of the respondents believe that frequent changes in celebrity for advertising the product reduce the purchasing decision of customers. **Patel (2015)** examined consumer attitude towards celebrity endorsement with special reference to film stars versus sports star as Celebrity Endorser. The study surveyed 711 respondents i.e. MBA/MCA students of south Gujarat region with regard to their attitude towards celebrity Endorsement. Data were collected from both primary as well as secondary sources. Primary data were collected through a structured questionnaire. The findings showed that there is no difference in consumer's perception about credibility of Celebrity based on type of Celebrity i.e. whether it is Film stars or Sports stars and there is a difference in consumers' attitude towards Celebrity Endorsement based on gender.

5. RESEARCH OBJECTIVES

- To analyze whether advertising campaigns using celebrities increase the recall rate of advertisement.
- To assess which sort of celebrity influences the most to the buyer's purchasing intentions.
- To find whether products and services endorsed by celebrities enhances brand image of the product endorsed.
- To find whether celebrity endorsement influences purchasing intentions of the students.

6. NEED OF THE STUDY

Marketers spend a number of amounts in order to rope in top notched celebrity so as to allure the customers. As per the census of India 2011, the size of student's population has seen a slightly increase with over 315 million students in the country. It is obvious from the facts that youth market is a very potential market and is perceived as a difficult one to tap. Youngsters are more exposed to internet and other Medias; therefore they compare each thing while making a purchase. Youngsters reject all marketing messages that lack credibility. They are educated and

picky about the products they use. This paper has tried to analyze the viewpoints of college going students with regards to celebrity endorsements. In this study factors affecting purchasing intentions of customers have been analyzed.

7. SIGNIFICANCE OF THE STUDY

Celebrities add flavor to the advertisement campaigns and make them colorful attracting the eyeballs of the millions. It refreshes the brand image and helps in quick brand recognition. Association of a brand with a highly noted celeb can make it more attractive. The influence of the celebrity image and its effect on the younger generations has been an issue for quite some time. Thus, the current study attempts to analyze the impact of celebrity appeal on purchase intention of college going youth. The current study will provide a clear understanding of the above discussed concept. The study will be helpful for advertising practitioners, marketers, researchers and academicians in inferring the impact of celebrity endorsement on youth and thereby will help in penetrating the market more effectively.

8. RESEARCH METHODOLOGY

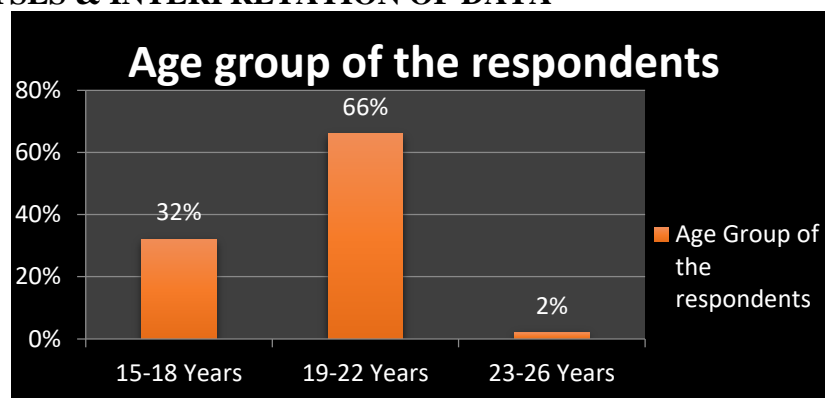
The study entitled, “Celebrity endorsement and buying behaviour: A study of college students” is focused mainly on assessing the view points from students of Panjab University about how celebrity endorsements affect their purchasing decisions. This study is based on descriptive research as perception of college students regarding celebrity endorsement is analyzed and its impact over the purchase intention is measured. The present study has equal contribution of both primary and secondary data. Secondary data is collected through data collection from the internet, from review of existing literatures, newspapers, journals and magazines and research theses whereas primary research was carried out with the help of a well-structured questionnaire and likert scales were used for scaling the questions.

Sample size: Present study has a sample size of 50 students from University Business School of Panjab University.

Sampling technique: For the present study, convenience sampling was used to choose respondents.

Statistical tools: For the present study, Percentage method is used to analyze the data.

9. ANALYSES & INTERPRETATION OF DATA



Source: Field Survey

Figure 1:

From the above figure it can be seen that 66% of the respondents fall within the age group of 19-22 years and 32% of the respondents fall in the age group of 15-18 years whereas only 2% of the respondents fall within the age group of 23-26 years. Hence it shows that the data represents mainly the viewpoints of young generation.

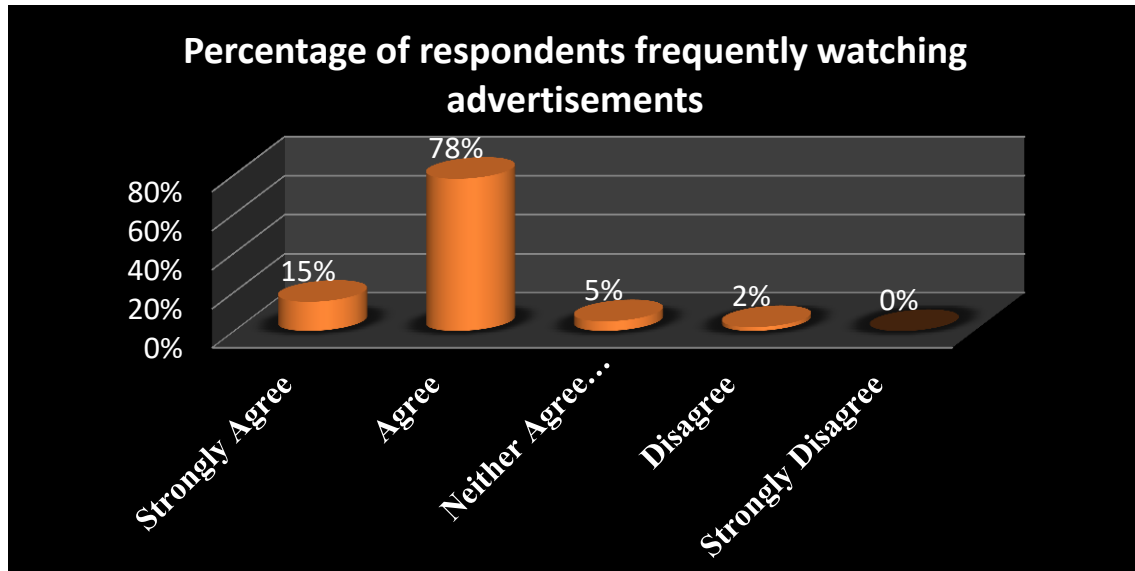


Figure 2:

Source: Field Survey

It can be concluded from the above figure that there are around 78% of the respondents who agree that they watch advertisements on regular basis while 15% strongly agree that they watch advertisements frequently and persons not watching advertisements frequently constitute merely 2% of the respondents which shows respondents at a larger scale pay attention to the products advertised on various media.

Table 1: Most Influencing vehicle of media

Rank	Factor
1 (Most Influencing)	TV
2	Internet
3	Newspaper
4	Magazine
5	Radio
6 (Least Influencing)	Hoardings

Source: Field Survey

The above ranks have been computed by using the likert scale. It has been found while personal investigation that larger people were having more access to the TV as compared to the other sources and that is why they have ranked TV as most influencing media of vehicle.

Table 2:

RANKS	FACTOR INFLUENCING PURCHASING DECISION
1(Most Influencing)	Quality
2	Price
3	Advertising
4	Reference by relatives, friends
5(Least Influencing)	Packaging

Source: Field Survey

It has been seen that while purchasing goods the most important thing that matters to the respondents is the quality of the product followed by the price. However respondents also pay attention to advertising factor whereas packaging matters them the least.

Table 3:

Ranks

Celebrity	1	2	3	4	5
Film stars	78%	17%	-	5%	-
Sports star	2%	12%	27%	12%	47%
Singers	10%	30%	13%	34%	13%
Fashion models	5%	27%	12%	31%	27%
Daily Soaps Stars	5%	15%	48%	20%	12%

Source: Field Survey

Table 4:

Ranks	Celebrity
1	Film Stars
2	Singers
3	Daily Soap Stars
4	Fashion Models
5	Sports Star

The above table represents that most of the respondents have ranked film stars as the most persuading celebrity as compared to the sports person who have been ranked as least preferred by majority of the respondents. Respondents find film stars as more appealing rather than sports stars.

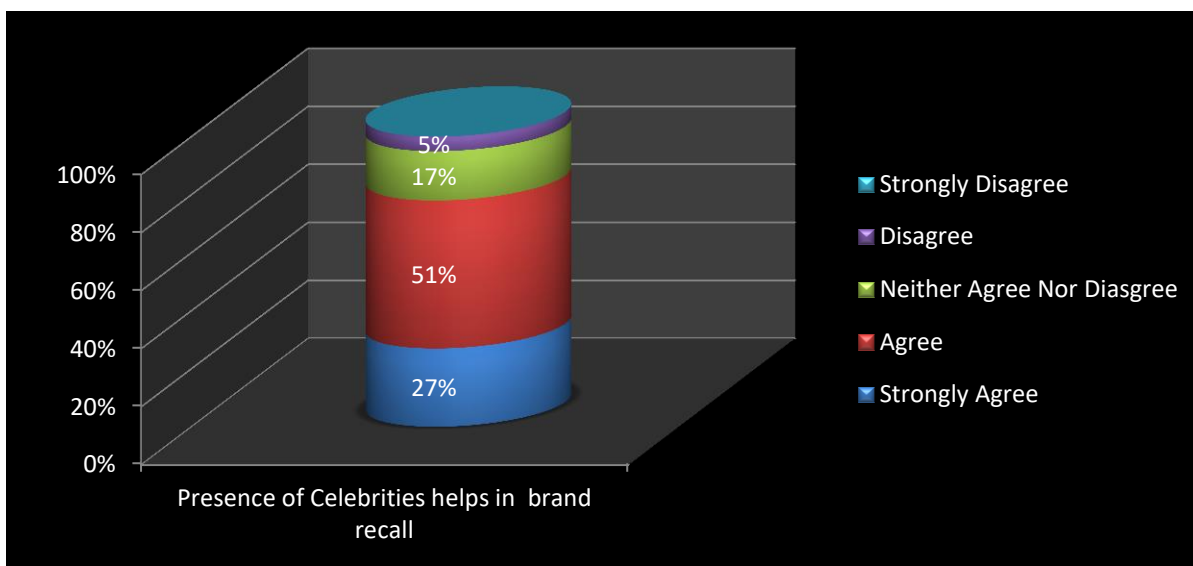


Figure 3:

Source: Field Survey

The above data shows that most of the students believe celebrities helps increasing the brand recall rate and helps in recognition of the brand. There are around 51% of the respondents who agree that celebrities’ help in brand recognition and 27% strongly agree about the same whereas only 5% disagree that celebrities helps in brand recognition and recall.

Table 5:

Favourite Celebrity	Frequency (Highest Frequency of 41 respondents)	Five Most recalled campaigns of the said celebrities
Salman Khan	24	Thumsup, Wheel, Suzuki Hayate
Kareena Kapoor	17	Head & Shoulder, Lakme eyeconic
Amitabh Bachchan	16	Boroplus, Kalyan Jewellers, Maggie
Virat Kohli	13	Clean & Clear, Vicks
Alia Bhatt	11	Maybelline, Caprese, Garnier

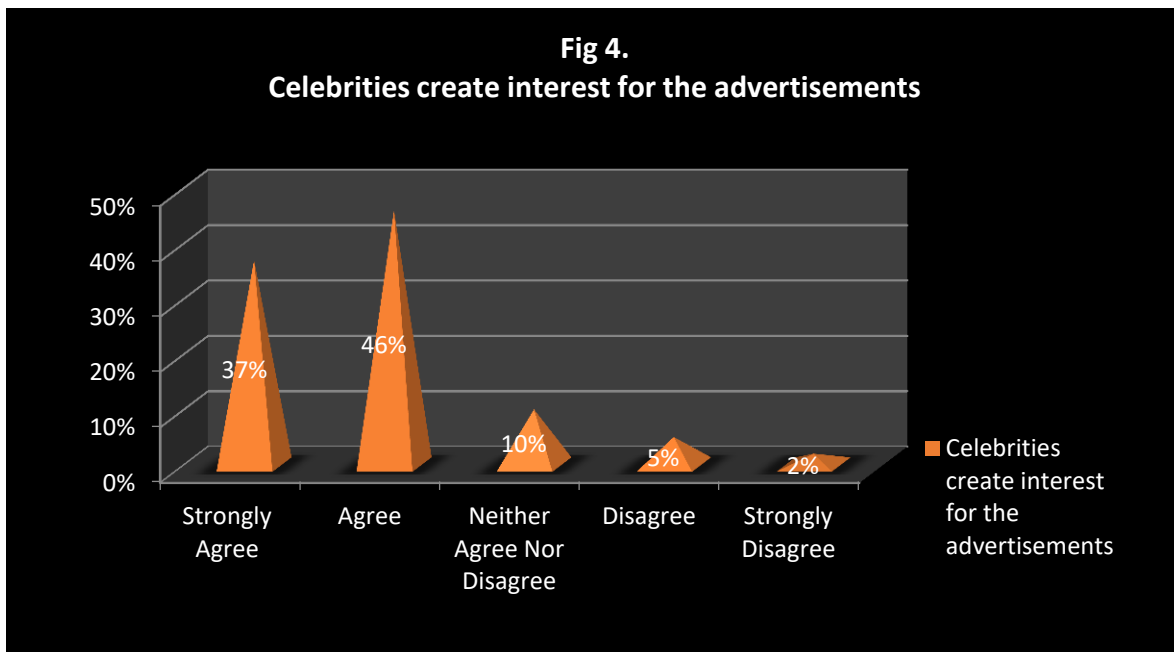


Figure 4:

Source: Field Survey

It can be analyzed from the above data that for 46% of the respondent’s celebrities strongly arouse interest in the advertisements whereas 37% of the respondents agree that celebrities create interest in the advertisement and only 5% disagree regards the same. It has been inferred while personal investigation that the young girls find presence of celebrities as an extra factor creating desire for the brand endorsed, many of the girls have also mentioned about the specific ad campaigns where they feel that they watch that particular ad only because of a specific celebrity being involved. (Amitabh Bachchan and Kalyan Jewellers)

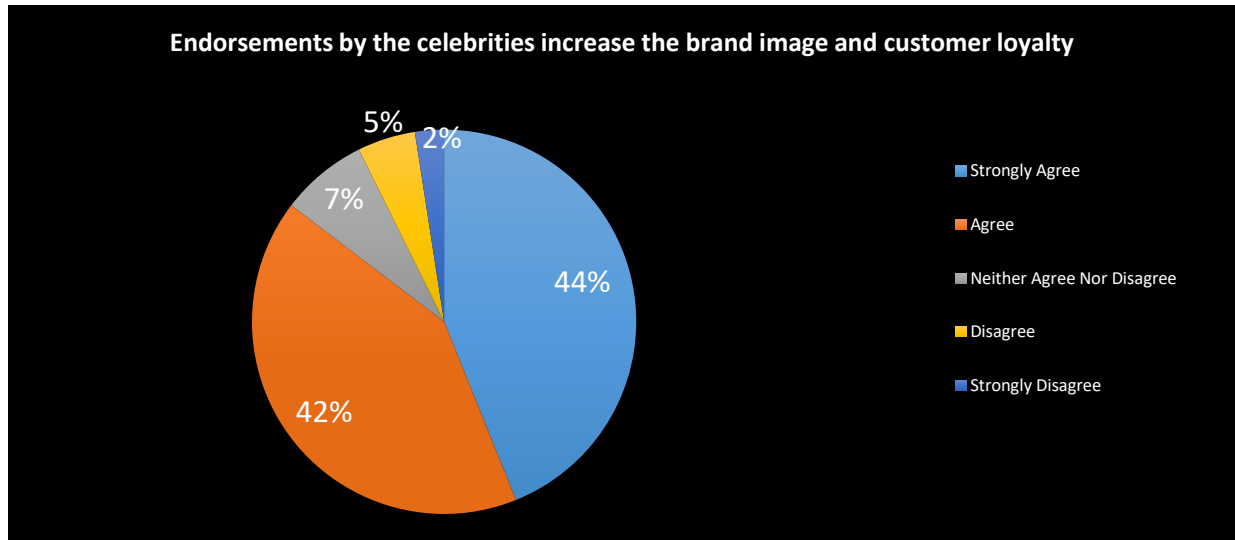


Figure 5:

Source: Field Survey

It can be inferred from the above shown pie chart that around 44% of the respondents strongly agree that endorsement of brands by the celebrity increase the brand image and customer loyalty thereby built up the trust and credibility in the brand whereas only 5% of the respondents disagree that celebrities increase the brand image.

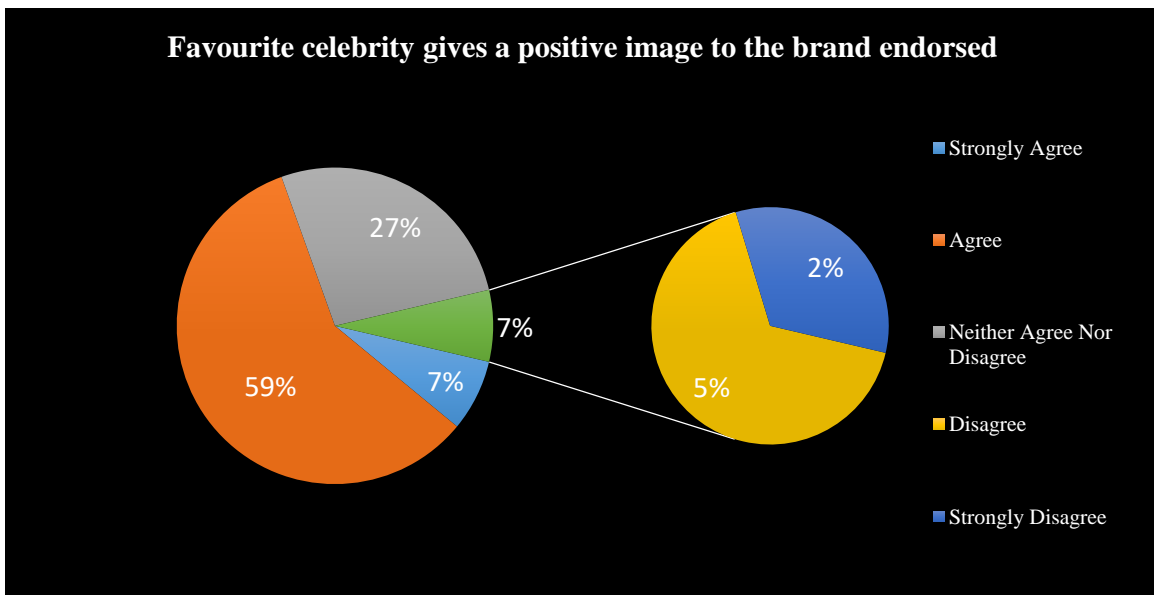


Figure 6:

Source: Field Survey

The above diagram shows that around 60% of the students agree that their favourite celebrity gives a positive image to the brand endorsed. They believe that if their favourite celebrity would endorse the brand then it would enhance the image of the brand in a positive image and only 7% of the respondents disagree about the same.

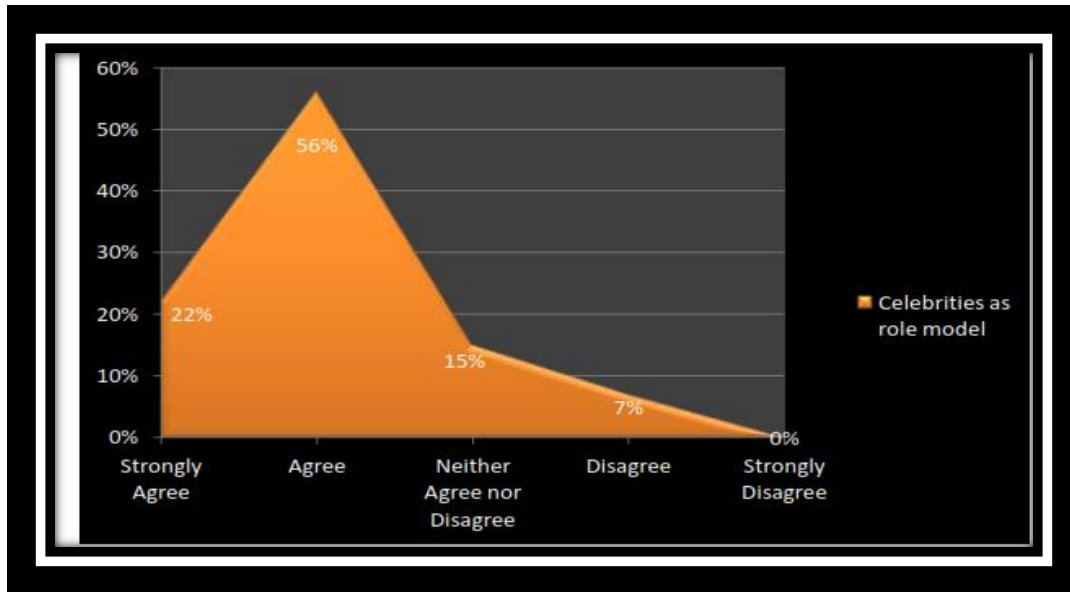


Figure 7: Celebrity as role model influences purchasing decision

Source: Field Survey

The above graph shows that around 56% of the respondents agree that celebrities as role model do impact their decisions while purchasing a product whereas only around 7% believe that celebrities as role model do not impact their decisions. It shows that celebrities as role model do impact the purchasing decisions.

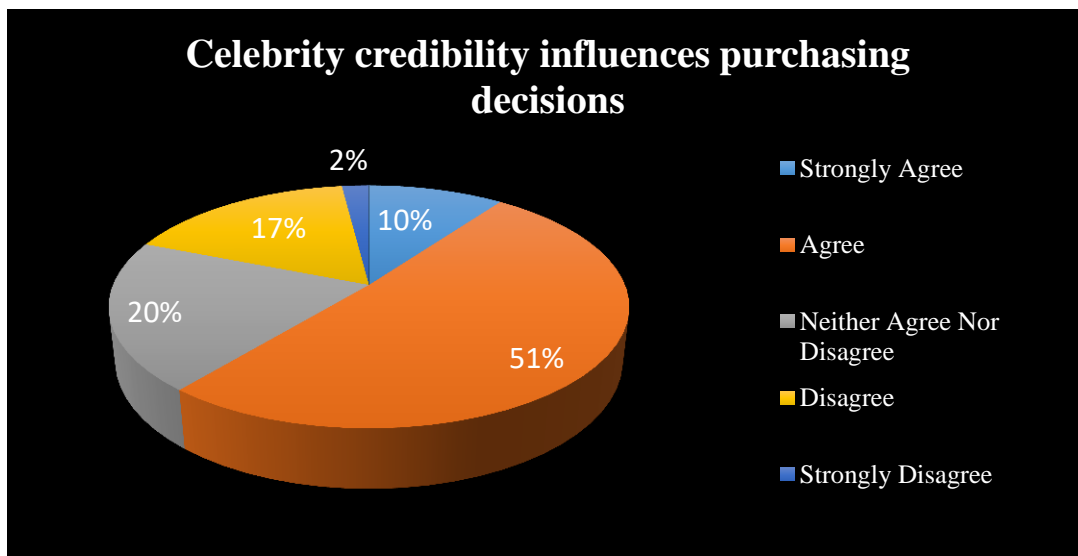


Figure 8:

Source: Field Survey

This pie chart represents that celebrity credibility to a wider extent does impact a consumer’s buying behaviour. More than 51% of the respondents have said that brand endorsed by a celebrity is of good quality and thus it influences more as compared to the non-celebrity endorsed brand. Respondents associate the product with the credibility of the celebrity to a larger extent.

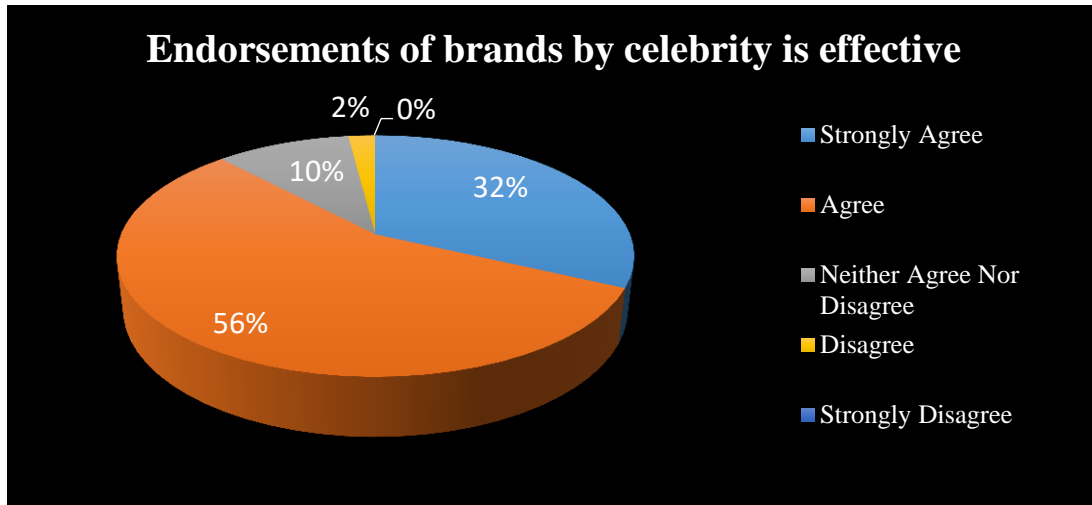


Figure 9:

Source: Field Survey

The above diagram represents around 56% of the respondents believe that endorsements of brand by celebrities is effective whereas only 2% believe that celebrity endorsement is ineffective this shows that for majority of the students celebrities act as an influencing factor in the advertisements. Celebrity endorsement is effective according to the viewpoint of the majority of the respondents. Respondents have also mentioned that celebrities though increasing the cost of product but also ensure quality of the product. Respondents have also associated the effectiveness of the celebrity with celebrity credibility.

Table 10:

Required attributes of an effective celebrity Endorsers	Percentage of respondents (%) believing
Celebrity Popularity	100
Celebrity Physical Attractiveness	93
Celebrity should be brand user	78
Celebrity Availability	66
Cost of acquiring the celebrity	59
Celebrities previous endorsement	49
Celebrity Credibility	44
Multiple endorsements	34

Source: Field Survey

10. SOME INSTANCES

Celebrity endorsements enhance product recall and thereby directly increase sales of a product. It can be seen from the following cases:

- Nike roped in tiger woods’ at a whooping price for endorsement of its brands. It was observed that sales of golf balls waxed with the celebrity presence in the ad campaign. From 2000 to 2010, the Nike golf ball division reaped an additional profit of \$103 million

through the acquisition of 9.9 million in sales from Tiger Woods' endorsement effect. Moreover, having Tiger Woods' endorsement led to a price premium of roughly 2.5%. As a result, approximately 57% of Nike's investment in Woods' \$181 million endorsement deal was recovered just in U.S. golf ball sales alone. In the case of golf ball, three mechanisms were identified by which these endorsements produced additional profit: golfers switch brands to buy the one endorsed by the player currently leading the rankings; excitement over the leading player generates new sales that would not have otherwise occurred; and the company endorsed by the top player is able to command a price premium, leading competitors to cut prices.

- In 2012 Pepsico's slice was facing a sluggish growth with only 5% share in the 22% mango drink category. It became active about increasing the consumption. In a research, Slice found that nothing was more important for Indian consumers than getting a girl's phone number and if the idea was combined with the brand ambassador Katrina's number, it could be a lucrative offer. So, therefore firm decided to rope in Katrina Kaif as brand ambassador, With an 80 per cent mobile phone penetration in the country, giving away Katrina's number became the anchoring insight for Slice communication. Slice launched the campaign 'Katrina ka number, crown ke under' to turn its fortunes around. The campaign made consumers chase Katrina's number even after the campaign was over. The continuous sale of Slice bottles resulted in a growth of 225 per cent with 25 per cent increase in the frequency of consumption and 3 per cent increase in returnable glass bottle share. Adding to the success of the campaign were the 2 million calls that were received. So, by luring consumers with Katrina's number, Slice could get the growth numbers it was looking for.(retrieved from <http://pitchonnet.com>)

11. FINDINGS

- 1) Celebrity endorsement enhances product information and creates awareness among Consumers. It helps them to recall the brands of the endorsed products.
- 2) It was revealed that among the various media vehicles TV is the most influencing media persuading consumers to buy the products.
- 3) The purchase attitude is more strongly influenced by the Quality of the products rather than endorsement factors, price of the product, Discounts and offers etc
- 4) Film stars are playing major role in creating an impact than Sports personalities.
- 5) A good number of respondents believe that the products advertised by celebrities are of good quality.

12. SUGGESTIONS

- 1) Celebrity endorsements will be more effective when the ad execution is simple, clean and free of irrelevant design elements and the ad characterizes catchy themes associated with the personality of the celebrity.
- 2) Celebrity endorsements will be more effective when using a celebrity who is not already strongly associated with another product or service.
- 3) Celebrity endorsements will be more effective when there are not frequent changes in celebrities who are endorsing the products because that would further enhance the recall ability of the brand.

13. CONCLUSION

The present study has tried to explore the viewpoints of the students in order to assess whether the skyrocketing amounts spent on these celebrities are worthwhile. It has been revealed during the study that whopping amounts being paid by the marketers to these celebrities are some where influential. The results show that students are being affected by the presence of celebrities. Celebrities to a vast extent impacts a person's purchasing decision, it helps in brand recognition, brand recall and building up the image of the product. It is believed that products endorsed by the celebrities are of good quality also the case studies presented in the paper supports the results drawn. Endorsements can be more effective if celebrities themselves assure that they are using the brand they endorse and thereby assure about the genuineness of the product.

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