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Impact of Celebrity Brand Endorsements on Decision Making of British-Indian Community: An Inter-Generational Comparison

By

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A Dissertation presented in part consideration for the degree of MSc in Marketing.
A lot of hard work and time went into the research to reach this stage. This work was made possible only through the support of my family and friends, and it is the right opportunity to thank them.

First and foremost I would like to thank the Almighty up there, somewhere, for showering me with blessings and keeping me on the right path.

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ABSTRACT

Celebrity endorsement is one of the most widely used tools today in marketing. This paper attempts to find out the impact of celebrity endorsements on consumer decision making on the British Indian community in United Kingdom, with an inter-generational comparison done. An interpretive research was done by means of a semi structured interview on a sample of 10 British Indians belonging to first generation immigrants and second generation immigrants. The data was analysed using thematic analysis. It was found that celebrities help bringing the product in notice and a small difference was found in the decision making of the two generations of immigrants. Managerial implications are also given based on the analysis of findings. To gain a balanced perspective the limitations of the research also find a mention and towards the end suggestions for future research are given.
CHAPTER 1

INTRODUCTION

1.1 BACKGROUND

Marketers today employ innumerable marketing tactics to promote their brand or product. One such way of promoting products is celebrity endorsements. Millions of dollars are spent each year on getting celebrities to endorse products. Kamins et al (1989) believe that the increasing use of celebrity endorsers makes it important for research to be conducted on the topic. A celebrity, according to Friedman & Friedman (1979), is an achiever but in an area which is not related to the endorsed product. Celebrity spokespersons/ endorsers help the marketers to cut through the clutter and get the marketing campaign noticed. According to Kamins et al (1989), a celebrity is deemed to be attractive and likeable; however questions remain on the credibility of the celebrity endorser. Ohanian (1991) state, the cause of the spurt in celebrity endorsement is that they command a higher degree of attention and at times aid in the product recall. The market today is replete with scores of similar products screaming for consumer’s attention consequently making it all the more difficult to differentiate the product (Erdogen, 1999). With so many products jostling with each other in the market place to get noticed, celebrity spokesperson provides a platform to get noticed (Kamins et al, 1989).

Selecting the right celebrity is the key to the success of the marketing campaign. A wrong celebrity can reduce the effectiveness of campaigns as it is not necessary that all the celebrities will be right to endorse any product. The qualities of the celebrity should match with those of the product as well as the target audience. Various models, like TEARS Model (Shimp, 2003) have been developed by researchers to aid marketers select the right celebrity endorser. Also models, like source credibility model, product match- up hypothesis, have been developed by researchers to test the effectiveness of the endorsement. According to a research conducted by Ohanian (1991), the source credibility is comprised of three factors, i.e. expertise, trustworthiness, and attractiveness; and is one of the most effective ways of influencing the consumer purchase intention. Celebrity endorsers also have a
constructive impact on the market value of firms as proved by Mathur et al (1997) in their research. Also considered important to the effectiveness of the endorsements is the attractiveness of the endorser which helps to grab the attention of the audiences in the midst of clutter in the media.

However, negative information about the celebrity also has an impact on the brand evaluation. If the celebrity is involved in some uncivilised behaviour, the brand has to bear the brunt of it. This has also lead to the celebrity being dropped from the endorsement campaign. Also not always the achievements of celebrities have had a positive impact on the market value of the firm as demonstrated by Farrell et al (2000) in their research.

In spite of all the criticism, celebrity endorsements remain a popular tool in marketing to promote products, which if used wisely can positively impact the decisions of consumers with respect to the product endorsed.

1.2 WHY THIS TOPIC
While browsing through the literature on celebrity endorsements it was found that there existed plenty of research on celebrity endorsements and ethnic minorities individually. There existed research on the subject of the impact of celebrity endorsements on consumer purchase intention and also on the ethnic marketing. However it was observed that there was a lack of research on the topic of impact of celebrity endorsements on consumer purchase intention of ethnic minorities. However there are innumerable minorities living in United Kingdom today and conducting a research on all of them would have been an uphill task with huge requirement of time and money, both of which were limited. Hence the focus was narrowed down to the minority group of Indian immigrants living in United Kingdom. The main reason behind choosing the Indian immigrant community is its huge presence in United Kingdom and the ever increasing purchasing power. Also while studying consumer behaviour of ethnic minorities one cannot choose to ignore the fact that the behaviour of two generations of immigrants might also be different. This research hence tries to find out the impact of celebrity endorsements on the consumer purchase intention of ethnic minorities with an intergenerational comparison.
1.3 OUTLINE OF THE DISSERTATION

This dissertation consists of six chapters, viz. Introduction, Literature Review, Research Methodology, Findings and Analysis, Conclusion, Limitations of Research and Future Research Possible, in a sequential order. A brief description of the contents of the six chapters is given below:

Chapter 1- Introduction gives an overview of the topic, enlisting the reason behind taking up research on this topic, and an outline of the chapters.

Chapter 2- Literature Review consists of the literature that exists on celebrity endorsements and ethnic marketing. It gives an analysis of the theories that exist on the subjects.

Chapter 3- Research Methodology describes the method, i.e. qualitative research; the researcher has used to conduct the research. It also describes the various steps of conducting the research.

Chapter 4- Findings and Analysis aims to evaluate the responses given by the respondents in order to find answers to the research questions.

Chapter 5- Conclusion gives a summary of the research findings, answers to the research questions, and managerial implications.

Chapter 6- This chapter sheds light upon the limitations of the research process and based on those limitation future research possibilities are suggested.
CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION
This chapter introduces the concept of celebrity endorsements by first defining the concept of celebrities before moving on to defining celebrity endorser. Then light is shed upon the models developed by researchers to help marketers choose the right celebrity. Also discussed are, the various models that help to evaluate the effectiveness of the celebrity endorsements. The pros and cons of celebrity endorsements are then evaluated. Since this research seeks to understand the impact of celebrity endorsements on the British-Indian ethnic minorities, the topic of ethnic marketing is discussed. Also reviewed is the acculturation of ethnic minorities in their adopted homeland. Towards the end an attempt is made to understand the British-Indian community as a consumer. To conclude a summarisation of the literature is done.

2.2 WHY CELEBRITIES AS ENDORSERS?
One of the main purposes of advertising is to persuade consumers to buy products and marketers today employ various methods to do so, one of which is celebrity endorsements (Alsmadi, 2006). The first question that comes to mind while thinking of celebrity endorsements as a promotional tool is that why millions of dollars are spent to get celebrities to promote a brand or a product? Is it an effective way of promoting the product (Hsu & McDonald, 2002)? Friedman and Friedman (1979, p. 63) define celebrity as “an individual who is known to the public (i.e., actor, sports figure, entertainer, etc.) for his or her achievements in areas other than that of the product class endorsed”. McCracken (1989, p. 310) defines a celebrity endorser as “any individual who enjoys public recognition and uses this recognition on behalf of a consumer good by appearing with it in an advertisement”.

Since the year 1991, one fourth of advertisements in United States have utilised celebrities (Baker, 1999). Though the spurt in use of celebrity endorsers is recent but the first instance of celebrity endorser being used to promote a product dates back to the late nineteenth century with Queen Victoria associating with Cadbury’s Cocoa
(Erdogen, 1999; Speck et al, 1988). Today people are gripped by celebrities because of huge amounts of publicity media showers upon them (Choi & Rifon, 2007). They further contend that celebrities bring credibility to advertising. However, credibility alone cannot explain the effects of celebrity endorsements, the celebrity product match up also plays a key role in the effective use of celebrity endorsements (Choi & Rifon, 2007). For instance a movie star would not be an ideal spokesperson for sports equipment. Ohanian (1991) states that the reason behind celebrities being a popular choice to advertise a product is there is a greater recall and high degree of attention when the message in the advertisement is being delivered by a person who people look up to otherwise people tend to overlook advertisements. There have been researches that validate the positive influence of celebrities on brand choice behaviours in case of lifestyle choices, clothing, health behaviours, etc. (Hoffner & Cantor, 1991; Brown & Basil, 1995). In India for example icons in the field of sports (cricketer Sachin Tendulkar) and movies (actor Amitabh Bachchan) were chosen to endorse the pulse polio campaign in order to encourage people to get their children vaccinated against polio. They were chosen because masses worship them irrespective of the demographic variable they belong to. They have a mass appeal and endorsed a product that did not necessarily require a specialist to promote it.

2.3 MODELS FOR CHOOSING RIGHT ENDORSER

It is, however, very important for the marketers to choose the right endorser for the product as it has an impact on the effectiveness of the endorsement process. Models, like TEARS Model (Shimp, 2003), and No TEARS Model, help marketers to choose right celebrities as their brands’ or products’ brand ambassadors respectively. These models would be discussed under the subsections that follow.

2.3.1 TEARS MODEL

TEARS model is a framework of attributes developed by Shimp (2003) to help assessing the essential effectiveness of celebrities and aids marketers to choose right celebrity to endorse their product. This model has been employed in several researches like Alsmadi, (2006); and O. Al Zoubi & T. Bataineh, (2011). It basically measures the effectiveness of celebrities on the basis of five attributes, namely: (T) trustworthiness, (E) expertise, (A) attractiveness, (R) respect, and (S) similarity.

These aspects are discussed in detail below:
Trustworthiness: It can be interpreted as the extent to which the claims made by the celebrity are heralded as truthful by the audience (Pornpitakpan, 2004). Legendary actor Amitabh Bachchan endorsing Cadbury’s, during the infamous infestation scandal that hit the FMCG giant in India in October 2003 (Business Standard Website, 2003, http://www.business-standard.com/india/news/the-worm-controversy-has-pushed-our-plans-back-by-several-months/191807/) (Indian Television website, 2004, http://www.indiantelevision.com/mam/headlines/y2k4/jan/janmam15.htm), to regain the consumers' trust is an apt example of how a celebrity having a good track record, public image and respect can help getting good publicity for a brand.

Expertise: Expertise can be understood as how able is the endorser in the category (field) of the brand or product being endorsed (Pornpitakpan, 2004). If the celebrity is a specialist in the field then there is more probability of the endorsement being successful than in the case of a non-specialist. Cricketer Mahendra Singh Dhoni endorsing sports brand Reebok, would be considered as having more expertise about the brand because he is a sportsperson and is likely to have more knowledge about sports gear and accessories than a movie star.

Attractiveness: It can be referred to as whether the endorser is considered to be attractive by the audience or not (Pornpitakpan, 2004). A person can be perceived attractive on the basis of looks, wealth, lifestyle, etc. Generally one can notice that for endorsing cosmetics celebrities who are perceived to be beautiful are employed, for example L’oreal is endorsed by soap star Eva Longoria, and former Miss World Aishwarya Rai Bachchan, who are renowned for their beauty. For luxury brands celebrities who are considered to be exclusive or are the reigning stars in their respective fields are chosen, for instance ace golfer Tiger Woods endorsed luxury watch brand Tag Heuer.

Respect: According to Alsmadi (2006), respect refers to the “quality of being admired or esteemed due to endorsers overall accomplishments”. A celebrity endorser who has earned audiences respect and who they look up to, can impact the brand positively (Bergstrom & Skarstad, 2004). For instance a celebrity like Angelina Jolie would be respected as an endorser because of the good work she has done as a United Nations goodwill ambassador.
Similarity: It refers to the extent to which the endorser matches the demographic characteristics of the targeted audience (Shimp, 2003; Alsmadi, 2006). A celebrity belonging to the same ethnic group or the same demographic variable helps in developing a more positive attitude for the brand. This factor would play an important role in the research being conducted as one of the research questions is whether the celebrity belonging to the same ethnic group under research (British Indian migrant community) more effective or a western celebrity is more effective? However this model does not thoroughly helps marketers to choose the right celebrities, it is only an evaluative criterion to find out the essential qualities that a celebrity endorser must possess. It does not tell how to select the right celebrity. The next model discusses the selection criteria and is referred to as No TEARS Model.

2.3.2 NO TEARS MODEL
Alsmadi (2006) in his research papers discussed the importance of the model. This model enables the marketers to find the right celebrity to endorse their brand avoiding any major mistakes. The various factors that help the marketers select the endorser are: “(1) Celebrity and audience match up; (2) Celebrity and brand match up; (3) Celebrity credibility; (4) Celebrity attractiveness; (5) Cost considerations; (6) Working ease & difficulty factors; (7) Saturation factor; (8) The trouble factor” (Alsmadi, 2006, p. 71- 72).

These factors are further explained below, based on Alsmadi (2006)’s findings:

Celebrity and Audience Match- Up - according to Alsmadi (2006), occurs when there is some degree of similarity between the target audience and the celebrity endorser. This enables the audience to form a positive association with the endorser. For example, former Pakistani cricketer Wasim Akram is a patient of diabetes and endorses an insulin product called Insugen in India. His being a diabetic patient helps form a positive association between other diabetic patients and him, thus increasing the effectiveness of the endorsement.

Celebrity and Brand Match- Up – occurs when there can be some degree of similarity between the brand and the endorser in terms of the image the product needs to possess in the minds of consumer. For example L’Oreal is a make- up
brand that evokes a sense of beauty when a person thinks of it. If one takes a look at the endorsers of the brand one cannot help but notice that all the endorsers are renowned for their beauty be it Aimee Mullins or Aishwarya Rai Bachchan. The celebrity and brand match-up is necessary to evoke a positive brand image in the minds of consumer (Alsmadi, 2006).

**Celebrity Credibility** - is judged on factors like the expertise, attractiveness, and trustworthiness of the celebrity (Ohanian, 1991). (It will be discussed in detail in Source Credibility Model)

**Celebrity Attractiveness** - is the various qualities of a celebrity which make the audiences attracted towards them (Alsmadi, 2006). It will be discussed in detail in Source Attractiveness Model)

**Cost Considerations** - can be referred as the cost at which the endorser can be acquired. A marketer needs to take into account the budget constraints as well as evaluate the kind of returns they would get if they hire the services of the celebrity.

**Working Ease and Difficulty** - is a criterion marketers take into consideration to avoid any hassle. That is to say, some celebrities are comfortable to work with as they have no airs about themselves whereas some celebrities can be very demanding in terms of patience, time, money, etc.

**Saturation Factor** - is a very important factor that marketers take into consideration nowadays due to over exposure in the media. Some celebrities are always in the limelight for some reason or the other. Some endorse multiple brands and can be seen endorsing almost every product, which can lower the credibility of celebrity. Also in case of an over exposed celebrity, consumers tend to overlook the advertisement featuring him or her. A marketer needs to make sure that the celebrity is not over exposed so as to maintain the novelty factor and also to ensure the effectiveness of the endorsement.

**The trouble factor** - is the assessment of the celebrity in terms of the possibility of negative behaviour being exhibited by the celebrity. For example some celebrities are repeat offenders of law, from being involved in shoplifting, being accused of child molestation to even murder. In order to not allow any harm to be done to the brand
image, marketers need to steer clear of celebrities who are prone to such uncivilized behaviour.

In the research being conducted celebrity and audience match up would be of prime importance.

2.4 THEORETICAL BACKGROUND
Various models have been given by researchers to discuss the effectiveness of the celebrity endorsements. The prominent ones are, Source Credibility Model, Source Attractiveness Model, Product Match-Up Hypothesis, and Meaning Transfer Model. The following subsections would shed light upon how these models assess the effectiveness of endorsements process.

2.4.1 SOURCE CREDIBILITY MODEL
As discussed in Ohanian’s paper (1991) there are three sources of a celebrity’s credibility, viz. expertise, trustworthiness, and attractiveness. According to Pornpitakpan (2004), expertise refers to “the extent to which a speaker is perceived to be capable of making correct assertions” (p. 244) and trustworthiness refers to “the degree to which an audience perceives the assertions made by a communicator be the ones that the speaker considers valid” (p. 244) (Hovland, Janis & Kelley, 1953). According to a study conducted by Petty & Cacioppo (1984) experts are more persuasive, i.e. credible when the product is a high involvement product while celebrities are more persuasive irrespective of their expertise if the product is a low involvement product. For example to advertise sophisticated kitchen appliances famous chef Gordon Ramsay would be more appropriate whereas to advertise a pack of crisps, chocolates, etc. a celebrity is not a cookery expert would be able to meet the requirements. Giffin (1967) sheds light upon the concept of trust in his paper defining it as “reliance upon the characteristics of an object, or the occurrence of an event, or the behaviour in order to achieve a desired but uncertain objective in a risky situation” (p. 105). However in the case of celebrity endorsements it is the interpersonal trust that comes into play. Giffin (1967) defines interpersonal trust as “reliance upon the communication behaviour of another person in order to achieve a desired but uncertain objective in a risky situation” (p. 105).

The importance of source credibility in advertising can be seen in the research conducted by Calfee & Ringold (1994) wherein they demonstrated that majority of
consumers approached advertisements with a widespread scepticism instead of credibility. Giffin (1967) enlists the characteristics on the basis of which the consumers form the perception about the speaker and trust him or her, they are: “(1) expertness - relevant to the topic under discussion which may be in the form of quantity of pertinent information, degree of ability or skill, or validity of judgement”; “(2) reliability - as an information source which may be perceived as dependability, predictability, or consistency”; “(3) intentions - towards the listener, perceived by him as favourable or unfavourable”; “(4) dynamism - of the speaker as perceived by the listener, that is, communication behaviour which appears to be more active than passive”; and “(5) personal attraction - of the speaker for the listener, a dimension difficult to measure as it operates without conscious perception of listener” (p. 107).

A study done by Till and Busler (1998a) found that expertise dimension is more effective and should be laid more stress upon than the attractiveness of the celebrity. Most of the studies have stressed that credibility of the source is an important factor, however, Ohanian (1991) in her research found it to be insignificant though the research was limited in its scope. Multiple endorsements also have an impact on the credibility of the celebrity as consumers start viewing the product and the ad less favourably (Tripp et al, 1994). Clinton et al (2008) added more predictors of trustworthiness, viz. “celebrity likeability”, “celebrity/product fit”, and “negative information” (p. 213). Here the negative celebrity information refers to the negative publicity that a celebrity may attract. For example after the cocaine scandal supermodel Kate Moss lost a lot of endorsements including that of luxury brand Chanel (BBC website, 2005, http://news.bbc.co.uk/1/hi/uk/4289880.stm). Such a situation may put the company’s brand image and products at stake (Clinton et al, 2008). This so happens because after a prolonged period of exposure to the endorser, consumers start strongly associating the endorser and the brand (Till & Shimp, 1998; Till, Stanley & Priluck, 2008). The research conducted by Till & Shimp (1998) further goes on to prove that negative information about a celebrity can lead to lower brand evaluation of the brand the celebrity is associated with.

Hence from the discussion above one can safely conclude that credibility is a significant factor that impacts effectiveness of celebrity endorsements. A credible celebrity can have a positive impact on the decision making of the consumers. Thus a credible celebrity is crucial to the success of the endorsement process.
2.4.2 SOURCE ATTRACTIVENESS MODEL

Upon watching various advertisements one cannot help but notice that most of the models in the advertisements, be it print or television, are physically attractive. The same applies for celebrity endorsements as well. The celebrities generally chosen to endorse a brand are renowned for their beauty apart from their achievements. A lot has been said about the fact that the source of the message effects how the receiver (audience) perceives the sender (in this research the sender is celebrity endorser) which in turn has an impact on the effectiveness of the message (Alpert & Anderson, 1973; Reingen & Kernan, 1993; De Shields Jr. et al, 1996). Numerous researches also support the positive aspect of using attractive endorsers as compared to non-attractive ones (Baker and Churchill, 1977; Kahle & Homer, 1985).

As per Kahle & Homer (1985) celebrities help marketers to increase the product or brand recall though to a limited extent. It appears from their research that attractiveness of spokesperson enhances memory. An attractive endorser grabs attention and persuades the viewers (in case of television advertisements) to watch the ad and the readers (in case of print ads) to take a look at the ad (Kahle & Homer, 1985). According to Baker & Churchill (1977) people utilize the physical attractiveness of endorser to judge his or her personality traits. Put in simple words it means that an attractive source enhances the quality of reception by the audience. The factors that influence the effectiveness of a message are familiarity, similarity and liking (Erdogen, 1999; McGuire, 1985). Erdogen (1999) further defining these factors individually, says that similarity can be defined as “supposed resemblance between the source and the receiver of the message” (p. 299); familiarity is defined as “knowledge of source through exposure” (p. 299); and likability is defined as “affection for the source as a result of the source’s physical appearance and behaviour” (p. 299). He argues that attractiveness of the source is not limited to the physical aspect but it may be in terms of the intellect, position of power, personality etc. In the words of Kahle and Homer (1985) it is the mix of source attractiveness and product match-up hypothesis, which is the reason behind the change in the attitude of audience. They justify the argument saying that the reason behind the two playing a role in attitude change is that whether or not source attractiveness will play a role in influencing the consumer attitude will depend on the type of product being advertised. For instance, if the product being advertised is a beauty product then an
attractive endorser would be ideal in effecting the attitude change. However if the product being advertised is a product like a kitchen appliance then using an attractive endorser would not make much of a difference.

However, despite all of the research supporting positive aspects of celebrity’s attractiveness in endorsements there are counter arguments as well. Baker and Churchill (1977) state that the physical attractiveness of the endorser is an attention grabbing aspect but it is not alone sufficient in increasing the effectiveness of the advertisement in terms of getting the audience to agree with the message the marketer is trying to convey. Caballero et al (1989) studied whether the persuasion levels of advertising messages varies with the variation in degree of attractiveness of the celebrity endorser. They found out that attractiveness only impacts on a person’s cognition rather than directly influence agreement with the message.

Taking into consideration the different researches one can still see a rise in the celebrity endorsements every year. The attractiveness of celebrity is the factor that people identify with the most (Kelman, 1961; Kahle and Homer, 1985) which is one of the reasons for the recent spurt in celebrity endorsements. However, whether or not the attractiveness of a celebrity endorser is a good enough reason for consumers in order to buy the product is not clear.

2.4.3 MEANING TRANSFER MODEL
The Meaning Transfer Model was devised by McCracken (1989). It states that celebrities bring their own meanings to the product being endorsed and this process determines the effectiveness of advertising (McCracken, 1989). He states that during the meaning transfer process the demographic characteristics of the celebrity also play an important role (McCracken, 1989). According to Schlecht (2003), this model delves deep into the complex endorsement process. If the demographic characteristics of the celebrity are similar to the target consumer of the product which also happens to be the audience of the advertisement then according to this model the endorsement would be more effective (McCracken, 1989). Also taken into consideration by this model are the personality traits of the celebrity. Martin (1996) in his research demonstrated that for sport celebrities the fit between the sportsperson
(celebrity), the sport he or she plays and the product plays an important role in the degree of effectiveness of the endorsement.

The meaning transfer process occurs in three stages as suggested by McCracken (1989). The first stage involves the transfer of meaning from the endorser to the endorsed, i.e. the brand or product. Research by Langmeyer & Walker (1991) demonstrates results that support the meaning transfer model. They demonstrated that Cher who was used as an endorser for Scandinavian Health Spas represented eight different symbolic meanings viz. “physical appearance, age, personality, attractiveness, fitness, hard work, sex, independence, confidence and good middle age” (Langmeyer, 1991, p. 369). The second stage sheds light upon consumers’ perception, how in the minds of consumers the meaning associated with the celebrity becomes attached to the brand. In the final stage meaning is given to the brand by the consumer. McCracken (1989) recognizes that the consumer plays the most important role in the meaning transfer process, thereby trying to see the whole process from the point of view of the customers.

However according to Tynan and McKechnie (2006) a major limitation of the model is that it fails to take into account the meaning formation at a group level rather restricting itself to individual level. Notwithstanding the limitation though, the implication for the marketer according to this model would be that while selecting the celebrity to endorse the product or brand, the marketer needs to bring out the similarity between the celebrity, the brand and the target audience. For instance if marketers are trying to find an endorser for a make-up brand then a celebrity like Lady Gaga who dresses like a mixture of rebel without a cause and a punk would create a symbolic meaning of funky, out of the box whereas using a celebrity like Nicole Kidman would give an impression of a brand that is classic and elegant. Hence the celebrity endorsed should be as similar to the target audience and should be able to identify with the attributes of the brand.

2.4.4 PRODUCT MATCH-UP HYPOTHESIS
Product match up hypothesis essentially lays stress upon the fit between the endorser and the product being endorsed in addition to the factors like credibility, attractiveness, etc. in determining the effectiveness of the endorsement. According to Misra & Beatty (1990), the match-up between the celebrity and the brand
increases the effectiveness of the advertising message due to three reasons. Firstly there are greater chances of brand recall. Secondly the meaning transfer from the celebrity to the brand is more effective. Last but not the least the brand is viewed positively if the product and the endorser are matched. According to Erdogen (1999) if there isn’t a proper fit between the two, then it may lead the audience to believe that the motive of the celebrity behind the endorsement was monetary.

Research by Till & Busler (2000b) reveals that while determining the fit between the celebrity and the brand the expertise of celebrity plays a more important role than the attractiveness, though attractiveness as a factor cannot be ignored. For instance, if the brand being endorsed is an automobile company then a Formula One Champion like Michael Schumacher would be a better endorser than a beautiful celebrity. Kamins (1990) examined the attractiveness aspect of the match-up hypothesis and found that for products related to beauty or attractiveness are endorsed effectively by an attractive celebrity. Hence if the product being endorsed is related to beauty or appearance then a beautiful or attractive celebrity would be more effective. Congruence between the celebrity endorser and the product was found to increase the credibility of the endorser in as study conducted by Kamins and Gupta (1994). Increased credibility of the endorser consequently, enhances the effectiveness of the endorsement process.

Therefore, in order to increase the effectiveness of the celebrity endorsement, it is necessary for the marketer to make sure that there is a fit between the celebrity and the product being endorsed.

2.5 PROS AND CONS OF CELEBRITY ENDORSEMENTS
These days numerous advertisements are aired each day during the commercial time and create noise for each other. Due to this audiences no longer pay attention to the advertisements and reach for the remote control as soon as it is time for commercials on television. Celebrities help marketers to cut through the noise and make their advertisements stand out, grabbing audiences’ attention (Koernig & Boyd, 2009). Celebrities are considered to be effective endorsers due to the trust the target audience places in them. They are viewed as a credible source of information (Silvera & Austad, 2004). Due to this marketers believe that the celebrities can bring
about a change in the buying decisions of the consumers, as celebrities are also a reference group for them. According to a research conducted by Mathur et al (1997) association of a firm with celebrity can increase the market value of the firm. They researched and found that the change in market value of the firms endorsed by star basketball player Michael Jordan upon his returning to play baseball after his retirement from NBA was positive, i.e. the market value of the firms increased by approximately 2%. Agrawal & Kamakura (1995) also researched the impact of celebrity brand endorsements on the revenues earned by the firm being endorsed. Their findings were both for and against the celebrity endorsements. According to their research markets react favourably when investors were able to justify the use of celebrities as endorsers and consequently a growth in profitability of the firm. On the other hand, the negative information associated with the celebrity invokes a negative reaction from the markets and thereby leads to a decrease in the profitability of the firm.

However there are some disadvantages as well of being associated with a celebrity. In the opinion of Agrawal & Kamakura (1995) celebrities are overvalued by marketers. The huge amounts of money in which they are reimbursed are not actually their real worth. Silvera & Austad (2004) argue that marketers take it for granted that the positive image of the celebrity endorser will be effective in influencing the customers to buy the product by assuming that the positivity associated with the endorser will be transferred to the product being endorsed. Contrary to the research by Mathur et al (1997), Farrell et al (2000) found in the study they conducted to gauge the influence of Tiger Woods performance on the value of the firm being endorsed, no relation was found between the two. Hence it can be said that it is not certain that good performance of sportspersons can increase the market value of the firms. The image of boxer Mike Tyson took a beating following him being accused and subsequently convicted of rape (Louie & Obermiller, 2002), leading the firms that he was endorsing red faced and them getting into a damage control mode through their PR machinery. Also when the celebrity starts associating himself/ herself with a lot of brands simultaneously, it creates a feeling in the minds of consumer that the endorsements is being done purely for economic purpose and not because the celebrity believes in the brand (Erdogen, 1999).
Hence marketers need to be very careful while selecting a celebrity as their brands spokesperson as any negative associations with the celebrity may lead to a loss in brand value. Generally after huge amounts are paid to the celebrities the agreements signed are for a longer duration, which requires the marketers to be more cautious while selecting the right celebrity endorser.

2.6 ETHNIC MARKETING

Cui (2001) defines ethnic marketing as “the deliberate effort by marketers to reach a group of consumers presumably due to their unique ethnic characteristics” (p. 23). Marketers are now increasingly realising the importance of ethnic minorities living in a country as a consumer. However, the spurt in emphasis on marketing to ethnic minorities is a recent occurrence (Cui, 2001). This spurt can be attributed to the phenomenon of globalization. Pires and Stanton (2000) contend in support of this view that markets today are no longer “homogeneous” (p. 607), they are culturally diverse owing to the globalization. United Kingdom is one such culturally diverse nation comprising of ethnic minorities like Asians, Africans, etc. Pires and Stanton (2000) define ethnic minorities as “individuals belonging to a group that share one ethnicity distinct from that of the mainstream population” (p. 607). Ethnic minorities constitute a large percentage of the population in United Kingdom with their purchasing power increasing by the day (Jamal & Chapman, 2000). Taking a proactive step, British organisations have started considering ethnic minorities as an important target segment (Linderidge & Dibb, 2003). They further state that the rise in population of ethnic minorities should be seen as an opportunity by marketers to expand the customer base. Cui (2001) argues in favour of ethnic minorities stating that to maintain a stronghold in the market, marketers need to take into consideration the cultural diversity. Also, according to Lindridge & Dibb (2003), while purchasing products people subconsciously tend to look for cultural meanings in the products. Hence in their view, the cultural meaning of the products needs to be understood from the point of view of consumers coming from individualistic society as well as a consumer coming from a collectivist society. Individualism and collectivism describe the interaction between members of a culture or a society. In an individualistic society members are concerned about themselves and their immediate family (Soares et al, 2007). This implies that consumers coming from an individualistic
society will see the process of consumption as a benefit to themselves or their family. They are not concerned about the societal impact of consumption. Whereas in a collectivistic society, individuals are concerned with other society members as well as themselves, they see themselves as an integral part of the society they belong to (Soares et al, 2007). Consequently the consumption process in such a collectivistic society becomes a means to not only satisfy the individual needs and wants but also a means to gain acceptance in the society.

However, a marketer needs to tread cautiously when it comes to taking a decision concerning ethnic marketing, for example targeting a specific minority segment. Just because the population of ethnic minorities is swelling should not be the sole reason for marketers to target them. Ethnic minorities as a consumer should be profitable to the company and help in increasing the market share (Lindridge & Dibb, 2003). However to design a marketing strategy according to a particular ethnic group is a tad bit difficult as one needs to find out the relationship between the culture and consumption (Lindridge & Dibb, 2003). This is so because demographic characteristics of the ethnic minority groups should be understood and made a part of the marketing strategy to make it more effective (Cui, 2001) as in a culturally diverse country many ethnic minorities exist and to understand their consumption behaviour individually is a time consuming and an expensive process. A marketer also needs to understand the difference between the acculturation processes of the different generations of immigrants. A lot of research has been undertaken on the process of acculturation of ethnic minorities (Jamal & Chapman, 2000; Sekhon & Szmigin, 2005a). The process of acculturation has a huge impact on the behaviour of immigrants. This makes it important for a marketer to take the acculturation process into account while designing a marketing strategy to target the ethnic minorities.

2.6.1 ACCULTURATION
Penaloza (1994) has defined the process of acculturation as “the general process of movement and adaptation to the consumer culture environment in one country by persons from another country” (p. 33). In other words it is the process through which a person from one culture tries to adjust and adopt the customs of another country. This process impacts the individual behaviour of the immigrants. According to Berry (1997), the difference in process of acculturation between different generations of
immigrants plays an important role in this research as it might be possible that the two generations have a different attitude towards the celebrities and how it impacts their behaviour. According to him there are four different modes of acculturation, viz. “assimilation”, “separation”, “integration” and, “marginalisation” (p. 10).

These four modes inform one about the degree to which acculturation has occurred. In Berry’s (1997) view, assimilation occurs when an immigrant is willing to accept diverse cultural interaction and has no willingness to continue with his or her cultural identity. He further states that separation happens when the immigrant is not receptive to other culture, wishes no interaction with other culture and holds on tight to his or her cultural values. He concurs that when an immigrant chooses to strike a balance between maintaining his or her cultural identity at the same time is receptive to other cultures integration takes place. He further states that when an immigrant has little or does not have any interest in maintaining contact with his or her own culture and other cultures marginalisation occurs. With these varying degrees of acculturation a marketer should not consider all the ethnic minorities to exhibit a similar behaviour. Sekhon and Szmigin (2009b) argue in favour of ethnic marketing by stating that the acculturation process impacts the decision making process and stages in the decision making. They further contend that it is difficult to understand the decision making of ethnic minorities, because of the complexity in the interactions between “identity, acculturation and consumption” (Sekhon & Szmigin, 2009b, p. 758), which may not always be governed by rationality. Sekhon (2007) studied the impact of ethnicity and the inter-generational differences of British Indians on consumption in a research and found out that the second generation immigrants have tried maintaining a mix of eastern and western values whereas the first generation immigrants strongly held on to their Indian values. Also discovered was that irrespective of their levels of acculturation both the generations wanted acceptance from the Indian community, at the same time it was a symbol of their achievements. Hence one needs to understand the buying behaviour of different generations of ethnic minorities.

2.7 THE BRIT-INDIAN COMMUNITY AS A CONSUMER

According to the 2004 census in United Kingdom (Office for National Statistics website, http://www.statistics.gov.uk/cci/nugget.asp?id=455), the population of Indians is approximately two per cent of the entire population of the United Kingdom
and is the highest population of the non-whites. This number constitutes people from all the generations (first generation immigrants and their off-springs) and religions as well. This segment is educated and has a high disposable income. A report published by BBC (September, 2003) while quoting the figures published by Institute of Practitioners in Advertising (IPA) stated that the disposable income of ethnic minorities in UK is £32 billion. This indicates that a marketer cannot choose to ignore this community as consumers.

Generally research to investigate the impact of celebrity brand endorsements has been conducted on a sample of population belonging to the place they were living in, i.e. they belonged there and were not removed from their natural setting. For example the research conducted by O. Al Zoubi & T. Bataineh (2011) in Jordan on Jordanian consumers. However this research seeks to investigate the decision making behaviour of Indian consumers in UK as it would be impacted by the culture they belong to as well as the culture they are living in. The reason behind comparing two generations is the difference in their upbringing environment. The first generation has had its upbringing in India but has migrated to United Kingdom due to various reasons like employment, marriage, etc. The second generation, on the other hand, though belongs to Indian culture but has had its upbringing in UK. The behaviour of the two generations is bound to be different. While the first generation might feel more connected to their roots, i.e. homeland (Sekhon & Szmigin, 2009b) but the second generation would not be so connected. This is so because the second generation’s behaviour in their household would be according to the norms governed by the society where their roots are but outside their homes they would be trying to get absorbed in the British culture (Sekhon & Szmigin, 2009b). The second generation have themselves not gone through migration but their behaviour is affected by two different cultures (Sekhon & Szmigin, 2005a), Indian culture which is collectivistic in nature and the British culture which is individualistic in nature. It is important to understand the second generation’s consumption behaviour because the cultural and environmental context they are brought up in differs, which in turn impacts their consumption decisions.

The decision of both the generations, depending on the level of acculturation, may or may not need to confirm to both the cultures they are a part of. Also of interest is the difference between their reaction to a celebrity endorser belonging to their own
culture and a celebrity endorser belonging to their host culture. Hence, the reason why they are a subject of this study being conducted.

2.8 SUMMING UP
Taking a look at the literature that exists on celebrity endorsements it can be seen that most of the theories and models claim that trustworthiness, expertise, attractiveness of a celebrity and the match between the target audience and the celebrity endorser have an impact on the effectiveness of the endorsement process. This means that though different names have been given to models, the effectiveness of celebrity endorsement essentially depends upon the factors mentioned. A widespread consensus, hence, exists between scholars and researchers around the world, which is rare.

Most of the research (for example: Alsmadi, 2006) that has been conducted on the topic of celebrity endorsements has been tested on respondents who belong to a particular country, gender, etc. and live in their homeland. However there has been little research on the impact of celebrity endorsements on the decision making of ethnic minorities living in a different country. Also majority of researches (for example: Sekhon, 2005a; Sekhon & Szmigin, 2009b; Berry, 1997) have tried to understand the general difference between the behaviour of first generation immigrants and second generation immigrants. There has been very little research that seeks to understand how would a person who has been born and brought up in home country but migrated to a different country and a person who is born to a migrant family and brought up in the adopted homeland, be different from one another in terms of the impact of celebrity endorsements on their buying behaviour. This research is an attempt to fill this gap that exists in the literature. It tries to understand the decision making behaviour of consumers belonging to the British Indian minority group, at the same time makes an attempt to understand the difference between the two generations, viz. first generation immigrants and the second generation immigrants, of British Indians. Also it makes an attempt to understand the consumer decision making behaviour specific to celebrity endorsements.
CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

This chapter sheds light upon the process of research undertaken to find answers to the research questions. The chapter gives an introduction to the concept of qualitative research and then goes on to explain why qualitative research was chosen over quantitative research to conduct the study. Further on the concept of interpretivist nature of this research is described. Then listed are the research objectives for the research conducted. The concepts of sampling used for this research are then elucidated. Afterwards, the process through which the interview guide was drafted is detailed. Also elucidated is the process of taking in-depth interviews, followed by an explanation of method of data analysis. Also mentioned in the relevant sections are any revisions that were done during the various stages of the research in order to ensure that the quality of the research was not affected. At the end of the chapter, the significance of the research to the marketers is described.

3.2 QUALITATIVE RESEARCH

The choice of research is governed by the nature of research undertaken and what kind of questions does the research seeks to address (Marshall, 1996). This research seeks to find the answer to questions such as ‘how’, ‘what’, ‘why’, etc. The questions thus can be addressed by the qualitative research by means of the researcher conducting personal interviews with the sample population chosen from the Indian immigrants living in United Kingdom. Denzin and Lincoln (2000) define qualitative research as, “qualitative research is a situated activity that locates the observer in the world. It consists of a set of interpretive, material practices that make the world visible. These practices transform the world” (p. 3). Qualitative research is naturalistic, i.e. it seeks to observe a phenomenon in its natural settings. Kirk & Miller (1986) contend that, “Qualitative research is a particular tradition in social science that fundamentally depends on watching people in their own territory and interacting with them in their own language, on their own terms” (p.9). The reason behind choosing the said methodology is that the research that has been conducted seeks to find out the reason behind the buying behaviour of consumers that is subjective in
nature, hence the suitability of the methodology. The data thus collected is richer as the interviewee has been able to express his/her opinions in detail and the reasons behind those opinions as well. The research is ethnographic in nature and is a detailed research with the minute details of consumers’ buying behaviour with respect to celebrity endorsers been observed through in-depth personal interviews.

Being subjective in nature might make the research vulnerable to the biases that the sample population might have about the issue thus influencing the credibility of the research. The research is based on certain assumptions as well which may affect the quality of research. Firstly, the research assumes that consumers are influenced by the celebrities while making their purchase decisions. Secondly, it is assumed that there would be a difference between the behaviour of the two generations with respect to celebrity endorsements. Lastly, it is assumed that the consumer decision making would be affected by the culture the celebrity belongs to (target audience-celebrity match up). Also there is a possibility of bias coming into the research, as the researcher would be interpreting the responses, which makes it prone to error. Also one of the major limitations of this method is its lack of generalizability.

3.3 WHY QUALITATIVE RESEARCH INSTEAD OF QUANTITATIVE RESEARCH?

As discussed above this research is about understanding the decision making with respect to celebrity endorsements from the point of view of consumers. Quantitative research on the other hand is objective in nature, dealing with the acceptance and rejection of a hypothesis (Smzigin & Foxall, 2000). Quantitative research aims to measure/quantify a phenomenon accurately (Cooper & Schindler, 2008). Consumer behaviour however cannot be treated in an objective manner. A marketer needs to find out the reason, answers to the questions like ‘what’, ‘why’ and ‘how’, behind a particular behaviour of consumers in order to design an effective marketing campaign. Also the purpose of this research is not to measure a phenomenon but to acquire an in-depth knowledge about the topic. Therefore, qualitative research is most suitable for this method.
3.4 INTERPRETIVISTIC RESEARCH

This research is interpretive in nature. Leitch et al (2010) describe interpretivist research as an attempt to address a problem in a holistic manner, seeking to understand the problem from the perspective of the participants, to uncover the layers behind a social phenomenon. “Interpretive research, which is where qualitative research is most often located, assumes that reality is socially constructed, that is, there is no single, observable reality. Rather there are multiple realities, or interpretations, of a single event” (Merriam, 2009, p. 8). According to Szmigin & Foxall (2000), consumers’ needs are dynamic, going through a constant change. Therefore in their view the consumption experience needs to be understood from the perspective of consumers. This research seeks to understand consumer behaviour in the context of consumers living in their adopted homeland, which is United Kingdom either belonging to a first generation of migrants or from second generation of migrants. The buying decision process in this research is understood from the point of view of consumers (Szmigin & Foxall, 2000). This research seeks to understand that whether the theories of celebrity endorsements stand true when applied in the context of ethnic minorities living in another country. This research is, therefore, subjective in context. It seeks to understand if the endorsements campaign run by marketers across a multi-cultural United Kingdom is effective if evaluated in the context of British-Indian community. Also one cannot assume that the buying behaviour of all the generations in United Kingdom will be the same. It may vary across the generations on account of the fact whether they belong to the first generation immigrants or the second generation immigrants. Hence what is true in context of British consumers may or may not be true in the case of ethnic minorities. Similarly what may be true in case of one generation of ethnic minority may or may not be true for the other generation. Hence since this research evaluates the impact of celebrity endorsement on the Indian immigrant community and also the probable difference between the behaviour of the two generations of the Indian migrant community, this research is an interpretive research.

3.5 RESEARCH OBJECTIVES

This research has been conducted to find out whether having celebrities to endorse a product has an impact on the consumer decision making or not. The study conducted is limited to the Indian migrant community in United Kingdom. The
product in question is cosmetics. The research questions of which the researcher seeks to find out answer to are:

- ‘How effective are the celebrity brand endorsements with respect to the buying decision of the consumer?’
- ‘What factors come into play while deciding upon the trustworthiness of the celebrity?’
- ‘Is the buying decision impacted by international celebrities or by the celebrities belonging to the same cultural background as the sample population?’
- ‘What role does the expertise of the celebrity endorser plays in the effectiveness of the endorsement?’
- ‘What is the impact of the celebrity and product fit on the effectiveness of the endorsement?’
- ‘Is there any difference between the decision making behaviour of the two generations as consumers with respect to celebrity endorsements?’

How the research has been conducted and the sample population chosen etc. would now be described in the subsequent sections.

3.6 SAMPLE
A qualitative research is conducted on a small sample as it seeks to go till the core of the subject, which makes the possibility of investigating a bigger sample a problem. Unlike a quantitative research in which the main aim is the generalizability of the subject this research aims to answer the research questions for which a small sample size is suitable (Marshall, 1996). The selection of interviewees depended on the objective of the research (King, 2004). A sample of 10 people was chosen from the Indians living in the United Kingdom. The sample consisted of five people from first generation immigrants and five people from second generation immigrants, i.e. persons of Indian origin (PIO) which enabled a comparison to be made between the two. The research expects to compare the two generations as a difference is expected between the two on the account of the ethnic background the celebrity belongs to, to what extent does the influence of celebrities plays a role in consumer purchase decisions, and the difference in the environment the two generations have been brought up in. The sampling was a combination of purposive sampling and
snowball sampling, i.e. people were first chosen based on their characteristics which was they should belong to the British-Indian Community and then they referred the researcher to other prospects who were able to fulfil the criteria of sample selected (Cooper & Schindler, 2008). To find interviewees for the research involved a lot of travelling. The researcher travelled to Birmingham, Nottingham and London to find the sample for the research. Three of the interviewees were from Birmingham, six were from London and one was from Nottingham. The respondents ranged students over the age of 18, media professional, teacher to a homemaker. This variety helped the researcher to obtain responses from people from every possible background.

Five, one from Birmingham and four from London, of the respondents requested anonymity. However the sample consisted of a majority of female respondents. 8 out of 10 respondents were female. The rest of the two male respondents belonged to each of the two generations.

The researcher found it hard to convince people to give interview. They had reservations about the fact that some personal information about them may be sought. Some of the prospective respondents approached found it to be a meaningless exercise from which they would not be benefitting. Also since the researcher was inexperienced, there was error in approximating the time that was needed to recruit the participants at the beginning of the research. Due to this some prospective interviewees did not agree to be interviewed. However once a correct approximation was made about the time needed for the interviews, it became increasingly easier to convince people about the research. In order to gain trust of the interviewees they were explained that no personal information except their name is required. They were also assured that if they so desired their names would be kept confidential. However those who agreed in the first instance for the interview were very informative. Given below is the list of participants who agreed to be interviewed:

<table>
<thead>
<tr>
<th>Name</th>
<th>Location</th>
<th>Generation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jagruti Mehta</td>
<td>Birmingham</td>
<td>2&lt;sup&gt;nd&lt;/sup&gt; Generation</td>
</tr>
<tr>
<td>Divya Mehta</td>
<td>Birmingham</td>
<td>2&lt;sup&gt;nd&lt;/sup&gt; Generation</td>
</tr>
<tr>
<td>Rita Khanna</td>
<td>London</td>
<td>1&lt;sup&gt;st&lt;/sup&gt; Generation</td>
</tr>
</tbody>
</table>
The rest of the participants (two from the 2\textsuperscript{nd} generation and three from the first generation) did not wish to be named.

3.7 INTERVIEW GUIDE

At the beginning of the research the idea was to just give a direction to the conversation by asking few questions and let the interviewee decide the course of the interview so as to extract the most knowledge without much intervention of the research. However, when the interviewing process was started it was discovered that participants were not very forthcoming with information. Especially in the case of respondents from the first generation the answers were monosyllabic like ‘Yes, I do’ etc. Because of which the quality of research was going to be compromised. Hence it was decided to go with semi-structured in-depth interviews. So the main purpose of the interview guide was to make sure that all the points of the enquiry about the topic were covered.

Literature was referred to construct the interview guide. It consisted of open ended questions as they give more insights into the topic as compared to closed ended questions. It emerged from the literature review that celebrity credibility comprised of trustworthiness, expertise and attractiveness (Ohanian, 1991). Hence, it was made sure that the interview guide consisted of questions upon these three factors. Also a question was included on the celebrity product match-up.

There was also an indirect question was used to inquire whether the respondents prefer celebrity endorsers from their own culture or an international celebrity. This also helped address the question that whether the similarity between the target audiences’ and the celebrities based on demographic characteristics like race, nationality was of any importance.

3.8 INTERVIEW

According to Kvale (1996), "an interview is literally an inter view, an interchange of views between two persons conversing about a theme of mutual interest" (p. 2). This enables the researcher to acquire an in depth knowledge about the subject under study. In depth interviews enable a researcher to be flexible at the same time being
able to conduct the research in a structured manner. They also enable the interviewer and the interviewee to freely interact with one another helping to gain insights into the subject that were not initially thought of. Also it helps the interviewer to find out the reason behind a particular behaviour exhibited by the interviewee (Legard et al, 2003). These factors make the method of in-depth interviews suitable for the research being conducted. Kvale (1996) likens an interviewer to a “miner” (p. 3), as according to him just like a miner extracts “metal” (p. 3) the interviewer extracts “knowledge” (p. 3). So essentially, the onus of extracting quality information on the topic under research from the participants lies with the researcher. The interviewer needs to ensure that the participant has trust on him or her. Lincoln & Guba (1985) also argue in favour of establishing trust between interviewer and interviewee as it helps increase the reliability of the data. Also, the topic of the research is about consumer decision making, which is always from the perspective of the consumer. In a qualitative research being subjective in nature would enable the interviewer to gather the information from the interviewee’s perspective making the data rich (King, 2004). The interviewee in the research is seen as an active “participant” who can govern the course of research (King, 2004, p. 11)

During the interview participant were shown two advertisements belonging to cosmetic brands L’Oreal and Olay. The reason for choosing cosmetic brands was, firstly, it helped narrow down the research to a specific product segment thus giving helping the researcher to analyse consumer decision making with respect to a specific situation. Secondly, the skin type of Indians is different from those of British in terms of texture, colour, etc. which may impact the effectiveness of the celebrity being used.

One of the advertisements (Olay) had an Indian celebrity (Kajol) as endorser and the second one (L’Oreal) was having an international celebrity (not Indian). This would enable the researcher to answer the question: ‘whether a celebrity belonging to the target audiences’ own culture more effective as an endorser?’

The interview was semi-structured as the researcher wanted to seek answer to specific questions; however it was tailored to make sure that terms, which can be too technical for a common man, are not used. Instead, the researcher asked questions from the interviewees in a manner that participants could understand easily and at
the same time researcher had the questions answered. To make participants comfortable the first two questions were about the participant’s favourite actors or actresses, etc. to start the flow of the conversation. This also helped to personalise a few questions making the participants more comfortable in answering them. The interviews were recorded in a tape recorder. Also there was a case in which the researcher had to deviate from the product under consideration, i.e. cosmetics, as a respondent from Birmingham belonging to the first generation said that he did not use any cosmetics like face wash etc. Due to this he was asked questions which were related to technological products like cellular phones. Also, the participants were first told the fact that the interview would be recorded thus an informed consent of the interviewee was obtained, thus building trust between the researcher and the respondents. However, five participants requested anonymity, 3 of them belonged to the first generation migrants and 2 were from second generation migrants. The interviews took between 10-15 minutes. The responses were recorded and analysed. The interviews were taken over a span of week.

During the interviews there were instances where the interviewees answered two questions in one. These kinds of instances required the researcher to make some alterations in the interview guide on the spot. Also some of the respondents were shy which led to them answering questions in a few words like ‘yes, I do’ etc. However the researcher instead of being satisfied with their answers asked them further questions to obtain more insights. Also these participants were put at ease by the researcher upon asking general questions and relating their responses to the researcher’s own experiences. Once these participants entered the comfort zone they were very informative.

However, there is a major limitation to the in-depth interview process. The interviewee can be a bit apprehensive during the interviews if he or she does not feel comfortable enough. The quality of the research depends a lot on the interpretation of the interview by the interviewer, which gives a room for the biasness to creep in, in turn affecting the research. Also the fact that the participants know about the tape recorder can affect the quality of responses, as the participants would be conscious of the fact that everything they are saying would be recorded. Since the research is limited to the participants only the generalizability of the research would be affected. Also taking interviews is time consuming and expensive as it involved a lot of
travelling especially to different cities, which prolonged the research, at the same time there could be data overload because of the rich data obtained (King, 2004, p. 21).

3.9 DATA ANALYSIS
The analysis of data requires a lot of precision, with even the minute details required to be emphasised upon. The recorded interviews were first transcribed which took the researcher 3 days. To make sure that no information was missed out the interviews were heard again. This was time consuming but useful as any information, which may be deemed to be unimportant earlier or mistakenly, not mentioned may give the researcher some insights on the topic under research. For analysing the transcripts, Thematic Analysis (Fereday & Muir-Cochrane, 2006; Braun & Clarke, 2006) was used. According to Fereday & Muir-Cochrane, "thematic analysis is a form of pattern recognition within the data, where emerging themes become the categories for analysis" (2006, p. 82)

The transcripts were thoroughly read to classify the data under different categories (Themes). Significant similarities, which were found in the analysis, became a theme for the analysis. However, not every similar response was a theme, it was only those similarities which would help in answering the research questions were deemed to be a theme (Braun and Clarke, 2006). In their view a theme should not be solely based on the number of times a set pattern is found but whether that set pattern is of importance to the research question. The themes, which were identified, were ‘attractiveness’, ‘expertise of the celebrity with respect to the endorsed product’, ‘has the choice of product been influenced by the celebrity endorser, ‘Indian celebrity v/s western celebrity’, ‘trustworthiness’ and ‘attention grabbing power of advertisements in general’. Once the responses were categorised under various sub headings they were analysed to find out the answers to the questions the research seeks to address. The analysis of those responses was then compared to the past researches. Subsequently a conclusion was arrived at, which helped answer the research questions.
3.10 SIGNIFICANCE OF RESEARCH TO MARKETERS

The Indian immigrant community forms a major chunk of the UK population. Marketers need to understand their preferences and behaviour to design an effective marketing strategy. A report by the BBC quotes IPA finding that the disposable income of migrant community in UK is £32 billion (IPA) (BBC website, 2003). Indian migrant community forms the largest part of the migrants in United Kingdom (Office for National Statistics website, 2004). A number of factors are responsible for impacting the effectiveness of celebrity endorsements influencing consumer buying behaviour. This research would help marketers to understand what exactly are the factors influencing the effectiveness of celebrity endorsements with respect to Indian immigrant community; hence improve the effectiveness of their marketing campaign.
CHAPTER 4

FINDINGS AND ANALYSIS

4.1 INTRODUCTION

To analyse the interviews thematic analysis was employed by researcher. The themes which were identified were ‘do audiences watch advertisements in general’, ‘attention grabbing aspect of celebrity advertising’, ‘Has the choice of product been influenced by the celebrity endorser’, ‘Expertise of Celebrity with respect to the endorsed product’, ‘trustworthiness’, ‘attractiveness’ and, ‘Indian celebrity v/s western celebrity’. Under these themes the responses of the interviewees has been classified. The responses are further divided according to the generation the interviewee belongs to, in order to enable an intergenerational comparison. After quoting the relevant responses, they are analysed and also the relevant literature is referred, before moving on to the next theme. Then in the end a comparison between the behaviour of the two generations is made before presenting the summary.

4.2 DO AUDIENCES WATCH ADVERTISEMENTS OIN GENERAL?

It is evident from the literature that due to noise, i.e. so many advertisements, types of media etc.; the effectiveness of the media is decreasing today. The aim was to ask participants that whether they watch the advertisements in general. Do they switch channels? If they watch an advertisement, for what purpose then do they watch? It was found that the majority of interviewees across the two generations switch the channels or fast forward through the commercial break. If they do watch then it is generally for a new product that has come in the market.

Here is what the participants had to say when they were asked about whether they watch advertisements in general?

In case of Jagruti Mehta, a teacher by profession, and a second generation immigrant from Birmingham only new advertisements interested her. She answered that:
Sometimes I do, sometimes you know if it is for 10 seconds or if it is being shown for the first time I might watch it to find out what product is it about. Otherwise I switch channels.

Keval Panchal, another 2nd generation participant from Nottingham said that:

*General advertisements don't interest me. Like basic TV commercials. But I do generally watch commercials if they are endorsed by a celebrity.*

For some participants watching advertisements was a meaningless exercise. Like an anonymous participant, belonging to second generation and working as a manager in nursery, from London had this to say:

*To be honest, we record the dramas on Sky Plus and then fast-forward through the breaks because it is so time consuming.*

Some participants treated the commercial breaks as an opportunity to finish some of their chores. For example another anonymous participant from London belonging to the second generation said that:

*I don't really like it. But I don't mind it either, because I can get up and get myself a glass of water. So I don't watch them.*

However there were exceptions as well. Three participants (two from London and one from Birmingham) liked watching advertisements to find out about the new products coming into the market. This is how they responded:

*Yes I do watch advertisements to find out about the new product coming into the market.* (Anonymous, 1st generation participant from Birmingham)

*Sometimes, yes. If it is about a new product I will definitely like to know about it. Otherwise I switch channels.* (Anonymous, 2nd generation participant from London)

*Yeah, I do, to find out about which new product or service is coming into the market.* (Anonymous, 1st generation participant from London)

**Analysis**

From the above responses it can be seen that majority of respondents did not like watching the advertisements in general as they see it as a meaningless, time
consuming exercise. However it was interesting to note that there wasn’t any difference between the responses of the two generations. Both watched the advertisements only to find out about any new product launched in the market. Hence the advertisements acted as a source of information for them. So if the advertisement was being aired for quite a while the audiences preferred to skip them. Hence it can be seen that advertisements in general were not effective in holding the attention of the audiences. The audiences were always running out of time and the advertisements are not catchy enough to hold their attention. But does this mean that using celebrities as endorsers is an effective way of catching the attention of celebrities? This question was answered by the next theme.

4.3 ATTENTION GRABBING ASPECT OF CELEBRITY ADVERTISING

The respondents were asked if they would watch an advertisement if it had their favourite celebrity endorsing the product? This tries to ascertain the attention grabbing aspect of celebrity endorsements. Majority of respondents were interested in watching the advertisements having their favourite celebrity. But it was also found that if the advertisement was old then the respondents treated it as any other general advertisement. They switch channels. However celebrity endorsements still caught the attention of the audiences. The following responses were obtained:

Keval Panchal was interested in watching only those advertisements which had celebrities in them. He replied:

*If there is like, you know, if Akshay Kumar or James Franco, appear in an advert, I wouldn’t mind watching them just to see what products they are endorsing. General adverts don’t interest me much, like basic TV commercials. But I do generally watch advertisements if they are endorsed by a celebrity.* (2<sup>nd</sup> Generation participant from Nottingham)

Rita Khanna said that:

*If it is a new advertisement or a product only then I might watch it otherwise I will either fast forward or switch channels.* (1<sup>st</sup> generation from London)

Another participant who did not wish to be named said:
If I haven’t seen it before, I would definitely watch it once at least to see what product they are endorsing. (Anonymous, 2nd Generation, London)

An anonymous first generation participant from London gave a very interesting reply. They said:

If it is a repetitive advertisement, I mean if I have already seen it, then why would I waste my time? If it is for the first time I will watch it. However, I used to love watching an ad of Neutrogena in India. I used to love the actress in it. Her hair, beauty, the way she did it. I used to be in awe and loved watching it again and again.

This participant was enamoured by the beauty of the celebrity endorser. The advertisement was so affective in grabbing the attention of the participant that even though they did not watch any repeat advertisement but still made an exception for this particular advertisement.

For Divya Mehta a second generation participant from Birmingham it didn’t matter if there was a celebrity in the advertisement. For her:

I don’t really like watching adverts. I will still switch channels no matter who the celebrity is.

Savri Desai, a first generation participant from London answered:

I would watch it once or twice & then I know it’s the same commercial, so I will switch channels.

Jagruti Mehta said:

If there is someone I like, I might watch it. Otherwise I will switch channels.

Participants who watched advertisements generally did not have any problem in watching these advertisements as well. Their responses were:

It does not matter to me. Since I do watch advertisements in general, I will watch it. (Anonymous participant belonging to 1st generation from Birmingham)

Yes, I don’t mind watching them either. (Anonymous participant, 1st generation from London)
Analysis:

From the above discussion it is clear that celebrities do attract attention to the advertisement and help the marketer to cut through the clutter in the media, which supports what Koernig & Boyd (2009) said in their research. This is evident from the fact that even those participants who did not watch advertisements said that they would stay on the same channel during the commercial break and watch the advertisement. This finding is in commensuration with what Ohanian (1991) said in her paper that celebrities attract a high degree of attention. However, this research revealed a few exceptions as well. There were a few respondents who preferred not watching any advertisement, whether or not it had their favourite celebrity in it. Hence, one can say that the effectiveness of the advertisement with respect to grabbing the attention of the audience increases if a celebrity is employed to endorse a product. Also discovered is that both the generations agree with the attention grabbing ability of the celebrity endorsements.

4.4 ATTRACTIVENESS

This question answered whether attractiveness of a celebrity was a good measure to increase the effectiveness of the endorsement. Do people get influenced if the celebrity is attractive? How important is the attractiveness of celebrity in the advertisement? The responses are listed below:

1st generation participants answered:

Savri Desai from London said:

*No for me it does not add up to the meaning of the advertisement. It would not affect my decision.*

An anonymous participant from Birmingham replied:

*No it isn’t. It is the product which is important.*

Rita Khanna from London said:

*Yes it is very important. Because it is a company of good standing and since they are able to afford such a big star. It shows that the company believes in its product.*

2nd generation participants replied:
Jagruti Mehta from Birmingham said:

Yes it is as it helps to hold your attention. Otherwise for me it is not of much importance.

Keval Panchal replied:

No, I don’t think so. But sometimes it can become a reason to try a brand because of the celebrity.

An anonymous participant from London said:

No, all celebrities look good in all advertisements. Shahrukh Khan [a Bollywood actor] looks fair on screen when it is obvious in real life he is dark skinned. If I like the product, I buy, use and see if it works.

Analysis

One can notice from the above responses that for majority of participants the attractiveness of celebrities is not important. The second generation participants at the same time felt that it helps to grab attention to the advertisement. For a minority of the respondents in the second generation it can also become the reason to try a product. Also noted was that they felt that the celebrities were airbrushed and were not as attractive as they were shown on television. But for majority it was the product that mattered.

In the first generation for the majority of participants the attractiveness of celebrity had no impact on their purchase decision or attitude towards the brand. However it was interesting to know that for one of the respondents (Rita Khanna) the attractiveness of the celebrity meant that the company was reputed enough for them to afford an attractive celebrity. According to her it showed that the product was a quality product.

Comparing the two generations it can be seen that for both of them it is the product that matters in the end. However attractive celebrity was found to be a good means to attract the attention of audiences towards the advertisement, which is in agreement with Kahle & Homer’s (1985) opinion, as in the end it is the product
quality which assumes prime importance and attractiveness has an impact only to a limited extent.

4.5 INDIAN CELEBRITY V/ WESTERN CELEBRITY

This question was asked to ascertain that if participants were supposed to make a choice about a product to buy based upon their favourite celebrity, would they go with the one endorsed by Indian celebrity or western celebrity. An interesting mix of insights was obtained across the two generations.

Responses of 1st generation immigrants were:

Rita Khanna from London said:

*Off course I will buy the make-up brand endorsed by Indian celebrity. After all, their skin tone is similar to my skin tone. It would suit my skin because even I have the Indian complexion. The product would be made keeping in mind the Indian skin. So I will go for the one endorsed by an Indian celebrity.*

An anonymous participant from London answered:

*My choice will depend on the product. Celebrity has no impact on it, be it Bollywood or Hollywood.*

Savri Desai from London responded saying:

*I would try both of them and then choose. My decision would not be solely based upon what they are seen endorsing. Quality of the product matters.*

A respondent who did not wish to be named from London replied:

*Bollywood one, because cosmetics are used on body, face, so we have same skin type. So I would be a little relaxed that it would suit my skin.*

The responses from 2nd generation were as follows:

The response of an anonymous participant from London was:

*It would depend on which one is better and which one is more value for money, is of better quality, and has more colours.*

Jagruti Mehta from Birmingham said:
It might depend on what they were advertising. If it were something more like British, like someone here is, like a Hollywood actress is endorsing it, then I would be more in favour of that one. So if it was something else more like Indian, then I might go for Bollywood.

Keval Panchal from Nottingham said:

*Probably James Franco* [his favourite Hollywood actor] *because I think he is more sort of UK wise or US, and he has got a better style than Akshay Kumar* [his favourite Bollywood actor]. *James Franco is more popular because he was a model before so probably he is better at it.*

For an anonymous participant from London, the Indian celebrity took precedence over the western celebrity. They replied:

*Probably Kajol* [favourite Bollywood actress], *because she has got the Asian skin tone like I have. Not all foundations or colours would suit us.*

Divya Mehta from Birmingham said:

*Julia Roberts* [her favourite Hollywood celebrity] *because she would be better at advertising it because she is beautiful and stylish.*

**Analysis:**

From the above responses one can conclude that for both the generations it is the product that matters in the end. Their responses were similar in that both were rational in their approach in the sense that for them it was the suitability of the product according to their skin type, the quality and the range in the product line. However if the product had an international feel to it then they preferred it to be endorsed by an international celebrity. One respondent had a different preference, Keval Panchal found Hollywood actor James Franco to be more stylish than Bollywood actor Akshay Kumar. But the product in question was a hair gel or wax, which is not dependent on the type of skin colour etc. one has and is a low involvement product.
For participants from 1st generation, they preferred to check and try the product before buying. For majority of them, their preference did not depend on the celebrity who was endorsing the product, be it Indian or Western. For whom it mattered, it was the Bollywood celebrity that took precedence over the Hollywood one as for products, the usage of which was based on skin tone the Bollywood celebrity was similar to them in some demographic characteristics.

For the 2nd generation the responses were varied. For some it was the product that mattered and not the ethnicity of the celebrity. For some it was the fit between the type of product and the ethnicity of celebrity and others like Keval Panchal relied on the style quotient of the celebrity. It can be seen that their responses were varied with no clear consensus. Divya Mehta too preferred a Hollywood celebrity because she thought she was more stylish. But one can notice if the product is supposed to be used on the basis of demographic characteristics like skin tone, or is Indian in nature etc. then the Indian celebrity is favoured over the western counterpart.

Hence it can be seen that the findings agree with what McCracken (1989) postulated in Meaning Transfer Model and Shimp (2003) in TEARS Model. The former said that celebrity endorsements are more effective when there is a match between the demographic characteristics of the audience and the celebrity endorser. While the latter, also stressed on the importance of demographic similarity between the celebrity and the target audience.

4.6 HAS THE CHOICE OF PRODUCT BEEN INFLUENCED BY A CELEBRITY ENDORSER?

The aim of the question regarding the impact of celebrity endorser on the choice of the product was to find out whether there is any impact on the buying decision of the consumers. For majority of the participants only the low involvement products, like a nail varnish, lipstick, hair gel etc., were found to be worth giving a try. They approached the product cautiously saying they might look at it before buying it. But, for a high involvement product, like foundation, which may have a direct impact on the skin, respondents preferred to stick to the brand they were using. There was homogeneity in the responses.

When asked whether the participants will switch their brand if their favourite celebrity is endorsing the product, this is how the participants responded:
The 1st generation participants responded in the following manner:

One anonymous first generation participant from Birmingham replied:

*I don’t depend on the things because normally the high quality products we know from the media already. Like in cars we know that BMW and Audi are very good. So that’s how we go and buy.*

Savri Desai replied:

*Maybe I would, depending upon what they are launching or coming up with. If it’s a Kohl or eyeliner and I want to try something new, then I would definitely go for the one that they are endorsing for trial and then maybe buy it.*

(On prodding further she said) *Maybe something like a nail varnish, or a lip gloss, or a lipstick. But the things like foundations, powders, the basics, no.*

2nd generation participants had this to say:

Keval Panchal said:

*Yeah, it would tempt me to. After I have finished what I am using, I will probably go out and buy possibly what they are endorsing, as long as it is in the reasonable price range.*

An anonymous participant from London said:

*No, because I have been using Mac for a very-very long time and it suits me. It agrees with me, my skin type/ so would it influence me? No.*

Another participant from London said:

*I would stick with the one that I am using because I know it suits me, my skin, its good value for money, and I have always trusted it. If I was supposed to switch I would sort of look into it and buy a lipstick possible but I wouldn’t switch my make-up to a new one.* *(Anonymous, 2nd Generation)*

**Analysis:**

From the above discussion it can be seen that the participants approach the products with some amount of scepticism. The response was once again similar for
both the generations. They want to try the product first before starting to use it on a regular basis. It was only the low involvement products, which the participants were willing to give a shot, for high involvement products the participant trusted other sources of information. All of this implied that the celebrity endorsers can bring the product into notice, get the audiences to give it a try but ultimately the buying decision would depend upon the quality of product, its worthiness and whether it works for the customer. The celebrity endorser just brings attention to the product and increases the recall. As Caballero et al (1989) said that the persuasion levels of a celebrity are limited, to get the audiences to agree with the advertisement is a difficult job.

4.7 EXPERTISE OF CELEBRITY ENDORSER WITH RESPECT TO THE PRODUCT
The question related to expertise of celebrity with respect to the product answered whether it has any impact on the effectiveness of advertisement? Does employing an expert celebrity make the advertisement and the endorsement more believable for the audience?

This gave the researcher an opportunity to test if the fit between the brand and the celebrity was an important criterion to increase the effectiveness of message (Misra & Beatty, 1990). Also the findings were in agreement with what has been said by Till & Busler (2000b) about expertise playing an important role in deciding the fit between the celebrity and the brand.

 Majority of the participants felt that they would believe a celebrity who is considered to be an expert in the product category he or she is endorsing. This was in agreement with what Cacioppo (1984) found in his study.

The responses of the two generations were:

1st generation participants said:

An anonymous participant from Birmingham said on being asked who is better at endorsing a sports car:

I would go with Michael Schumacher. Because he would have more knowledge of cars than Dhoni. [Referring to Indian Cricket team’s captain Mahendra Singh Dhoni]
Upon asking if he thinks a celebrity should have knowledge about the product he or she is endorsing he said: *Absolutely, if Dhoni* [Referring to the Indian Cricket Team’s Captain Mahendra Singh Dhoni] *advertises anything on cricket then obviously everyone will want to buy it because he has more knowledge about cricket than a movie star.*

Rita Khanna from London replied:

*If it is a very specific product, you know if it is something like make-up or a car then I think the celebrity should have knowledge about it. If it is something like sugar etc. then it is ok to use any celebrity.*

2nd generation participants said:

Jagruti Mehta answered on being asked who she thinks is better at endorsing a make-up brand an actor or a sportsperson:

*Yeah probably an actress or a supermodel because then you can tell they are using it. For a sportsperson it has no relevance.*

She had also mentioned in a previous answer about expertise in perfumes, saying that:

*But if it is stuff like perfume then I won’t buy it. You know the ones celebrities make themselves, I wouldn’t buy those ones though. If they endorse them then I think it might be interesting but if they are making themselves then I wouldn’t buy it.*

She further stated on being asked the reason: *I don’t know, I think they won’t be as good as made by people who actually make perfumes, if I make sense.*

Divya Mehta from Birmingham said:

*I would prefer Julia Roberts* [she was asked about comparing Julia Roberts and Sania Mirza as make-up brand endorsers]. *She will know much more about make-up.*

**Analysis**

From the responses given by both the generations it can be seen that for both of them expertise of celebrity is very important. Both the generations have the same
viewpoint when it comes to the matter of expertise of the celebrity endorser. In other words there should be a match between the celebrity endorser and the product being endorsed. The more expert a celebrity is in the field of the product being endorsed the more effective the advertisement becomes. This finding supports the view held by Till & Busler (2000b) that the expertise of the celebrity increases the fit between the celebrity and the product.

4.8 TRUSTWORTHINESS

This question was asked to ascertain the level of trust audiences have in celebrity endorser. Do they believe what the celebrities say in the advertisement? Here is what the respondents said:

First Generation interviewees answered:

An anonymous interviewee from Birmingham said:

* I would think if the celebrity is using the product or not before deciding to trust him. Plus they are getting paid for it so they won’t be telling hundred per cent truth.*

Savri Desai from London replied:

* It depends on my liking, the image of the celebrity. Even then I would try and test and check before buying the product.*

An anonymous respondent had this to say:

* I don’t get influenced by the celebrity in the ad to the extent of going and purchasing the product. But if I can relate the celebrity endorser to the product in question, I will probably trust in it.*

Second Generation interviewees said:

Jagruti Mehta from Birmingham said:

* No I don’t trust what the celebrities proclaim in the advertisement. I know they are doing it for money. But I would find a celebrity with a good past record and achievements trustworthy.*
Divya Mehta from Birmingham replied:

_The celebrity in the advertisement is of no use to me. They say what they are saying because they are being asked to do so._

Keval Panchal from Nottingham said:

_Deciding the trustworthiness is quite difficult and a waste of time because they do it for money. So I would not get into that to choose a brand._

An anonymous participant from London replied:

_No, I somehow have this at the back of my head that they do it for money. Only a few celebrities I would trust, thinking they won’t endorse every second brand just for the sake of money but because they use it. But they are quite rare._

**Analysis**

On a general note one can notice that the widely held view across the two generations was that the celebrities agree to endorse a product for purely monetary reasons.

For the first generation participants, the trustworthiness of the celebrities depended upon the personal liking for the celebrity, whether they can establish a positive relationship between the product and the celebrity. At the same time a few of them also believed that the endorsement was done by celebrities for monetary reasons. Even the celebrities whom the participants trusted were not effective enough to influence the participants to use the products.

When it came to the second generation participants, they did not trust the celebrities as they believed that the celebrities endorsed the product in lieu of the huge money that they received as remuneration and not because they used the product. They believed that only few genuine endorsements are done in which the celebrities are the users of the product too. Otherwise generally for them trusting the celebrities is difficult.

From the above findings it can be seen that good image of the celebrity, their merit, their relation to the product are seen as a measure of their trustworthiness which is in agreement with the literature on celebrity endorsements (example: Clinton et al,
Most people believed that the celebrities endorse product for monetary reasons and don’t actually use the product (Erdogen, 1999). They had no trust in the celebrity.

### 4.9 COMPARISON BETWEEN THE DECISION MAKING OF FIRST GENERATION IMMIGRANTS AND SECOND GENERATION IMMIGRANTS AS CONSUMERS

One of the main objectives of the research is to compare the impact of celebrity brand endorsements on the buying decision of two generations of immigrants. This section seeks to provide an answer to that question. Following are the differences and the similarities that were found in the buying decision of the two generations:

#### 4.9.1 SIMILARITIES

It was noticed that to a large extent the behaviour of the two generations was similar. Both the generations saw advertisements as a source of information for new products and liked to watch advertisements of new products entering into the market. Both liked to watch advertisements featuring their favourite celebrities as endorser. For them the attractiveness of the celebrity could attract attention to the advertisement and increase the effectiveness of the advertisement in terms of getting the audiences to listen to the message being conveyed in the advertisement. They approached the advertisements rationally focussing on the product, not believing entirely what the celebrities had to say. A major cause of lack of trust in the celebrity endorsements was that they were of the view that the celebrities did endorsements to mint money and not because they believed in the product. Both the generations felt that they were promoting the product because the celebrities were saying what they were told to say by the marketers. Also the respondents were inclined to trust those celebrities who had a higher level of expertise about the product which was being endorsed. They were willing to buy a product if it was endorsed by an expert in the field. Both the generations were in favour of an Indian celebrity endorser over a western celebrity endorser if the product required the skin colour, etc. to be taken into consideration (the product in question was cosmetics), however their decisions were not solely based on the ethnicity of endorser. If the product had a western feel to it then international celebrities were preferred. But in the end, they preferred to test the product first before starting to use it irrespective of who endorsed it.
4.9.2 DIFFERENCES
There were very few differences of opinion between the two generations with respect to celebrity endorsements. When it came to deciding between the Indian celebrity and a western celebrity a significant minority (2 out of 5 respondents) from the second generation preferred a western celebrity because they felt that the Hollywood celebrities are more stylish than their Indian counterparts. Whereas on the other hand the first generation participants preferred the Indian celebrity, none of them went for western celebrity endorsers even if the Indian celebrity was not favoured they chose to go with the product quality instead. Though both the generations did not believe what the celebrity endorsers said, the first generation had its parameters to test the trustworthiness of celebrity endorsers clear. They named personal liking, image of the celebrity, the relation between the product and the celebrity as their parameters. The second generation however was very clear in the fact that they did not trust celebrity endorsers with only a minority giving the celebrities a slight benefit of doubt.

4.10 SUMMING UP
It can be safely concluded that the celebrities have no impact on the buying decision of the consumers in both the generations of the British-Indian community; it is the product and its characteristics that make a difference to the buying decision. A celebrity may induce them to try the product but not to become a regular user of the product. Though for a minority what their favourite celebrity is endorsing makes a difference but the product in question was a low involvement product. Also the celebrities in the advertisement helped to grab attention to the advertisement, bringing into notice the product being endorsed. The respondents place a high degree of importance on the match-up between the celebrity and the product. Also deemed important by the respondents from both the generations was the level of expertise of the celebrity in the product being endorsed, a high level of expertise was desired.

When it came to deciding which celebrity to favour between the Indian celebrity and the western counterpart, the participants from both the generations chose an Indian celebrity, if the product took into consideration some characteristics unique to the ethnic minority group. However, the second generation favoured western celebrities more as they are considered more stylish and attractive by them.
Hence it can be said that celebrities can only bring the product into notice and influence customers to try and test them, but ultimately the buying decision is based upon the product’s quality.
CHAPTER 5

CONCLUSION

5.1 INTRODUCTION
In this chapter, a brief overview of the research process would be given. Then the findings would be summarized and concluded. The answers to the research questions would also be explained. Also discussed would be the various managerial implications of the findings.

5.2 CONCLUSION
Taking a look at the literature there is no doubt left about the popularity of the celebrities amongst the marketers. It has become a recurrent mode of advertising with products ranging from cookies to mobile phones being endorsed by celebrities (Baker, 1999).

This research was conducted with the aim of finding out the impact of celebrity brand endorsements on the decision making behaviour of consumers with focus on British Indian community with an attempt being made to do an intergenerational comparison between the first generation immigrants and the second generation immigrants, because the acculturation level of the two generations is different (Sekhon, 2007). To fulfil the aims of the research, a qualitative research was conducted through in-depth interviews. Maximum information was sought with the help of a semi-structured interview guide consisting of open ended questions.

From the information obtained it was found that the respondents from both the generations were not too keen on watching general advertisements shown on television today. They only watched advertisements to find out about the new products entering in the market. However, both the generations liked watching advertisements featuring their favourite celebrities. Though, an old advertising campaign did not generate any interest amongst the respondents, even if it featured their favourite celebrity. A minority of participants were, however, indifferent towards advertisement even though it featured their favourite celebrity. It can, therefore, be said that celebrities are effective at grabbing the attention of the audiences and getting the advertisement noticed.
As far as the expertise of the celebrities was concerned, most participants felt that the celebrities having expertise in the product they are endorsing are trustworthy. Especially for high involvement products, a high level of expertise was desired from the celebrities. Also for the participants the match between the product and the celebrity showed that the celebrity was an expert in the product he or she was endorsing. The responses were similar from both the generations with no difference being noticed.

When it came to deciding the trustworthiness of the celebrity both the generations held the view that the celebrities endorse a product to make money. They do not endorse a product because they use it or believe in it. However, if according to the participants the celebrity endorser was thought to be using the product, he or she was deemed to be trustworthy. A difference was noted in the responses of the two generations. The second generation explicitly refused to trust the celebrities in the advertisements. The first generation, however, gave the factors on which they evaluate the celebrities’ trustworthiness, before mentioning that they did not trust celebrities. This reflected that some degree of thought process goes before refusing to trust the celebrity. Nevertheless, a lack of trust was evident from the responses of both the generations.

For the respondents from both the generations, the attractiveness of the celebrity endorser was a means to hold the attention and nothing else. For them it did not add up to the meaning of the message being conveyed in the advertisement. They approached the attractiveness realistically, contending that the celebrities in the advertisement were airbrushed to make them look attractive, when they were not so attractive in real life. An interesting argument came up during the research, for one respondent the attractiveness of the celebrity endorser meant that the company is of good repute and the product quality is excellent for it to be able to afford a celebrity endorser. Hence, sometimes a celebrity endorser can also be a reflection of the organization and the quality of the product, thereby helping the marketer to increase the trust levels. However the majority believe that attractiveness is a measure of grabbing attention.

In choosing amongst the Indian celebrity endorser and the western celebrity endorser, the product and its characteristics came first. The product in question was
cosmetics, which is to be used quite specifically as it needs to be applied on the skin of the consumer; hence in that case skin tone mattered. In such a scenario the Indian celebrity won hands down as they aided the meaning transfer process. For the second generation however a significant minority preferred western celebrity endorser because of their high style quotient.

To sum up in the end it is the product that assumes the prime importance over the celebrity endorser. The celebrity endorser is effective in diverting the attention of the consumers from other advertisements to the product being endorsed.

5.3 ANSWERS TO THE RESEARCH QUESTIONS
This section provides answers to all the research questions on the basis of findings of the study. Following are the answers:

5.3.1. HOW EFFECTIVE ARE THE CELEBRITY BRAND ENDORSEMENTS WITH RESPECT TO THE BUYING DECISION OF CONSUMERS?
It can be seen that the celebrities help in grabbing the attention towards the advertisement and in increasing the product recall. Also if the celebrity is considered to be an expert then the celebrity brand endorsement is more effective as it increases the level of trust amongst the audiences.

5.3.2 WHAT FACTORS COME INTO PLAY WHILE DECIDING UPON THE TRUSTWORTHINESS OF THE CELEBRITIES?
For the participants the trustworthiness of the celebrities is decided by their image, achievements, expertise, the match between the celebrity and the product, and the similarity between the target audiences and the celebrity helped deciding the trustworthiness of the celebrity. Also, it was found that a celebrity who endorses a few products is considered to be more effective than the celebrity who endorses every other product in the market.
5.3.3 IS THE BUYING DECISION IMPACTED BY INTERNATIONAL CELEBRITIES OR BY THE CELEBRITIES BELONGING TO THE SAME CULTURAL BACKGROUND AS THE SAMPLE POPULATION?

If the product in question is one which involves taking into consideration the characteristics which are unique to the target audience, i.e. the British Indian community, then the celebrity belonging to the same cultural background is favoured. However for a product which is neutral to the demographic characteristics of the consumers, western celebrity was favoured by the second generation Indian immigrants.

5.3.4 WHAT ROLE DOES THE EXPERTISE OF CELEBRITY PLAYS IN THE EFFECTIVENESS OF ENDORSEMENT?

Expertise plays an important role in increasing the effectiveness of the advertisement. This is so because an expert is considered to be more trustworthy, they are believed to have more knowledge about the product than any other celebrity who is a non-expert in the area of the product. The target audience believes in what an expert celebrity has to say. Also expertise of the celebrity assumes more importance when the product is a high involvement product like mobile phones, etc. Hence one can safely conclude that the expertise of celebrity plays an important role in increasing the effectiveness of the endorsement by making it appear more trustworthy in the eyes of the target audience.

5.3.5 WHAT IS THE IMPACT OF THE CELEBRITY AND PRODUCT FIT ON THE EFFECTIVENESS OF THE ADVERTISEMENT?

The celebrity and product fit is of crucial importance in the effectiveness of the advertisement. It shows that the celebrity has knowledge of the product and they might be using the product themselves. This increases the trustworthiness of the celebrity thereby increasing the trustworthiness of the advertisement.
5.3.6 **IS THERE ANY DIFFERENCE BETWEEN THE DECISION MAKING BEHAVIOUR OF THE TWO GENERATIONS AS CONSUMERS WITH RESPECT TO CELEBRITY ENDORSEMENTS?**

There were a few differences which were noticed in the behaviour of the two generations as consumers. The second generation favoured the western celebrity more when it came to the choice between Indian celebrities and western celebrities. Also the second generation participants did not have trust in the celebrity endorser, whereas the first generation immigrants gave some thought about deciding the trustworthiness of the celebrities. Also they favoured Indian celebrity endorsers over western celebrity endorsers. The first generation was divided in the opinion, for some it was the product that mattered, while for some the Indian celebrity found favour. None of them, however, favoured western celebrity.

**5.4 MANAGERIAL IMPLICATIONS:**

From the above findings some important perspectives emerged. The following suggestions can be given to the marketers when it comes to the British- Indian community:

The marketers, when advertising product specific to the physical demographic characteristics of the target audience, should consider a celebrity endorser who matches the characteristics of the Indian immigrants. This helps to make the meaning transfer process more effective as the audiences identify themselves more intimately with the celebrities.

Managers should lay importance on the match between the product and the celebrity to increase the trustworthiness. The more related a celebrity is to the product the more effective is the endorsement. This is so because if the celebrity is considered to be related to the field of product then he or she is considered to be having more expertise than a celebrity not bearing any relation to the product.

In order to increase the trustworthiness of the advertisements the marketers should also try to make sure that the celebrity endorser enjoys a good reputation in the public, has earned the respect of masses and is an achiever in his or her own right. If possible they should try and get a celebrity who is known to endorse only a select
few brands in order to avoid the assumption that the celebrity is endorsing the product solely for monetary reasons.

Most importantly the managers while advertising to ethnic minorities should keep in mind that they are different from the rest of the native population. Their needs and wants are different and the way to fulfil those needs is different too. If the product fulfils some needs of the population which is specific to the ethnicity, like the colour, clothes, etc., then a celebrity who is from a similar ethnic background would be more effective at conveying the message to the audience.

The managers should also not forget that since in the end it is the product that matters, more emphasis should be placed upon the product quality and making the product better. To extract the maximum benefit from the celebrity endorsement, it should only be seen as an aid to get the audiences to try and test the product, rather than a way to increase the market share.
CHAPTER 6

LIMITATIONS OF RESEARCH AND FUTURE RESEARCH POSSIBLE

6.1 LIMITATIONS OF THE RESEARCH

No research is flawless and suffers from some drawback. This is true for this research as well. Though efforts are made to keep the research free from any drawbacks, but a research which is hundred per cent free of drawbacks cannot be produced. This fact makes it important to mention the drawbacks of the research process in order to achieve a balanced viewpoint. Following are the constraints faced during the research process.

Since this is a qualitative research, the sample of the study was small in size, limiting the scope of generalizability of the research. If tested on a larger sample the findings may or may not hold true. To study the impact of celebrity endorsements on the decision making of British Indian community with the aim of generalization of findings, a quantitative research would be more appropriate as it takes into account a larger sample population.

The study takes into account the decision making of Indian immigrants, consequently the sample size consisted of only Indian immigrants, due to which the findings cannot be generalized to other ethnic minorities.

To compare the two generations of the Indian immigrants, viz. first generation immigrants and second generation immigrants, with respect to the impact of celebrity endorsements on their buying decision, a sample of 5 respondents was chosen from both the generations. Due to a small sample from both the generations, there is a limited scope of generalizing the findings with respect to the behaviour of the two generations separately. Also the sample consisted majorly of female respondents with only two male respondents. This makes the findings a tad biased towards the female gender.

Some respondents were hesitant during the interviews and might not have revealed their actual perspectives. Though efforts were made on the part of researcher to make sure that respondents came over their reluctance but a possibility of partial
information being revealed cannot be ruled out. This may have had an impact on the findings.

The participants majorly belonged to the middle class or upper middle class. These findings, hence, cannot be generalized to the other members of the British India community belonging to different working classes.

Also, this research had taken into account only one type of product, i.e. cosmetics. The reaction of consumers when the product differs from cosmetics cannot be predicted.

The research was conducted in a span of three months, whereas qualitative research is time consuming. Had there been more time a lot more respondents could have been interviewed expanding the scope of research.

The analysis of the research was done manually by the researcher, due to which possibility of bias creeping in the research cannot be ruled out. Also some data might have been overlooked. All these may have had an impact on the findings and the conclusion of the research.

This research relies only on the qualitative research, if it was coupled with quantitative research, the findings could have been more valid. This is so because the validity of the findings could have increased with the triangulation in research (Jick, 1979).

6.2 FUTURE RESEARCH POSSIBLE

The future research possibilities which are suggested takes into account all the limitations mentioned in the previous section. There was a lot of literature individually in the areas of celebrity endorsements and ethnic marketing. However, it was noticed that there was a limited amount of literature which clubbed the two, viz. ethnic marketing and celebrity endorsements, together. This research while doing the same also took into consideration a specific ethnic minority, i.e. Indian immigrants, in United Kingdom. As a consequence of which a lot of possibilities for future research have come up.
A quantitative research with the aim of generalizing the topic can be undertaken. Also researches on various other ethnic minorities can be conducted with the aim of finding the impact of celebrity endorsements on their decision making.

Also research with respect to different product segments can be conduct. For instance this research was about endorsements of cosmetics, another research can take into consideration endorsements on cars. Numerous researches are, therefore, possible in this regard.

Also a research that is specific to the demographic characteristics, for example age, gender, income, etc. can also be conducted. Another possibility is of a research in which the characteristics of the endorser are specific. In short there is no dearth of the amount of possible researches that can be conducted.
REFERENCES


APPENDIX- A

INTERVIEW GUIDE

1. Do you like watching television, movies, etc.?
2. What kinds of movies, programme, do you like watching?
3. Who is your favourite actress amongst the Hollywood one and the Bollywood ones?
4. Do you watch advertisements in general shown during the commercial breaks?
5. If your favourite actor or actress is seen in an advertisement, would you watch it?
6. Has your choice of products ever been influenced by the celebrity endorsements?
7. If two celebrities, one from Hollywood and other from Bollywood, are seen endorsing different brands of the same product, which one would you prefer and why?
8. Do you think attractiveness of the endorser is of any importance?
9. Do you believe what the celebrities say in the advertisements? Do you trust them?
10. If a sportsperson is endorsing a make-up brand and an actor is endorsing another brand, which one would you prefer and why?
APPENDIX- B

INTERVIEW TRANSCRIPT OF SAVRI DESAI
1ST Generation Respondent from London

Q. Do you like watching television programmes, movies, etc.?

“Yes.”

Q. Who is your favourite actor and actress in, both, Hollywood and Bollywood?

“in Hindi movies it’s Shahrukh Khan and actress would be Kajol. And amongst, Hollywood it would be Jennifer Aniston.”

Q. Do you use make-up?

“Just kohl and eyeliner on a daily basis.”

Q. Do you generally watch advertisements which are shown in commercial breaks?

“I switch to another channel.”

Q. If supposedly a commercial is being aired, which has your favourite actress like, Kajol or Jennifer Aniston, would you still switch channels?

“I would watch it once or twice & then I know it’s the same commercial, so I will switch channels”.

Q. If Kajol or Jennifer Aniston is endorsing a make-up brand like lipstick or Kohl. Would you switch brands based upon what they are seen endorsing?

“Maybe I would, depending upon what they are launching or coming up with. If it’s a Kohl or eyeliner and I want to try something new, then I would definitely go for the one that they are endorsing for trial and then maybe buy it.”

Q. Would you buy anything else that they are seen endorsing, or just Kohl and eyeliner?

Maybe something like a nail varnish, or a lip gloss, or a lipstick. But the things like foundations, powders, the basics, no.
Q. If they are endorsing same product but different brands, which one would you go for and why?

“I would try both of them and then choose. My decision would not be solely based upon what they are seen endorsing. Quality of the product matters.”

Q. Do you trust what celebrities say in commercial?

“It depends on my liking, the image of the celebrity. Even then I would try and test and check before buying the product.”

Q. Is the attractiveness of celebrity of any importance to you?

“No for me it does not add up to the meaning of the advertisement. It would not affect my decision.”
Q. Do you like watching television, movies, etc.?

“Yes, I do.”

Q. So what kinds of movies or television programmes do you like to watch?

“I like stuff like FRIENDS, Come Dine With Me.”

Q. And in terms of movies, what kind of movies do you like?

“I like romantic comedies the best.”

Q. So, do you like watching Indian television programmes or movies?

“Yeah, I like watching…I prefer watching Indian films. I really do not like watching the programmes so much.”

Q. Who is your favourite actor or actress amongst the Hollywood ones and the Bollywood ones?

“For Bollywood its Shahruckh Khan.”

Q. And actress?

“Probably Kajol.”

Q. And amongst the Hollywood ones?

“I can’t actually think of any.”

Q. No favourite actor amongst the Hollywood ones or the British ones?

“I have just gone blank. Maybe I can’t answer that question.”

Q. Ok. So do you like using cosmetics, do you put on make-up or any toiletries like you know toner, face wash, moisturiser?

“I use a moisturiser and I don’t really wear make-up more often. But I wear make-up when I go out.”
Q. You know, when television programmes are running, there are always commercial breaks in between.

“Yes.”

Q. Do you like watching the adverts shown in them?

“Sometimes I do, sometimes you know if it is for 10 seconds or if it is being shown for the first time I might watch it to find out what product is it about. Otherwise I switch channels.”

Q. Suppose your favourite actor or actress is endorsing a product and the advertisement suddenly flashes in front of you, so would you stop and watch or would you still switch channels?

“If there is someone I like, I might watch it. Otherwise I will switch channels.”

Q. Has your choice, at any time, for a product that you are going to buy, been influenced by some advert of your favourite actor or actress?

“But if it is stuff like perfume then I won’t buy it. You know the ones celebrities make themselves, I wouldn’t buy those ones though. If they endorse them then I think it might be interesting but if they are making themselves then I wouldn’t buy it.”

Q. And why wouldn’t you buy it?

“I don’t know, I think they won’t be as good as made by people who actually make perfumes, if I make sense.”

Q. Say supposedly, for example, Kajol is endorsing one of the make-up brands, (the product that you use), and another Hollywood actress whom you are partial to is endorsing another brand. Would you consider switching the brands to those which are endorsed by them?

“I think I might be interested in what they are doing in the advert but I won’t completely rely on just them. Though, I will look at the product once.”

Q. So, you would be interested in the advertisement but you won’t be completely interested in buying the product?
“I wouldn’t just go and buy them but maybe consider buying it.”

Q. And say supposedly you are considering buy a product that has been endorsed by your favourite actress and there are two actresses, one from Hollywood and other from Bollywood. So if there is a comparison if you are supposed to make a choice between the two, which brand would you go for?

“It might depend on what they were advertising. If it were something more like British, like someone here is, like a Hollywood actress is endorsing it, then I would be more in favour of that one. So if it was something else more like Indian, then I might go for Bollywood.”

Q. Do you actually believe what the celebrities say in the advertisement? Do you trust them?

“No I don’t trust what the celebrities proclaim in the advertisement. I know they are doing it for money. But I would find a celebrity with a good past record and achievements trustworthy.”

Q. Does it matter to you if a sportsperson is endorsing a make-up brand or would you prefer other person, a celebrity or an actor endorsing it?

“Yeah, probably an actress or a supermodel or actress because then you can tell they are using it. For a sportsperson it has no relevance.”

Q So according to you there should be a match?

“Yeah.”

Q. Do you think the attractiveness of a celebrity is of any importance?

“Yes it is as it helps to hold your attention. Otherwise for me it is not of much importance.”