

A Study on the Perception of Source Credibility of Women Celebrities Endorsement in Television Advertisements

Dr. Mahalakshmi.G

Assistant Professor, Patrician College of Arts and Science, Adyar

Dr. P. R. Shini,

Associate Professor in Business Administration,
Sri Meenakshi Govt. Arts College for Women (A), Madurai.

Abstract:

Advertising is a way of communication to encourage an audience to make purchase decisions about a product or service and conveying information to viewers. It is considered as a vital and essential element for the economic growth of the marketers and business. Celebrity in a brand is the most important recognition of a brand. The products endorsed by celebrities are considered as a center of attraction and the highest appealing factor among the audience. This study tends to analyze the perception of source credibility of women celebrities with regard to Television Advertisement. The present study concentrates on analyzing the source credibility of women celebrities with regard to the products endorsed in television. The study also evaluates the perception of consumers towards brands endorsed by women celebrities. The major findings of the study explain that Source Credibility factors such as Professionalism, Virtuousness, Physical Attractiveness and Trustworthiness of women celebrity highly persuades consumer purchase patterns.

1.1 INTRODUCTION

Advertisement has its origin even from the early historical period and has evolved over a period of time and emerged as a best promotional method to share information about the product among the consumers. It draws the attention to the products and services of the organization among the consumers. Advertising is a way of communication to encourage an audience to make purchase decisions about a product or service and conveying information to viewers. It is considered as a vital and essential element for the economic growth of the marketers and business (Ryans, 1996)¹. Advertising is the process of transmitting audio - visual messages to the audience. It is considered as a best way to broadcast messages to the consumers by which it builds brand preference and thus educates the people (Kotler, 2007)². Advertising helps to sell goods, services, images and ideas. The primary role of advertising is to elicit brand awareness and thus persuade consumers towards the product. Advertising is expected to have a positive direct effect on the purchase of products (Aaker *et.al*, 1992)³. Advertising remains the most powerful element of the promotion mix. Advertising is an invaluable aid in selling products and services. Many authors argue that advertisement is a multidimensional activity because information in advertisements is about the brand and its attributes by which it explains the product information to users; brings in a cognitive and emotional appeal to the product; brings forth contextual information (MacInnis, *et.al*, 1991)⁴. The most important factor of advertising is the persuasion factor. Advertising attempts to persuade prospective buyers to buy products and services by creating preferences, liking and conviction (Vakratsas & Ambler, 1999)⁵. With great diversity of products and services available, it is getting more and more difficult and challenging for marketing messages to reach the target audience. Effective way to draw attention to the product is to make use of an endorser. Advertisers have often chosen endorsement as a promotional strategy to communicate the merits of their products or brand.

Celebrity endorsement is one of the most popular advertising strategies used in today's global marketplace. Celebrities are people who enjoy specific recognition by a large number of certain groups of people. The endorser transfers its characteristics onto the product and if the target consumers like or aspire to possess the endorser's characteristics, this will intentionally call them to action to purchase the product or service (Byrne *et.al*, 2003)⁶. Celebrity endorsement in advertising has been and will continue to be a hot topic among researchers (Bow & Landreth, 2001)⁷. Celebrities ensure the attention of the target group by breaking the clutter of advertisements and making the advertisement and the brand more noticeable (Meenaghan, 1995)⁸. A celebrity's preference for a brand gives out a persuasive message and hence celebrity as a source credibility of the product or brand brings in more recognition and

persuasion to the brand. It enhances more consumer perception towards the brand. Consumers tend to form an attachment to any object that strengthens one's self identity or desired image. Because of a famous spokesperson endorsing the brand, buyers are also connected to a set of products because of attractive advertisement, quality and brand name (Meenaghan & Shipley, 1999)⁹.

Consequently, in choosing a celebrity endorser, it is important for the celebrity to be well enough known that the awareness, image, and responses for the brand may be improved by their endorsement (Goldsmith *et.al*, 2006)¹⁰. In particular, a celebrity endorser should have a high level of visibility and a rich set of potentially useful associations, judgments and feelings (Ohanion, 1990)¹¹. Ideally, a celebrity endorser would be seen as credible in terms of expertise, trustworthiness and likeability or attractiveness as well as having specific associations that carry potential product relevance. (Kahle & Homer, 1985)¹². Celebrity endorsement includes both male and female celebrities taking up their role as spokesperson in endorsing the product. The attributes like Source Credibility, Physical attractiveness, familiarity and trustworthiness of the celebrity influence the promotion of the brand among the viewers. Celebrity endorsement with regard to Television advertisement, 76% of the endorsement market is influenced by Film Celebrity and 12% is taken up by the Sportsperson. FMCG Products take up the lead with 33% with celebrities endorsing a brand. Products like Personal Care, Jewelry and Banking Sector take Women Celebrity in their endorsement list followed by Male endorsers taking lead in E-Commerce, Automobile, Real Estate Industry and Mobile Phones (Jain, 2019)¹³. Advertisement industry sources report that the Media and Entertainment industry (M&E) is expected to grow at a compound annual

Top Segments Using Celebrity Endorsers				
Personal Care and Toiletries	Food and Beverages	New Age Companies	Clothing	E-Commerce
Top Advertising Product Brands				
Harpic	Horlicks	WhiteHat Jr	Lux	Flipkart
Veet	Boost	Byjus	Relaxo	Myntra
Tresemme	Pepsi	PhonePe	Dollar Club	Netmeds
Colgate	Vimal	Spotify App	Lyra	GoDaddy
Lux Soap	Mountain Dew	MyGlamm	Paragon	MagicBricks
Top Endorsers				
Akshay Kumar	Hrithik Roshan	Shah Rukh Khan	Varun Dhawan	Ranbir Kapoor
Sara Ali Khan	Taapsee Pannu	Hrithik Roshan	Akshay Kumar	Kareena Kapoor
Anushka Sharma	Akshay Kumar	Virat Kohli	Kareena Kapoor	Alia Bhatt
Alia Bhatt	Shah Rukh Khan	Aamir Khan	Salman Khan	MS Dhoni
Kareena Kapoor	Virat Kohli	Deepika Padukone	Ranveer Singh	Hrithik Roshan

Source: TAM Media Data for the Period December 2020 to November 2021, Kroll analysis
Rankings are Based on Secondages—The Number of Seconds the Celebrity Appears on TV for a Product Brand—on TV Channels.

Figure - 1
Top Celebrity Endorsement in Television advertisements

Source: TAM Media Data for the Period December 2020 to November 2021, Kroll analysis Rankings are Based on Second ages—the Number of Seconds the Celebrity Appears on TV for a Product Brand—on TV Channels

growth rate (CAGR) of 13.5% and the advertising revenue is expected to grow at a CAGR of 14.5% during the same period (Duff & Phelps, 2019)¹⁴. Thus understanding the growth of the Advertisement Industry, it is also important for researchers to understand the output of the advertisement which is the sales. The need of the hour is that how the

consumers perceived on the source credibility of women celebrities endorsing various advertisements. Thus this study tends to analyze the impact of women celebrity with regard to Media Advertisement and also investigates the association between perceived source credibility and the socio-economic profile of consumers.

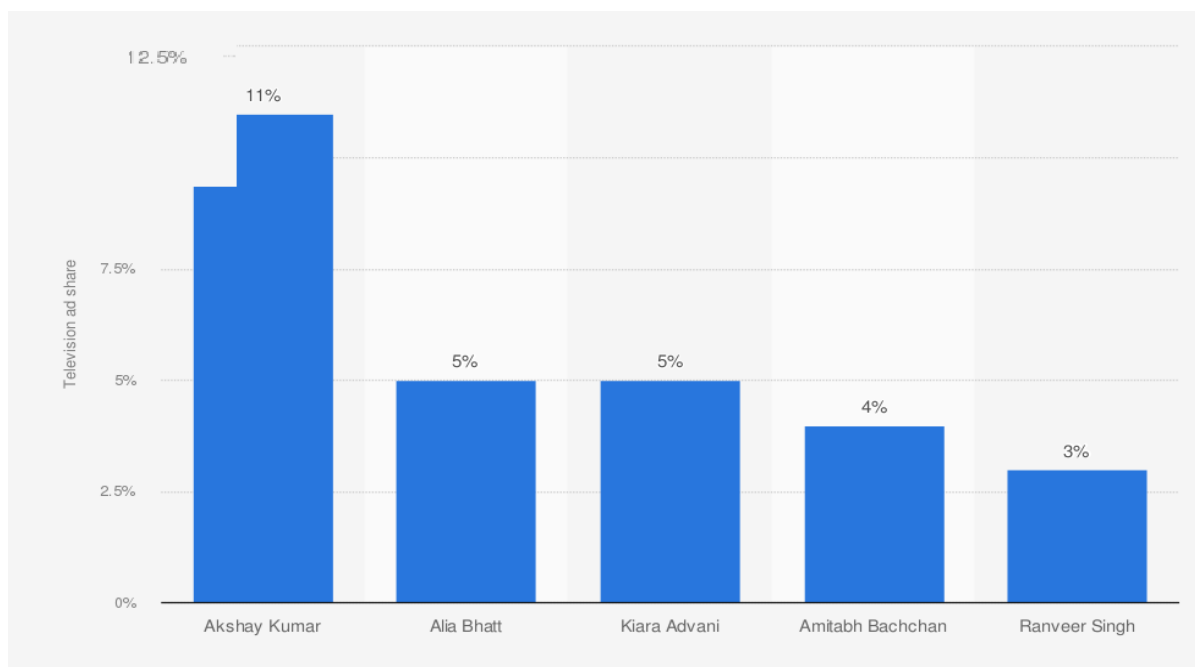
Figure - 1 explains the celebrity endorsement in Television Advertisements for various segments and products. This research conducted by Kroll Analysis for examining the top celebrity brands in India in television advertisements Second ages. Celebrity endorsement of over 300 various product brands across 20 different industry segments in the period of December 2020 to November 2021 are taken into the study. Thus the results of the research declared top 5 segments, top 25 brands and top 25 celebrities endorsing various products. It is clear that along with the male endorsers, Women film Celebrities take up a lead position among the top 25 celebrity endorsers.

In this paper, in studying the source credibility of women celebrities, women film celebrities are taken into consideration. As per industry sources, over the past decade, the number of celebrity-led endorsements have increased from 650 ads in 2007 to 1660 ads in 2017, representing a steady compounded annual growth rate (CAGR) of 10%. (Duff & Phelps, 2020)¹⁵. Film stars currently dominate the endorsement industry with 76% share of the endorsement market, followed by sports persons with 12%. Personal care/ hygiene and the food and beverages industry contributed the largest chunk (33%) of celebrity- led campaigns. While the personal care, jewelry and banking segments are dominated by female film endorsers, the e-commerce, auto, real estate and smart phones segments primarily feature male endorsers.

Figure - 2 clearly explains the status of Television advertisements according to the TAM Media Research 2021. The highest share of Television Advertisement in the Indian Television Industry is taken up by Indian Bollywood Actor Akshay Kumar; accounting for 11% of all TV Ads featuring film celebrities and 2nd place is equally shared by Kaira Advani and Alia Bhatt with 5% respectively. Thus Women film celebrities take up almost 50% of endorsement sharing in TV advertisements. Thus the women film celebrities are taken into consideration for this study (Statista. 2022)

¹⁶.

Figure - 2
Share of Television Advertisement featuring Film stars in India



Source: EY.FICCI.TAM Media Research, 2021. www.statista.com

Media advertisement includes Print Media, Radio, Television, Social Media etc, but here, for this study women celebrity endorsement in Television media is considered. TV advertisements are powerful because they penetrate every segment of modern-day society and effectively influence how consumers view themselves, their neighbors, communities and the world. It remains a fact that the TV is the single major and foremost communicator of our times. As the world has become a global village through our electronic media, access to all international channels is also easy. From the point of view of advertisers or producers, the impact of TV commercials on consumers is positive.

1.2 POPULATION FOR THE STUDY

This study is confined to the consumers of Chennai Metropolitan. Chennai city is generally called as the city with multi varied culture, linguistic and religious groups. The city with a diversified culture has a wide scope of variant consumer buying behavior patterns. The city also covers customers from various strata and with different income groups. Since the city is a metropolitan it has strong network and satellite coverage to be connected through the world. Table -1 shows the details about Chennai city as per the 2011 Census.

Table - 1

Chennai Metropolitan Population Survey

Chennai Metropolitan	Total	Male	Female
Population	8,653,521	4,358,612	4,294,909
Literates	7,000,270	3,660,527	3,339,743
Average Literacy in %	90.23%	93.86%	86.55%
Sex Ratio (in 1000)	985		

Source: Census of India, District Census Directorate of Census Operations, TamilNadu, 2011 Handbook

1.3 SAMPLE SIZE ESTIMATION AND SAMPLING METHOD

Estimating the sample size from the given population is the first and foremost step in the research process. Sample size estimates the validation of research and proves the reliability of data. Various statistical methods are available to estimate the sample size of the given population. The size of the population of Chennai Metropolitan is 8,653,521. (Census of India, District Census, Directorate of Census Operations, Tamilnadu, 2011 Handbook) ¹⁷.

The sample size (n) is decided using the following formula,

$$n = \frac{NX}{X + N - 1}$$

Where, $X = \frac{Z_{\alpha/2}^2 p(1-p)}{e^2}$ - is the critical value of the Normal distribution at $\alpha/2$ (e.g. for a confidence level of 95%, α is 0.05 and the critical value is 1.96)

e is the margin of error

p is the sample proportion and

N is the population size.

For this study the sample proportion is decided as 0.5 and the margin of error is approximately 2%. Considering these values and substituting it in the estimated sample size is 682. Thus the data was collected from 682 respondents from Chennai city by adopting simple random sampling method.

1.4 ANALYSIS AND DISCUSSION

Organizations use celebrity to develop brand equity, change the perception of consumers and to sell the product (Aysegul. *et.al*, 2014)¹⁸. There are various models created by researchers to analyze the right celebrity endorsers for advertisement. The researcher has used the variables used in the Source Credibility Theory (Hovland. *et.al*, 1953)¹⁹ and Source attractiveness theory (Joseph, 1982)²⁰ to design the various characteristics of women celebrities.

1.4.1 Source Credibility Factors

In this paper, for measuring the Source Credibility of women celebrities, 20 characteristics of women celebrities are taken into consideration based on endorsement advertising. The respondents are asked to rate the level of agreement pertaining to various attributes of women celebrity in a continuum of 1-5, where 1 is the negative attribute about the celebrity and 5 is the positive attribute.

Table - 2
Ranking on the basis of Characteristics of Women celebrities

Sl. No	Characteristics of Women celebrities	Mean	SD	Rank
1	Beautiful	3.91	.833	9
2	Elegant	3.78	.856	14
3	Sexy	4.05	.826	2
4	Pleasant	4.03	.889	3
5	Dependable	3.77	1.022	15
6	Reliable	3.70	1.020	18
7	Honest	3.62	1.092	19
8	Sincere	3.74	.979	16
9	Believable	3.73	1.142	17
10	Experienced	3.84	1.059	12
11	Knowledgeable	3.85	.966	11
12	Qualified	3.95	.984	8
13	Skilled	4.02	.951	4
14	Professional	4.06	.864	1
15	Expertise	3.99	.932	5
16	Appropriate	3.50	1.157	20
17	Relevant	3.87	.982	10
18	Familiar	3.96	.957	7
19	Related	3.97	.856	6
20	Logical	3.82	.995	13

From the above table - 2, it is clear that with higher standard deviation values, Characteristics of Women celebrity variables have higher variations in them. With the opinion given by the respondents based on celebrity attributes with regard to the advertisement endorsed by them, Mean ranking analysis is done. The results show that **Professional skills** of women film celebrities is ranked **1st** with the highest mean value of 4.06. **Sexy and Pleasantness** of the celebrity holds the **2nd** and **3rd** place in the ranking. Other characteristics like Skillfulness, Expertise, Relatedness to the products endorsed, Familiarity and the Qualification they possess holds the 4th, 5th, 6th, 7th and 8th ranks respectively.

Beauty of the women celebrity with respect to the advertisement endorsed and how relevant is the product with the celebrity takes up the 9th and 10th ranking. Knowledge of the women celebrity, Experience, Logical nature, Elegance and Dependency takes up the 11th, 12th, 13th, 14th, 15th ranks respectively. Sincerity, Believable attitude, Reliability, Honesty and Appropriateness takes up 16th to 20th ranks. From the ranking analysis, it is clear that customers are attracted more with the professional skills of the celebrity. The respondents also gave an opinion that the attributes like Physical attractiveness or sexiness of the women film celebrity with pleasant nature attracts the customers and makes the advertisement more appealing.

Factor analysis has been applied to 20 various characteristics of Women Celebrity with regard to the endorsed advertisements to understand the dominant latent dimensions in them which describes the source credibility. The Extraction method of Principal Component Analysis and Rotation Method of Varimax with Kaiser Normalization has been applied and the results are shown in Tables - 3 to 5.

Table - 3
KMO and Bartlett's Test for Factorization of Characteristics of Women Celebrities

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.890
Bartlett's Test of Sphericity Approx. Chi-Square	8943.373
Df	190
p-value	.000

Table - 3 reveals that in the KMO – MSA test, the MSA value of **0.890** (nearer to 1) and in Bartlett's Test of Sphericity, the Chi-square value of **8943.373** at **190** df with P-value of less than 0.000 indicate that the factor analysis can be applied to characteristics of women celebrities variables.

Table - 4
Variance explained for the Characteristics of Women Celebrities Factors

Component	Initial Eigen values			Extraction Sums of Squared Loadings		
	Total	Percent of Variance	Cumulative percent	Total	Percent of Variance	Cumulative percent
1	9.006	45.028	45.028	9.006	45.028	45.028
2	2.029	10.145	55.173	2.029	10.145	55.173
3	1.466	7.329	62.502	1.466	7.329	62.502
4	1.174	5.868	68.369	1.174	5.868	68.369
5	.851	4.253	72.623			
6	.746	3.732	76.355			
7	.596	2.980	79.335			
8	.568	2.841	82.177			
9	.543	2.714	84.891			
10	.510	2.548	87.439			
11	.422	2.108	89.547			
12	.377	1.883	91.430			
13	.321	1.606	93.037			
14	.307	1.533	94.570			
15	.254	1.271	95.841			
16	.206	1.030	96.871			

17	.178	.891	97.762			
18	.169	.844	98.607			
19	.157	.783	99.390			
20	.122	.610	100.000			

Table - 5
Factorization of Characteristics of Women Celebrities

Factors	Variables	Factor Loading
Factor 1 Professional Factor	Relevant	.814
	Logical	.803
	Expertise	.783
	Skilled	.777
	Related	.758
	Appropriate	.736
	Believable	.714
	Professional	.707
Factor 2 Virtuousness Factor	Sincere	.816
	Believable	.750
	Honest	.729
	Knowledgeable	.728
	Experienced	.684
	Qualified	.650
Factor 3 Physical Attractiveness Factor	Sexy	.709
	Beautiful	.702
	Elegant	.609
	Pleasant	.531
Factor 4 Trustworthiness Factor	Reliable	.641
	Dependable	.462

From the above tables - 4 and 5, it is understood that 20 various underlying characteristics of women celebrity variables have been grouped into four independent dominant factors which explains **68.369 per cent** of cumulative variance in them. The most dominant factor 1 explains **45.028 per cent** variance in the various professionalism based characteristics of Women Celebrity and it contains Relevant, Logical, Expertise, Skilled, Related, Appropriate, Believable, Professional factors and therefore it is named as **Professionalism Factor**.

The second most dominant factor 2 explains **10.145 per cent of Variance** in the various virtuous characteristics of Women celebrities' variables and it contains Sincere, Believable, Honest, Knowledgeable, Experienced and qualified factors and therefore it is grouped and named as **Virtuousness Factor**.

The third most dominant factor explains **7.329 per cent of Variance** in the various characteristics of women celebrities and it includes Sexy, Beautiful, Elegant and Pleasant and therefore it is named as **Physical Attractiveness Factor**.

The fourth dominant factor explains **5.868 per cent of Variance** in the characteristics of women celebrities and it includes Reliable and Dependable factors and therefore it is named as **Trustworthiness factor**.

Thus, **four Independent factors** have been extracted out of 20 various characteristics of women celebrities of which the **Professionalism Factor** is the most dominant factor, followed by **Virtuousness factor** as second dominant, **Physical attractiveness** factor as third dominant factor and **Trust worthiness** is the fourth dominant factor. These factors are considered as the **Source Credibility factors** in this study.

1.4.2 Differences towards Perceived Source Credibility Factors of Women Celebrities with respect to Demographic Profile of Respondents

Four source credibility factors are identified from the perceived characteristics of women celebrities viz, Professionalism Factor, Virtuousness Factor, Physical Attractiveness Factor and Trustworthiness Factor. For this study, four demographic variables such as Age, Gender, Type of family and Marital Status are considered.

In order to examine whether there is a significant difference in the perceived Source Credibility among different age groups, the Independent T test has been used.

Table - 6
T-test for Source Credibility Factors among Age Groups

Source Credibility Factors	Age				t-Value	p-Value	Inference
	Age Group 1 (<32.5 years)		Age Group 2 (>32.5 years)				
	Mean	S. D	Mean	S. D			
Professionalism	31.34	6.194	32.32	5.774	-2.096	0.003	Significant
Virtuousness	22.63	5.145	22.81	4.888	-.461	0.645	Not Significant
Physical Attractiveness	11.49	2.223	12.00	1.896	-3.181	0.002	Significant
Trustworthiness	10.99	2.458	10.95	2.196	.214	0.831	Not Significant

From the above table - 6, it is inferred that with the mean age of the respondents, Professionalism factor has a Mean value of 31.34 with the age group of less than 32.5 years of age and a Mean value of 32.32 for more than 32.5 years of age. The difference of mean for less than 32.5 years of age and more than 32.5 years of age is 0.98. The Virtuousness factor has an average mean of 22.63 for less than 32.5 years of age and a Mean value of 22.81 for more than 32.5 years of age. In studying the Physical attractiveness factor mean values, the age group of more than 32.5 years of age has a higher mean value of 12 and with regard to the Trustworthiness factor; the mean values of both the age groups are 10.99 and 10.95 respectively. Thus there is not much difference in the mean values of ages for both age groups.

The Professionalism factor and Physical attractiveness factor has p value of 0.003 and 0.002 which is less than 0.05. (p value should be < 0.05 at 5 percent level of significance). Thus there is a significant difference in the perceived Professionalism factor and Physical attractiveness factor among different age groups of the respondents. The Virtuousness Factor and Trustworthiness factor has the p value of 0.645 and 0.831 which is more than 0.05. Thus there is no significant difference in the perceived Virtuousness Factor and Trustworthiness factor among different age groups of the respondents.

In order to analyze the significant differences between the means of two interventions viz. Source Credibility of women celebrity and Gender, Independent T Test is used.

Table - 7
T test for Source Credibility Factors among Gender Groups

Source Credibility factors	Gender Groups				t-Value	p-Value	Inference
	Male		Female				
	Mean	S. D	Mean	S. D			
Professionalism	32.04	5.580	31.52	6.408	-1.112	0.017	Significant
Virtuousness	22.85	4.489	22.59	5.480	-.668	0.505	Not Significant

Physical Attractiveness	11.71	2.047	11.72	2.151	.097	0.023	Significant
Trustworthiness	11.06	2.306	10.89	2.381	-.889	0.004	Significant

From the above table - 7, it can be viewed that the Mean value of Professionalism factor for Male is 32.04 and for females is 31.52. For the Virtuousness factor, the mean value for Male is 22.85 and for female are 22.59 respectively. The Mean value of the Physical Attractiveness factor for Male is 11.71 and for female are 11.72. Then the Mean value of the Trustworthiness factor for Male is 11.06 and for females are 11.72. There is not much difference with the average mean value of Male and female gender. It is also understood that p value of Professionalism factor, Physical attractiveness factor and Trustworthiness Factors 0.017, 0.023 and 0.004 respectively. Hence these three source credibility factors have a significant difference among the gender group of the respondents. But the Virtuousness factor has p value of 0.505 which is more than 0.05 at 5 percent significance. Hence the virtuousness factor of source credibility does not have a significant difference among the gender groups.

With regard to the marital status of the respondents, it is categorized as married and unmarried. Married respondents are 2.4 percent higher in percentage than the unmarried respondents. Independent T Test is used to analyze the impact of Source credibility factors on marital status of the respondents.

Table - 8
T Test for Source Credibility Factors Depending on Marital Status

Source Credibility factors	Marital Status				t-Value	P- Value	Inference
	Married		Unmarried				
	Mean	S. D	Mean	S. D			
Professionalism	31.87	6.118	31.66	5.942	--.460	0.046	Significant
Virtuousness	22.59	5.159	22.84	4.899	0.635	0.526	Not Significant
Physical Attractiveness	11.72	2.074	11.71	2.131	-.048	0.023	Significant
Trustworthiness	10.77	2.322	11.18	2.355	2.206	0.374	Not Significant

From the above table - 8, it is inferred that the mean value of Professionalism factor for the married respondents is 31.87 and unmarried respondents are 31.66. For the virtuousness factor the mean value of married respondents is 22.59 and unmarried respondents are 22.84. With regard to the Physical Attractiveness factor, the mean value of married respondents is 11.72 and unmarried respondents are 11.71. In Trustworthiness factor, the mean value of married respondents is 10.77 and unmarried respondents are 11.18. With regard to the mean and standard deviation values of married and unmarried respondents, there is not much difference in the average mean value and standard deviation values.

It is also observed that by applying an Independent T Test that p-value of Professionalism factor and Physical attractiveness factor is 0.046 and 0.023, which is less than 0.05 at 5 percent significance. Hence these two source credibility factors have a significant difference depending on the marital status of the respondents. But Virtuousness Factor and Trustworthiness Factor have p-value of 0.526 and 0.374 which is more than the 0.05 at 5 percent significance. Hence these two factors have no significant difference depending on the Marital Status.

Considering the type of family for the study, 70.2 percent come from a nuclear family. In understanding the difference of the source credibility factors on the family type of the respondents', Independent T Test is used.

Table - 9
T test for Source Credibility Factors depending on Family type

Source Credibility factors	Family Type				t-Value	p-Value	Inference
	Joint Family		Nuclear Family				
	Mean	S. D	Mean	S. D			
Professionalism	31.34	6.336	31.95	5.892	1.145	0.253	Not Significant
Virtuousness	23.01	4.963	22.59	5.061	-.981	0.327	Not Significant
Physical Attractiveness	11.69	2.023	11.73	2.134	.229	0.819	Not Significant
Trustworthiness	11.22	2.378	10.86	2.325	-1.777	0.076	Not Significant

From the above table - 9, it can be viewed that the mean value of the Professionalism factor for the Joint family is 31.34 and for the Nuclear family is 31.95. In the Virtuousness factor, the mean value of the Joint family is 23.01 and for the nuclear family, it is 22.59. The mean value for the Physical attractiveness factor for the Joint family is 11.69 and for the Nuclear family it is 11.73. In Trustworthiness factor the mean value of the Joint family is 11.22 and for the Nuclear family the mean value is 10.86. The above table also explains that p values of Professionalism factor; Virtuousness Factor, Physical attractiveness factor and Trustworthiness Factor are 0.253, 0.327, 0.819, and 0.076 respectively which is more than the 0.05 at 5 percent significance. Thus it is inferred that Source credibility factors have no significant difference depending on the type of family.

1.5 SUGGESTIONS AND CONCLUSION

Mid Age people and Middle income group is highly involved in purchase. Thus the marketers should concentrate more on their requirements. Marketing and Endorsement strategies should be focused in attracting these categories of people. Attributes of women celebrities plays a very important role in credibility. Women celebrities should be more professional in their field. Marketers should consider this attribute as important criteria in selecting a celebrity for endorsement. Celebrity and the brand endorsement should match with their profession. If so, it brings more appeal to the brand. While selecting a celebrity for endorsement, the marketers have to be very careful with the Product Match-up concept. The endorsing product has to match with the Profession and expertise of the celebrity. Considering only the mere fame and charisma of the celebrity may not always bring in brand equity.

Customers always feel reliable when a celebrity endorses a brand. Thus celebrity endorsed advertisements should be more ethical in all terms. Source credibility of women celebrities is considered as an important factor in consumer buying intentions. Thus negative image or publicity of the celebrity impacts highly on endorsements. Consumers lose hope on the celebrity which directly affects the products endorsed by them thus bringing down the brand equity and brand loyalty. Thus marketers have to be very careful in this regard.

Celebrity endorsement has become the multi dollar business industry in India. Thus endorsement by women celebrities can change the way of advertising by making the advertisement and the brand more noticeable. Through the period of time, changes in the product life cycle, changes in the demographics and psychographics of the consumers and changes in lifestyle can change consumer preferences. Hence organizations should carefully analyze the consumer markets to make the product or brand more sustainable.

REFERENCES

1. Ryans, C. (1996), 'Consumer Resources', 'Journal of Small Business Management', Vol. 34, pp. 63-65.
2. Kotler Philip, (2007), Keller Kevin Lane, 'Marketing Management', Pearson Prentice Hall.
3. Aaker, David A., Rajeev Batra, and John G. Myers (1992), 'Advertising Management', 4th ed. Englewood Cliffs, NJ: Prentice-Hall, Inc.
4. MacInnis, D.J., C. Moorman and B.J. Jaworski. (1991), 'Enhancing and Measuring Consumers Motivation, Opportunity and Ability to Process Brand Information from Ads', Journal of Marketing, Vol.55, No.4, pp. 32-54.
5. Vakratsas, D., and Ambler, T. (1999), 'How Advertising Works: What Do We Really Know?', Journal of Marketing,

Vol. 63, No.1, pp. 26–43.

6. Byrne, A., Whitehead, M., and Breen, S. (2003), 'The Naked Truth of Celebrity Endorsement', *British Food Journal*, Vol. 105, No.4/5, pp. 288-296.
7. Bower, A. B. and Landreth, S. (2001), 'Is Beauty Best? Highly Versus Normally Attractive Models in Advertising', *Journal of Advertising*, Vol.30, No.1, pp. 1-12.
8. Meenaghan, T (1995), 'The Role of Advertising in Brand Image Development', *Journal of Product and Brand Management*, Vol. 4, No.4, pp. 23-34.
9. Meenaghan, T. and Shipley, D. (1999), 'Media Effect in Commercial Sponsorship', *European Journal of Marketing*, Vol. 33, No.3, Issue 4, pp. 328-34.
10. Goldsmith, Lafferty and Newell (2006), 'The Impact of Corporate Credibility and Celebrity Credibility on Consumer Reaction to Advertisements and Brands', *Journal of Advertising*, Volume 19, No.3, pp. 43-54.
11. Ohanian. R (1990), 'Construction and Validation of a Scale to Measure Celebrity Endorsers' Perceived Expertise, Trustworthiness, and Attractiveness', *Journal of Advertising*, Vol. 19, pp. 39-52.
12. Kahle, L. R. and Homer, P. M., (1985), 'Physical Attractiveness of the Celebrity Endorser: A Social Adaptation Perspective', *Journal of Consumer Research*, Vol. 11, No.4, pp. 954-961.
13. Aviral Jain, (2019), 'Evolution of Celebrity Endorsements in India', <https://www.kroll.com/en/insights/publications/valuation/celebrity-endorsements-india>
14. Duff and Phelps (2019), 'Celebrity Brand Valuation Report 2019'. <https://www.kroll.com/en/insights/publications/valuation/celebrity-brand-valuation-report-2019>
15. <https://www.duffandphelps.com/insights/publications/valuation/celebrity-endorsements-india>
16. <https://www.statista.com/statistics/1197079/india-advertisement-volume-in-q3-by-category/>
17. <https://chennai.nic.in/document-category/census/>
18. Aysegul Ermeç, Sertoglu Ozlem and Catlisezer Korkmaz (2014), 'Examining the Effect of Endorser Credibility on the Consumers' Buying Intentions: An Empirical Study in Turkey', *International Review of Management and Marketing*, Vol. 4, No.1, pp.66-77.
19. Hovland, C.I., Janis, L.I., and Kelley, H.H. (1953), 'Communication and Persuasion'. New Haven, Yale University Press.
20. Joseph, W.B. (1982), 'The Credibility of Physically Attractive Communicators: A Review', *Journal of Advertising*, Vol.11, No.3, pp.15–25.