

**EFFECTS OF CELEBRITY ENDORSEMENT ON CONSUMER
PRODUCT EVALUATION IN ATTITUDE FORMATION**

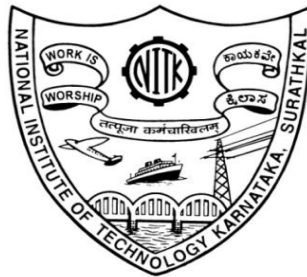
THESIS

Submitted in partial fulfillment of the requirements for the degree of

DOCTOR OF PHILOSOPHY

BY

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SCHOOL OF MANAGEMENT

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JULY, 2022

DECLARATION

(By the PhD Scholar)

I hereby declare that the Research Thesis entitled “**Effects of celebrity Endorsement on Consumer Product Evaluation in Attitude Formation**” which is being submitted to the National Institute of Technology Karnataka, Surathkal, in partial fulfillment of requirements for the award of the degree of Doctor of Philosophy in Management, is a *bonafide report of the research work carried out by me*. The material contained in this Research Thesis has not been submitted to any University or Institution for the award of any degree.

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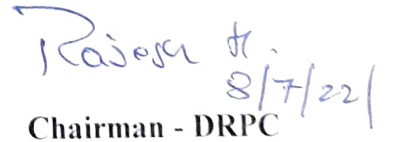
CERTIFICATE

This is to *certify* that the Research Thesis entitled, “Effects of celebrity Endorsement on Consumer Product Evaluation in Attitude Formation” submitted by **Raksha R. Deshbhag (Register Number: 165015SM16P03)**, as the record of the research work carried out by her, is *accepted* as the *Research Thesis submission* in partial fulfilment of the requirements for the award of the degree of **Doctor of Philosophy**.



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ABSTRACT

Consumers are persuaded through various types of advertisements, namely, informative advertisements, persuasive advertisements and reminder advertisements. Celebrity endorsement is one of the most popular forms of advertising strategy that has been integrated into all categories of ads. Marketers invest a considerable amount of money in celebrity endorsement strategies for grabbing the attention of consumers. There is an extensive need to explore celebrity endorsement's influence on consumer behavioural aspects such as perceptions, attitudes, and intentions. The study focuses on identifying the effect of the celebrity endorsement process, including celebrity source credibility, celebrity match up, and celebrity meaning, on consumer product evaluation (CPE), leading to attitude formation and purchase intention.

The study adopted both deductive and inductive approaches of research. The quantitative research method was adopted for investigating research questions. The study further implements descriptive research to acquire the existing status of the advertising market, like the role of celebrity endorsement while promoting FMCG brands in real situations. A survey method was employed for collecting primary data with the aid of self-administered questionnaires. Mixed sampling techniques were used for the present study, i.e., probability and non-probability sampling. The individual samples were selected from tier-1 metro cities, namely, Bangalore, Pune, Ahmedabad and Mumbai. Stimuli sampling was performed using judgement sampling under the different product categories of FMCG (Fast Moving Consumer Goods). CFA (Confirmatory Factor Analysis) was performed using SEM (Structural Equation Modelling) to measure inter relationship among the variables. The study further analyzed theoretical model through structural models and thereby testing of hypotheses.

The celebrity endorsement process includes celebrity trustworthiness, celebrity expertise, celebrity attractiveness, perceived fit and symbolic appeal. Celebrity symbolic appeal emerged as the most significant predictor of CPE among all five celebrity endorsement processes. CPE has a substantial influence on ATB (Attitude Towards Brand). The mediating role of CPE was also analyzed while identifying the impact of the celebrity endorsement process on ATB.

For FMCG brands in India, marketers must consider celebrities' symbolic appeal (status, class, gender, age, personality, and lifestyle) as the most critical attribute influencing CPE leading to attitude formation. The study has proposed and tested a new theoretical model considering celebrity trustworthiness, celebrity expertise, celebrity attractiveness, perceived fit, and symbolic appeal as the affective responses from FMCG buyers. CPE is cognitive responses influenced through celebrity endorsement processes. The present study attempted to examine the effect of affective and cognitive responses on attitude formation of Indian FMCG consumers. The study brings out theoretical contributions to justify the association between variables that may affect the success and failure of celebrity endorsement strategy.

Keywords: Celebrity endorsement, Celebrity source credibility, Celebrity perceived fit, Celebrity symbolic appeal, Consumer product evaluation, Attitude towards the brand.

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ABBREVIATIONS

ASSOCHAM	Associated Chambers of Commerce & Industry of India
CAGR	Compound Annual Growth Rate
CPE	Consumer Product Evaluation
FBB	Food and Beverages Brands
FMCG	Fast Moving Consumer Goods
HCB	Hair Care Brands
IBEF	Indian Brand Equity Foundation
IBM	International Business Machines
OCB	Oral Care Brands
OOH	Out of Home
OTC	Over the Counter
SEM	Structural Equation Modelling
US	United States
SPSS	Statistical Package for Social Science
AMOS	Analysis of Moment Structures

CHAPTER 1
INTRODUCTION

CHAPTER 1

INTRODUCTION

1.1 CHAPTER OVERVIEW

The chapter begins with the introduction providing details on celebrity endorsement and its association with the companies as well as consumers. Followed by, background of the study which includes different theories developed in the field of advertising. Later advertising and its industry is explained for understanding the importance of celebrity endorsement in the advertising industry. Facts on the FMCG industry are presented to understand the substance of celebrity endorsement pertaining to FMCG. Consequently the theories involved in the celebrity endorsement process were explained. Celebrity source credibility explains the dimensions like trustworthiness, expertise and attractiveness. Celebrity matchup explains the celebrity relevance with FMCG brands. Celebrity meaning of transfer is explained concisely the transfer of celebrity symbolic meanings to the brands endorsed and thereby to the consumer. Consumer product evaluation briefs on perceived risk, perceived value and perceived benefit aspects which can influence consumer attitudes. The need for the study indicates the intentions of conducting the study. The problem statement of the study includes the various inconsistency associated with the celebrity endorsement process. The research questions and the research objectives section consist of questions and the accomplishing statements that have to be proved with empirical facts. The significance of the study briefs on the importance of the study. Scope of the study clearly mentions the subject area restricted for the study. The outline of the thesis is presented briefly explained in the last section of this chapter.

1.2 INTRODUCTION

Consumers consider celebrities as one of the prominent personalities who can influence them. Celebrity endorsement is one of the most effective promotional strategies for marketers to bring awareness on the brand/product available in the market. It connects with people through a strong public appeal by mentioning various benefits of the product. In India, many brands use celebrity endorsement strategies for

different products like personal care, consumer durables, apparel, banks, mobile service providers etc., (Economic Times, 2016). In a conceptual study undertaken by Erdogan, (1999) it was stated that consumers are usually persuaded by messages from credible sources (celebrities), leading to attitude formation. Companies invest considerable amounts in establishing their brand image with the help of celebrity endorsers.

Actor, endorser, ambassador and spokesperson are the different perspectives of celebrities considered for the study. An actor is a “person who portrays a character in a performance”. Celebrity endorser is defined by McCracken (1989) as “any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement”. According to Waldt et. al. (2009) companies create their own celebrity endorser on behalf of the products or brands being advertised as a representative i.e. a created spokesperson. A brand ambassador is a “person engaged by an organization or company to represent its brand in a positive light, helping to increase brand awareness and sales”. The actor, endorser, ambassador and spokesperson are considered as celebrities because of the fan following, popularity and public image created by them in their field of work. In the process of celebrity endorsement, companies hire popular spokespersons who excel in a specific line of work. The product’s image is closely integrated with celebrity’s personality by conveying a message to customers and enabling them to fix choices of the brands/products. The company uses celebrity’s credibility for positioning the product and establishing itself as a brand.

However, celebrity endorsement is considered a double-edged sword (Muda et al., 2017) with benefits and specific risks. The benefits of celebrity endorsement are increased attention, brand image and brand repositioning. Risks about celebrity endorsement are overshadowing brands, overexposure of celebrities and public controversy, wherein the brands are affected positively or negatively. Marketer’s primary goal of using celebrity endorsement is to form or change the consumer attitude towards brands (Celebrity Brand Valuation Report, 2019). Compared to western countries, in India celebrities are idolized more. Many multinational and domestic companies are signing Indian film stars and celebrities for endorsement. It is

difficult for consumers to differentiate various brands available in the same product category. So, to create product/brand differentiation, many companies hire celebrities for advertisements. To create USP (Unique Selling Propositions), marketers utilize celebrities so that the consumer can associate with brands (Celebrity Valuation Report, 2019).

Celebrity endorsement is the most common form of advertisement in India. It is a hub for many international companies to expand their market as it is considered one of the world's emerging economies with an estimated investment of more than \$360 million (Agnihotri and Bhattacharya, 2016). The marketers believe that qualities of celebrities operate in a transferable way and generate desirable outcomes for the companies. The study performed by Bennett et al. (2021) confirmed that celebrity endorsement is the best promotion strategy for low-priced offerings. Chan and Fan (2022) concluded the effect of celebrity endorsement is mainly cognitive, and more resistant to persuasion.

1.3 BACKGROUND OF THE STUDY

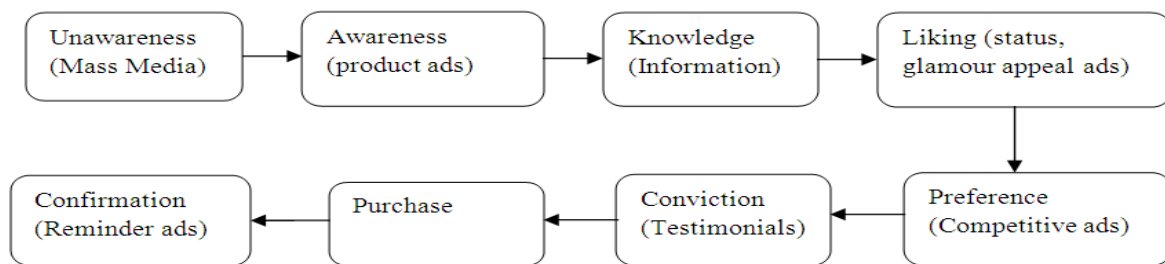
Various theories associated with the evolution of advertisements and the influential role of celebrity-endorsed advertisements on consumer behaviour is discussed briefly in the background of this study. The Lavidge and Steiner Model (1961) and Elaboration Likelihood Model (1980) explain the advertisement effectiveness in consumer behaviour and role of the celebrity endorsement process in measuring advertising effectiveness. The social influence theory (1956) describes the influential role of celebrity on consumer behaviour.

1.3.1 Advertising

According to Kotler (1984), advertising is defined as “Non-personal forms of communication conducted through paid media under clear sponsorship”. According to the American Marketing Association, advertising is defined as “any paid form of non-personal presentation of ideas, goods and services by an identified sponsor”.

The advertisements are designed so as to make the valuable information about products/services available to the target audience. It might be a visual message or a verbal message which is used to persuade the target group. In the Predictive Measurement of Advertising Effectiveness Model proposed by Lavidge and Steiner

(1961), the adoption process of advertising flows through different stages. As depicted in figure 1.1, at some point, the target audience might be unaware of the products/services; during this condition, a mass media advertising strategy will be effective. Awareness is a stage where the target audience becomes aware about the availability of products/services before sales. In the awareness stage, slogans and announcements about product availability will be effective. Knowledge is the stage where the potential consumer needs to know the information regarding product performance. The informative and descriptive advertisements concerning products/services are effective in the knowledge stage. Liking is the next stage; after gaining knowledge about the products/services, the potential consumer forms the attitude. In this stage the product is either liked or disliked.



Source: Robert J. Lavidge and Gary A. Steiner model (1961), AMA Chicago

Figure 1.1: Lavidge and Steiner Model for Advertising Adoption Process

In the liking stage, status or glamour appeals and image ads (celebrity endorsement) are effective. Awareness, knowledge and liking are associated with cognitive behaviour where the advertisements provide information and facts on the products/brands. The preference stage is where potential consumers prefer products/services over others available in the market, based on their likeability. The competitive advertisements and persuasive copy are believed to be more relevant in the preference stage. Conviction is when the potential consumers are convinced that products are good to buy before purchase. The testimonials (through celebrities) and retail advertisements are advantageous in this stage. Purchase stage is the action of buying products/services by potential consumers. The point of purchase advertisements is very much significant for this stage. The last stage is confirmation,

which means the act of reminding consumers. The informative advertisements portray why to use the products and reminders about the products.

Lavidge and Steiner Model (1961) explain that competitive advertisements are an example of preference stage which focus mainly on differentiating the brands from competitors. It is associated with affective behaviour where advertisements can change emotions such as feelings and attitudes. Whereas retail advertisements focus on bringing consumers to the stores where brands are available for the purchases which happens in the conviction stage. It is associated with the conative behaviour where the consumer tends to get stimulated. Lavidge and Steiner model (1962) explains that testimonials through celebrities can be used in the conviction stage, as the celebrities seen in the advertisements will be sharing benefits of the brands through the advertisements to convince the consumers to purchase the product.

1.3.2 Elaboration Likelihood Model

The model was developed by Petty and Cacioppo (1980) for comprehending the effectiveness of advertising message types. This model is also considered as one of the successful models for persuasion. The effectiveness of comprehending messages through advertisements could be in two ways, i.e., central route and peripheral route based on the involvement level. Under high and low involvement conditions, there will be variations in the process of persuasion. Message has a greater impact on persuasion under high involvement conditions. The source factors (celebrity endorsement) should not act as simple cues. The peripheral route is linked with the low involvement conditions and the source factors (celebrity endorsement) act as simple approval and denial cues by the target audience. Celebrity endorsement is considered as a peripheral route for consumer attitude formation in the elaboration likelihood model.

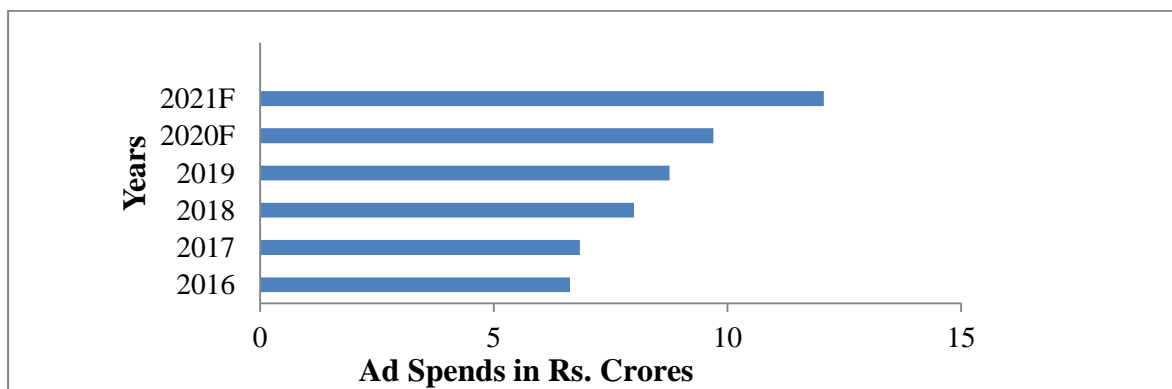
1.3.3 Social Influence Theory

The social influence theory (Kelman, 1956) explains the way consumers get influenced through celebrities. Those are compliance, identification and internalization. When an individual gets influenced by another person or group, then it is considered as compliance. Identification can occur when an individual is trying to

adopt the behaviour of another person or group, as behaviour fulfils the self-defining relationship with a communicator. The consumer gets positively associated with the product/brand to look like a celebrity. Internalization is when an individual accept a belief or behaviour. If the consumer feels that the celebrity is an expert or attractive, then the consumer will purchase the endorsed product.

1.4 ADVERTISING INDUSTRY

The market value of the global advertising industry is US\$647 billion in 2020 (Statista Report, 2020). It is expected to reach US\$875 billion during the forecasted year 2021-2026 with a CAGR (Compound Annual Growth Rate) of 5.2% (Imarc Report, 2020). According to Statista Report (2020), the United States (US) is the leading country recognized for advertising spending on promotional activities. The investment by the US in the advertising industry amounts to US\$ 243 billion for the year 2019. China is the closest competitor with US\$87 billion of advertising spending, while Japan with US\$ 46 billion of investments for the year 2019. It was growing at the rate of 9.4% in 2018 to reach US\$8.76 billion by the end of 2019. Subsequently, it is expected to grow 10.9% to reach US\$ 12.06 billion by the end of 2021. The advertising expenditure in India for the year 2016 to 2022 is shown in figure 1.2.



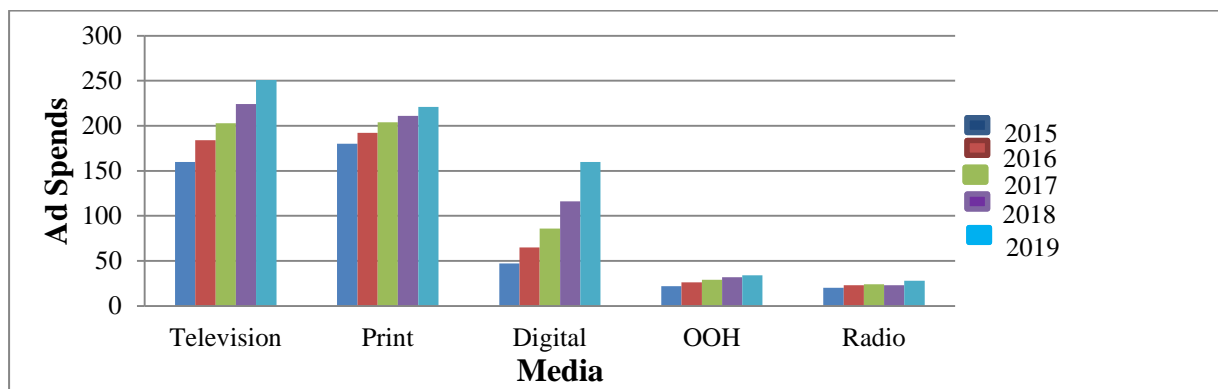
Note: F stands for forecasted

Source: *Dan Report (2019)*

Figure 1.2: Growth of the Indian Advertising Industry

Though the highest spending on advertisements is made by the US, China stands first for revenue generation with US\$ 4841 million through advertising. The US obtained

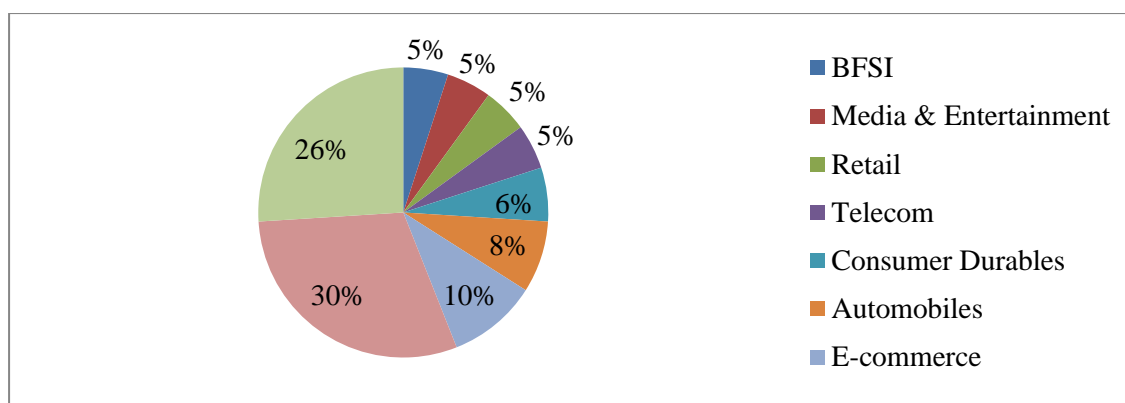
the second position with US\$4304 million. The market size of the Indian media and entertainment industry is shown in figure 1.3.



Source: *Celebrity Brand Valuation Report (2019)*

Figure 1.3: Market Size of Indian Advertising Industry

Even though India spends less compared to these two countries on advertising, it is placed in the third position for revenue generation through advertising globally with US\$ 1358 million. Digital media has a maximum growth of 37.6% in 2019 over the prior years. Television grows at the rate of 12.1%, followed by radio at 6%. OOH (Out of Home) and print has recorded a growth of 5%. Consumers' increasing preference for data consumption is the reason for heavy growth in the media and entertainment industry through digital platforms. Figure 1.4 depicts the advertising spends on different industries for the year 2019.



Source: *Dan Report, 2019*

Figure 1.4: Advertising Spends by Different Industries in India

The total ad expenditure of 2019 consists of 5% on BFSI (Banking, Financial Service and Insurance), media and entertainment, retail and telecom each. The advertisement spends for consumer durables is 6%, automobiles is 8%, e-commerce is 10% and for other industries is 26%. The advertisement spends on FMCG (Fast Moving Consumer Goods) is 30% which is the highest. India's vast share of advertisement expenditure is for FMCG compared to all other industries.

1.5 FAST-MOVING CONSUMER GOODS

FMCG are the products that come under the low-involvement category considered as non-durable with low cost, low profit margins and that will be sold quickly. FMCG are traded in high volumes with low prices because of repeated purchases. FMCG are highly sensitive as the trading of these products depends on the fluctuations in the disposable income of consumers. FMCG is the fourth largest sector in the Indian economy. The vast range of FMCG products (table 1.1) includes personal care, food and beverages as well as health care products.

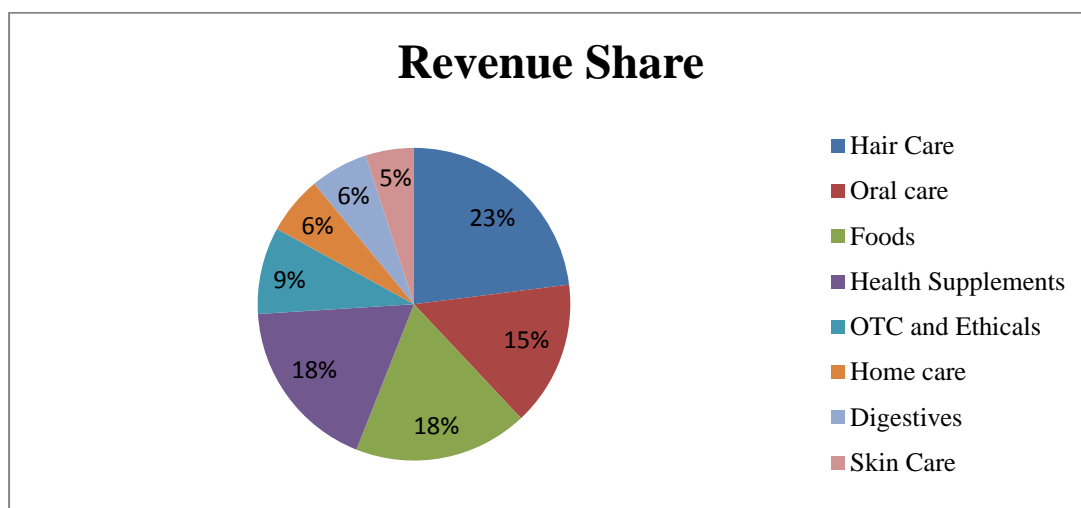
Table 1.1: Product categories of FMCG with market share

Products Segments of FMCG	Product Categories	Market Share
Personal Care	Oral care, hair care, skincare, cosmetics/deodorants, perfumes, feminine hygiene and paper products, Fabric wash, household cleaners	50%
Food and Beverages	Health beverages, staples/cereals, bakery products, snacks, chocolates, ice cream, tea/coffee/soft drinks, processed fruits and vegetables, dairy products and branded flour	19%
Health Care	OTC products and ethicals	31%

Source: IBEF (Indian Brand Equity Foundation), 2018

The FMCG market is considered to be stable in developed countries like the US. The global total revenue of FMCG generated is \$288 million, UK has the highest share of \$87.9 million and India contributed \$46.6 million. India is considered to be most prominent for the growth of the global FMCG market. The market share of the Indian personal care industry is 50% of the Indian FMCG market. Food and beverages acquire 19% and health care has 31% of market share.

Revenues of the FMCG sector in India has reached US\$ 52.75 billion in 2018 and expected to reach US\$ 103.7 billion in 2020 (IBEF, 2018). As there is an increase in the disposable income of consumers, the consumer tends to spend more. The total consumption expenditure of Indian consumers is expected to rise to US\$ 3600 billion by 2020. The celebrities can be seen endorsing all these product categories ensuring the benefits and usage of the products except health care.



Source: IBEF (Indian Brand Equity Foundation), 2018

Figure 1.5: Sector wise Revenue Share of FMCG

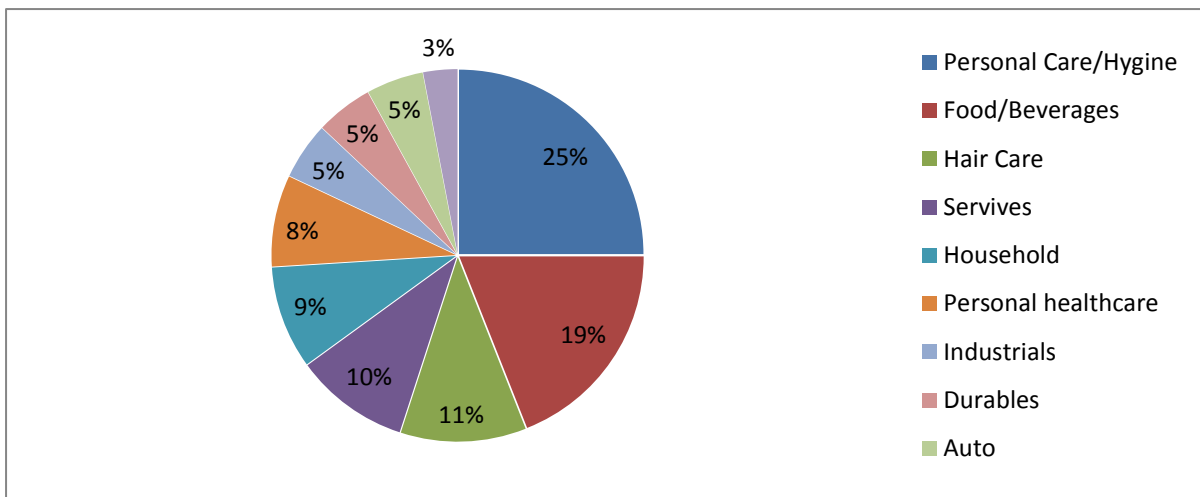
As shown in figure 1.5, the revenue share of hair care is 23% followed by food 18% and health supplements 18%. Revenue share of oral care is 15%, OTC and ethical is 9%, both home care and digestives constitute 6% and skin care is 5%.

1.5.1 Celebrity Endorsement in FMCG Industry

The Celebrity Brand Valuation Report (2019) reveals that the average ratio of endorsing between male and female celebrities for the top 10 sectors is 51:49. Female celebrities are preferred to endorse personal care/hygiene with 68% of the share,

while food and beverages monitor equal share between male and female celebrities. Personal care, jewellery and banking industries prefer female celebrity endorsers. In contrast, few industries like e-commerce, automobiles, real estate and smart phones prefer male celebrity endorsers over female celebrities.

Celebrity endorsement in personal care/hygiene industry has the highest share of 25%, food/beverages are 19%, hair care is 11%, services are 10%, household is 9%, personal healthcare is 8%, industrials are 5%, durables are 5%, auto is 5% and personal accessories is 3%. Figure 1.6 depicts the share of top sectors using celebrity endorsement to promote their brands.



Source: *Celebrity Brand Valuation Report, 2019*

Figure 1.6: Top Sectors of Celebrity Endorsements in India

According to Duff and Phelps (2019), the celebrity endorsement in India has vastly taken over the advertisement industry over the past decades. The number of celebrity-led endorsements has increased from 650 in 2007 to 1660 in 2017 with a CAGR (compound annual growth rate) of 10%. Of which film stars dominate the endorsement industry with 76% share of the Indian endorsement market and 12% is the share of the sportspersons. More than 50% of the advertisements endorsed by celebrities are dominated by personal care/hygiene, food and beverages and hair care products (TAM Media Research Report, 2019).

1.5.2 Hair Care Brands (HCB)

The global hair care market value was US\$ 85.5 billion in 2017 and it is expected to grow by US\$ 102 billion (Statista hair care market Report, 2020). The market value of Indian hair care is US\$ 64.92 million and it is forecasted to increase to US\$ 176.15 million for the year 2018-2023 with a CAGR of 18.1% (Industry Arc Report, 2018). In India, many celebrities are endorsing Hair Care Brands (HCB). It comes under the category of style enhancing products. The forecasted revenue generated by hair care products for 2020 is 23% of total FMCG revenues (IBEF, 2018). It was the highest revenue-generating segment in FMCG product categories for the year 2018. The revenue generated by the hair care industry in India amounts to US\$ 2888.5 million for the year 2021 (Statista hair care market Report, 2021). Top bollywood actors/actresses are endorsing hair care brands (table 1.2).

Table 1.2: Top HCB endorsed by well-known celebrities in India

Celebrity	Brand Name
Anushka Sharma and Virat Kohli	Clear
Kareena Kapoor Khan	Head and Shoulder
Jacqueline Fernandez and Diana Penty	Tresemme
Sonam Kapoor and Aishwarya Rai Bachchan	L'Oreal
Katrina Kaif and Shilpa Shetty	Pantene
Priyanka Chopra	Dabur Vatika
Deepika Padukone	Fiama
Alia Bhatt	Garnier
Baba Ramdev	Patanjali

Source: Article by nettv4u (2020)

Hair care includes five types of products: shampoo, hair colour, hair conditioner, hair styling products and hair oil. Hectic and unhealthy lifestyles, seasonal and climatic factors also no proper care for hair leads to various hair-related problems like hair loss (baldness), dandruff, thinning hair and greying hairs. With increasing hair care issues, the demand for HCB is also increasing rapidly in the Indian hair care market. Hair

colorants have become the lifestyle need for consumers replacing traditional items like shikakai and henna powder.

The HCBs are mainly endorsed by female celebrities with glamorous looks/appearances. Some HCB like Tresseme, L’Oreal and Pantene opted for multiple celebrity endorsements to reach the target audience. However the Patanjali brand, Baba Ramdev is a face for the brand not a user of the product. Indian consumers are expected to demand sophistication and premium ingredients regarding their hair care products as they become more image-conscious (Euromonitor, 2017). The consumers even spread positive word of mouth on celebrity endorsed HCB, thus the brand value is sustained in the market (Celebrity Brand Valuation Report, 2019).

1.5.3 Oral Care Brands (OCB)

The global market size of oral care products is valued at US\$ 40.6 billion in 2016 and is forecasted to reach US\$ 63.48 billion during the year 2016-2023 at a CAGR of 6.6% (Businesswire Report, 2017). The Indian oral care market is estimated at US\$ 2058 million with a CAGR of 8.69% (Market Research Report, 2020). The celebrities are engaged in endorsing popular Oral Care Brands (OCB) in many advertisements. The forecasted revenue generated by OCB for 2020 contributes 15% of the total FMCG revenues (IBEF, 2018). The revenue generated through the oral care market in India amounts to US\$ 1784.3 million in 2021 (Statista Report on Oral Care Market, 2021). The Indian celebrities endorsing Indian OCB are depicted in table 1.3.

Table 1.3: Top OCB endorsed by well-known celebrities in India

Celebrity	Brand Name
Priyanka Chopra	Colgate
Bipasha Basu	Dabur
Baba Ramdev	Patanjali
Akshay Kumar	Ayush
Surya	Close up
Shah Rukh Khan	Pepsodent
Madhuri Dixit	Oral-B

Source: Mintly Report (2020)

The OCB consists of products associated with toothpaste, toothbrush, tooth powder, mouth wash, denture cleansers and antibacterial agents. The celebrity looks and an appearance is the crucial element while endorsing OCB (Celebrity Brand Valuation Report, 2019). The celebrity claiming the different uses and benefits of these OCB promote the brands. Some of the claims made by celebrities are like strong teeth, fresh breath, suitable for sensitive teeth, shiny teeth etc. Consumers trust on celebrities endorsing OCB and gets influenced to form positive attitudes, however in the study it has yet to be proved. The celebrity endorses these OCB as testimonials and claims they are a regular user of the product. Thus consumers considered them to be an expert and knowledgeable about these products. In the case of few brands like Patanjali, the face of the brand is Baba Ramdev. Here the consumer may frame certain perceptions and attitudes not based on uses or benefits of the product but mainly because of the trustworthiness of the celebrity. The relevance of the celebrity with endorsed OCB can influence the consumer to evaluate those brands positively which has to be explored in the study.

1.5.4 Food and Beverages Brands (FBB)

The FBB is one of the crucial sectors in FMCG product categories as it is promising sector for Foreign Direct Investments (IBEF, 2018). The global market size of food and beverages is estimated at US\$ 5943.6 billion in 2019 and is expected to reach US\$7525 billion in 2023 with a CAGR of 6.1% (Prnewswire Report, 2021). The Indian food and beverages market was valued at INR 30 lakh crores in 2019 (Indian Companies Report, 2020). The forecasted revenue generated by FBB for the year 2020 contributes 18% of the total FMCG revenues (IBEF, 2018). The revenue generated by Indian FBB is forecasted to reach US\$ 7623 million in 2021 and is estimated to reach up to US\$ 11305 million by 2025 with a CAGR of 10.35% (Statista Report on Food and Beverages, 2021). FFB consists of health beverages, staples/cereals, bakery products, snacks, chocolates, ice cream, tea/coffee/soft drinks, processed fruits and vegetables, dairy products and branded flour. The top FBB endorsed by well-known celebrities is presented in table 1.4.

Table 1.4: Top FBB endorsed by well-known celebrities in India

Celebrity	Brand Name
Disha Patani	Nestle
Abir	Britannia
Priyanka Chopra	Parle
Shraddha Kapur	Lipton
Ranveer Singh	Chings
Baba Ramdev	Patanjali
Tamannah	Dabur

Source: Celebrity Brand Valuation Report (2019)

The celebrity seen endorsing FBB is found to be health-conscious in advertisements. The health consciousness of the celebrity endorsing these FBB persuades the consumer to lead the same lifestyle as the celebrity. The consumer may cognitively frame a specific, meaningful link between the FBB and the celebrity endorsing it, further influencing consumer to follow the footpath of celebrity. As in certain situations, the consumer considers celebrity as their role model. Celebrity endorsement is the most prominent strategy for FBB has to be explored in the present study.

1.5.5 Celebrity Endorsement in India

According to Celebrity Brand Valuation Report (2019), celebrities are engaged by an advertiser based on two basic models, namely, fixed fee and term engagement model or one-time engagement model. In the fixed fee and term engagement model, the celebrities will be signed to associate themselves for a specified term, one or two years for a fixed fee paid by advertisers. Initially, the advertiser pays a certain amount to celebrities as a signing amount, and the remaining balance is paid after completing specified activities. This kind of agreement also includes a royalty component for celebrities. The celebrities build long term associations with the endorsed brand as “brand ambassadors”. In some situations, celebrity owns the intellectual property as a part of endorsements and operates as a partner in the profit-sharing model.

One time engagement model is another way practised by advertisers to engage celebrities. In this model, the celebrities are signed to appear one time for a specified event. This includes a single photo/video advertisements shoot or an attendance for certain events sponsored by few brands. The celebrity may also be used as an acting talent by advertisers for specified advertisements. The rates of celebrities endorsing such kinds of endorsements are on a per-day basis.

Apart from these two models, the celebrity occupied other elements of engagement. This includes “in-kind” payment. The advertisers supply products of their brands free of cost for a specified period. Advertisers ask celebrities to promote these brands by wearing them in their public appearances to enhance the product’s appeal. Mainly fashion brands, luxury brands, and brands related to enhancing the looks of the consumer prefer “in-kind” payment model. As a part of the engagement, celebrities are offered insurance coverage for their injuries during the shoot by advertisers.

In India, there are various celebrities engaged in endorsing the brands of FMCG categories. Some are Amitabh Bachchan for Dabur and Boroplus, Sharukh for Emami, Kareena for Lakme, Head and Shoulders, Lux, Katrina for Veet, Pantene, Slice and so on. The celebrities endorsing these brands are paid INR crores for endorsements by companies. According to Economic Times (2010), the celebrity featuring advertisements share was higher than celebrity not featuring advertisements for certain FMCG brands such as Boost, Pantene, Slice, Lux and Pepsi. So there is a need to explore the linkage between celebrity endorsements and consumer behaviour. The celebrity is considered to be a source of information while purchasing by consumers. The credible sources of celebrities could be sensed while endorsing the FMCG brands, which further persuade consumers. The later part of the chapter discusses the celebrity source credibility in detail.

1.6 CELEBRITY SOURCE CREDIBILITY

The celebrity endorsement literature has a rich history of 45 years, and also the research in celebrity credibility is interdisciplinary which drastically influences the research beyond the business context (Halder et al. 2021). There are various information sources by which the consumer frames specific pre accomplished thoughts about the products/services available in the market. It might be through their

peer group members, family and friends, experts in the field or through a spokesperson. Celebrity endorsement is one of the well-accepted information sources for buying products/services.

According to Ohanian (1990), there are three credible sources of celebrity: trustworthiness, expertise and attractiveness. Trustworthiness is where a celebrity's honesty, integrity and faith in the product while endorsing it could be seen. So, the consumer tends to believe that the product endorsed by a celebrity is one of the best products available in the market. Expertise is another credible source which means the celebrity is an expert who is knowledgeable about the products they are endorsing. This influences a consumer to assume that the celebrity knows every detail about the product being endorsed.

The last credible source is attractiveness; here, the looks/appearances of celebrities in promoting the products are judged by consumers. The consumer can perceive that the celebrity seen in advertisements is attractive. So, using the products endorsed by them can make a consumer feel as attractive as a celebrity. These three sources determine the credibility of the information provided by them while promoting the products. To be specific, the celebrity is supposed to be the spokesperson of the products endorsed. The consumer believes that the celebrity is pretty much aware of the uses and benefits of the products being endorsed. The consumer perceives celebrities as a known face of the brands they endorse. That further influence consumer to choose the best products available in the marketplace.

The FMCG is considered as low-involvement products where there will be less financial risk involved (Bressoud, 2013). Celebrity endorsement stood as the most prominent approach in promoting FMCG brands. The nature of buying process adopted by consumers in FMCG products is treated to be impulsive. The consumer would prefer the FMCG brands endorsed by their favourite celebrities. For impulsive purchases celebrity persuades the consumers buying behaviour (Petty and Cacioppo, 1984). This usually happens mainly because of the credibility of the information provided by the celebrity while promoting the FMCG brand. The consumer trusts the celebrity or expects that the celebrity is knowledgeable as an expert, else looks very attractive in the advertisements. Any one of these three credibility attributes must

have played a crucial role in the consumer buying process. The next part of the chapter discusses the celebrity similarity or relevance with the brand, which is measured by the degree of fit between celebrity attributes and product/brand attributes.

1.7 CELEBRITY MATCH UP

According to Kamins (1994), the determinants of match up are the degree of perceived fit between the brand (style enhancing products) and the celebrity image (actor/actress). For any effective advertisements, the messages or information conveyed by celebrity must be harmonizing with the products/brand message and the celebrity image. The fit between celebrity and the brand can be assumed in several ways, such as relevance, congruity and similarity. The consumer trusts the celebrity endorsing as well as the brand endorsed by them. Then there will be a high possibility of consumers building positive attitudes towards the brand. The rapport between celebrities and brands are reflected in advertisements if there are more similarities between the celebrity endorsing and the brand attributes. The product category also plays a vital role in assuming congruency. The attractive celebrities could endorse the attractiveness related products more effectively. This persuades a consumer to believe that the usage of products/services might make them as attractive as celebrities. Celebrities who excel in their field of work can promote the well-established brand in the market effectively. Consumer relates these attributes of celebrity and brands while making their choice. Celebrity trust is an integrated part of celebrity match up and also cognitive factor that can influence consumers to perceive brand trust in the endorsement process (Dwivedi et al. 2015). Consumer believes the celebrity endorsing product/brands further influences them to build brand trust.

Another component of match up is celebrity reputation which is cognitively linked with the brand reputation (Zakari et. al. 2016). They are highly reputed in their field, making consumers perceive that the brand endorsed by them will also be highly reputed. The match between gender of celebrity and products also plays a significant role in few products, especially style enhancing products. Female celebrities are preferred for hair care products with long hair. Male celebrities have been seen promoting shaving blades (Celebrity Brand Valuation Report 2019).

In FMCG product categories, the meaningful link between the product/brand with celebrity appearances in the advertisements may influence the consumer to frame pre-assumed attitudes which has to be explored in the study. The consumer perceives fit between FMCG products/brand attributes with celebrity attributes. The FMCG product/brand attributes are brand name, identity, trust and integrity. Celebrity attributes are image, success and attractiveness. So, when these attributes are correlated together, then they form a fit between celebrity endorser and the brand which can further influence consumer buying behaviour. The perceived fit between celebrity and product/brand is also addressed as the cognitive link/congruity in few studies. The present study intends to investigate the effect of celebrity perceived fit on consumer attitude formation.

1.8 CELEBRITY APPEAL

The meaning of the transfer model developed by McCracken (1989) illustrates the endorsement process in three stages: culture, endorsement, and consumption. In the celebrity endorsement process, the celebrity transfers some meaning to the product/brand being endorsed. It mainly consists of cultural context. The celebrities acquire certain symbolic appearances like status, gender, class, personality, age and lifestyle. This symbolic appeal of celebrity gets transferred to the products/brands during the celebrity endorsement process. Through the consumption of these products/brands, consumers feel delighted. The role/context of celebrity endorser can be termed as an expert, spokesperson or an aspiration figure without knowing the products endorsed by them.

The fame of celebrities endorsing products/brands facilitates the development of brand identity (fame, name) in the market (Piehler et. al. 2021). Celebrity's fan following improves the value of brands and thereby increases sales for endorsed products/brands in the market. The likability of the consumer towards celebrity endorsing products/brands influences the consumer to like the brands endorsed by them (Fleck et. al. 2012). Celebrity public image is another symbolic appeal of the celebrity, which is transferred to product/brand to create its image in the consumer's minds (Chan et. al. 2013). They are also considered as a role model by the consumer in few situations. When this meaning is transferred to the brand endorsed by

celebrities, it benefits the brand to be the ultimate choice for the consumer. In all the celebrities' symbolic appeal, the products/brands benefit positively and create their spot in the markets. The symbolic appeal of the celebrity endorsement process helps marketers to generate brand positioning in the market. The consumer also judges product performance through celebrity appearances in advertisements.

The celebrity endorses the brands in different ways are explicit, implicit, imperative and co-presentation (McCracken, 1989). The explicit way to endorse is the appearance of celebrity while promoting the FMCG products/brands in the advertisements. The implicit way of endorsing the FMCG products/brands is to claim that celebrities use the products being endorsed by them in the advertisements. The imperative way of endorsing FMCG products/brands is to recommend the consumer use the products endorsed by them in the advertisements. The co-presentational mode of endorsing FMCG products/brands merely appears with the products being endorsed without any strong messages being passed in the advertisements. In all four ways of celebrity endorsement, the celebrity transfers some symbolic properties to the FMCG products/brands; thus, it can influence the consumer buying process.

1.9 CONSUMER PRODUCT EVALUATION (CPE)

The consumer product evaluation (CPE) is undertaken when the consumer, among various available alternatives, choose certain products based on the information sources such as advertisements where the product features are described. From the consumer perspective, the products are evaluated based on consumer satisfaction/dissatisfaction through product performance, country of origin, consumer ethnocentrism, and product quality.

Zeithaml (1988) developed a means-end model where consumer perception is considered as the product assessment criterion for consumers. The consumer measures product quality through the performance of the product. Product value is the cost associated while purchasing the product by the consumer. Risk is uncertainty associated with the product. The consumer frame certain opinions and beliefs about products/brands based on the celebrity who is endorsing it.

For FMCG product categories, the consumer evaluates the celebrity-endorsed products/brands based on a specific criterion. FMCG lies under the low involvement

product category (Erdogan, 1999); the consumer gets influenced by the peripheral cue (celebrity endorsement) more than the central cue (product-centric like purchase convenience ordering time and after-sales service). The risk associated with FMCG product categories is more likely to be psychological/social risk (Biswas et. al. 2006), not financial and performance risk. Consumer psychological/social risk could be building an acceptable image in society, getting social approval, creating a good impression among people and acceptance by the peer group. These risks are reduced up to a certain extent by consuming celebrity-endorsed FMCG products/brands.

The perceived value consists of two components, perceived quality and price (Zeithmal, 1988). Consumer perceives the value of the celebrity-endorsed products/brands based on these two factors. The consumer accepts the celebrity-endorsed FMCG brands as a good value for money. The quality of celebrity-endorsed FMCG brands is positively evaluated as well designed and fulfils the consumer's requirements. These assumptions bring confidence in the consumer that they have been paid back well for the amount spent on celebrity-endorsed FMCG brands/products. FMCG products/brands are evaluated based on hedonic, social, affective benefits more than aesthetics and functional benefits. The study intends to explore whether by using celebrity-endorsed FMCG products/brands, the consumer feels good, delighted, excited, relaxed, and fun and pleasure are sensed by consumers (Voss et. al, 2003).

1.10 NEED FOR THE STUDY

As per the Economic Times Report (2016), celebrities are considered more persuasive in Indian advertisements than United States (US). The report further highlights that in the US about 20% of advertisements consist of celebrities, but in the case of India it is 50%. Celebrity endorsement has to be explored in emerging markets like India (Knoll and Mathens, 2017) due to the huge investment made by marketers on celebrity endorsements. Moreover the study of Paul and Bhakar (2018) confirmed that there are no expected benefits generated by spending huge money on celebrity image congruence in developing countries like India. Schouten et al. (2020) investigated the advertising effectiveness process using the social media influencer endorsers over celebrity endorsers and the result showed that compared to celebrity endorsers, the

social media influencer endorser could bring the added value in terms of credibility, similarity and identification process. According to Munasinghe et al. (2019), celebrity expertise has less influence on consumer perception of hair care products. Hence, different researchers arrived with different results on the influence of celebrity endorsement on consumer perceptions. Further there is a need to explore the influence of celebrity endorsement process on consumers in evaluating the brands/products, thus framing attitudes towards brands.

As per Schimmelpfennig and Hung (2019) the effect of celebrity endorsement must be studied considering celebrity source credibility, celebrity match up and celebrity meaning of transfer. Consequently, celebrity matching with the products leading to attitude formation and celebrities appealing with the products leading to attitude formation are also areas to be explored in detail. According to study conducted by Roy (2013) and Khatri (2006) the consumer tend to believe that celebrities endorsing brands just for the sake of money. So, there is a need to explore the impact of the celebrity endorsement process on Indian consumers while evaluating products and forming attitudes.

The study has attempts to contribute theoretically by framing an association among the celebrity endorsement, consumer product evaluation and attitude formation. The study is also useful for the companies in designing promotion strategies in the most effective way and also for the customers to decide on their purchases while spending on the FMCG brands. Thus it will be beneficial for the society if large number of customers make right decisions on their spending by the study.

1.11 STATEMENT OF THE PROBLEM

Initially, celebrity endorsement is considered to have a favourable influence on consumer behaviour. However, later many authors identified the risks associated with the celebrity endorsement directly impacting consumer beliefs and attitudes (Erdogan, 1999; Khatri, 2006; Erfgen et al., 2015). Celebrity endorsements influence the consumers to frame an attitude, belief and opinion on the objects, but not directly influence the purchase intentions where the expert endorsement can lead to consumer purchase intentions (Biswas et al., 2006). Later it was confirmed in the study of Muda et al. (2017) that instead of being very expensive in terms of money, celebrities

have an intangible effect on consumer attitudes and behaviour. Proctor and Kitchen (2019) examined the cost effectiveness of celebrity endorsements and also justified that many companies has abandoned their use of celebrity endorsers.

As celebrities have the advantage of public recognition for their immense achievement in a particular field, they grab the target audience's attention. In India, celebrities are admired, so most of the brands adopt celebrity endorsement strategies and companies make huge investments (Celebrity Brand Valuation Report, 2019). Even non-celebrity spokesperson can also generate favourable attitudes and purchase intentions (Gaied et al., 2010). Hence, this is the problem has to be addressed in the study by exploring the effect of celebrity endorsement process on the consumer product evaluation leading to attitude formation in detail.

The product can be evaluated on the basis of effect of country of origin (Bilkey and Nes, 1982), consumer ethnocentrism (Siamagka and Balabanis, 2015), quality of the product based on the processing and perish ability based on the nature of the product (fresh meat) etc.. The effect of product performance on customer satisfaction/dissatisfaction (Giese and Cote, 2000) is also considered as a part of product evaluation. Zeithmal (1988) developed the means-end model relating to consumer perception as the measure of product assessment for consumer purchase behaviour. Lai (1995) also proposed customer value for consumer market model for evaluation. Different studies considered different perspectives for assessing the product evaluation. Hence it is considered as multidimensional.

1.12 RESEARCH QUESTIONS

Research questions are an outcome of the background of the study and the current situations about the study along with thorough literature review. These questions have to be proved with empirical facts in the study. Research questions are based on the detailed literature review and pre identified research gaps. The research questions for the study are:

1. Is there any influence of celebrity credibility attributes on the dimensions of consumer product evaluation?
2. What is the impact of perceived fit between celebrity and products/brands on the dimensions of consumer product evaluation?

3. What is the role of the symbolic appeal of celebrities on the dimensions of consumer product evaluation?
4. What is the effect of each dimension of consumer product evaluation on the consumer attitude formation?

1.13 RESEARCH OBJECTIVES

Research objectives are defined goals formed through research questions and ensures the accomplishment of these objectives to complete the study. The research objectives are:

1. To determine the influence of each celebrity credibility attribute on each dimension of consumer product evaluation.
2. To identify the influence of perceived fit between celebrity and products/brands on each dimension of consumer product evaluation.
3. To assess the influence of the symbolic appeal of celebrities on each of the dimensions of consumer product evaluation.
4. To find out the effect of each dimension of consumer product evaluation on consumer attitude formation.
5. To develop the model for celebrity endorsement influencing consumer product evaluation in attitude formation.

1.14 SIGNIFICANCE OF THE STUDY

Companies make a considerable investment in celebrity endorsement because Indian consumers get persuaded by celebrities more than other western countries. The present study tries to provide some meaningful insights for companies in selecting the celebrity for the specific endorsements by studying the impact of celebrity credibility, perceived fit and the symbolic appeal of celebrities on consumer perceptions leading to form attitudes towards brands. The proposed model can also help companies to analyze the impact of the celebrity endorsement strategy on consumer perceptions and attitudes towards the brands. The significant impact of celebrity endorsement attributes (credibility of celebrity, perceived fit and symbolic appeal) on consumer perceptions and brand attitudes has to be explored. So that companies can design the celebrity endorsement strategy accordingly.

1.15 SCOPE OF THE STUDY

The utilization of celebrities in marketing communication activities could be in many ways may be as spokesperson, an actor, endorsement, ambassador and even as a testimonial. The present study consists of all the activities to evaluate the impact of celebrity endorsement on consumer product evaluation and attitude formation.

Different studies considered different perspectives for assessing the product evaluation. The effect of country of origin (Bilkey and Nes, 1982), consumer ethnocentrism (Siamagka and Balabanis, 2015), quality of the product based on the processing and perish ability based on the nature of the product (fresh meat) etc. was used for evaluating products. The effect of product performance on customer satisfaction/dissatisfaction (Giese and Cote, 2000) is also considered as a part of product evaluation.

Zeithmal (1988) developed the means-end model relating to consumer perception as the measure of product assessment for consumer purchase behaviour. Based on a few studies (Zeithmal 1988; Lai, 1995), the proposed study considers consumer perception as an essential predictor of consumer product evaluation.

Perception is a process by which an individual selects, organizes and interprets sensation into a meaningful whole (Hanna and Wozniak, 2013).

Hence, the study intends to explore model developed by Zeithmal (1988) and Lai (1995), considering consumer perception as a component of consumer product evaluation while evaluating the celebrity endorsed products/brands further leading to attitude formation. Consumer perception is measured through perceived risk, perceived value and perceived benefit. The study also focuses on the celebrity endorsement of select product categories, like hair care brands, oral care brands and food and beverages brands in the Indian FMCG (Fast Moving Consumer Goods) sector. The product categories are selected based on their market share and revenue.

1.16 OUTLINE OF THE STUDY

The thesis is summarised as:

Current Chapter corresponds to the introduction of the study, including background, brief on the advertising industry and complete description of the FMCG industry. The

chapter also covers major aspects related to the celebrity endorsement process and consumer product evaluation. The chapter describes research questions, research objectives, need for the study, statement of the problem, significance of the study and scope of the study. The concluding part of chapter one is an outline of the thesis.

Chapter two give details on the literature review performed for the study. Important and existing literature was reviewed to get insights on all the study constructs in the chapter. The chapter presents widespread literature of different theoretical models and the theoretical background of the study. The chapter comprises research gaps identified, conceptual framework, operational definition of the variables, hypotheses developed for the study and mapping of research objectives with research hypotheses. The thematically based review of well-known studies and literature map is also provided for the present study.

Chapter three explains the research methodology adopted for the accomplishment of research objectives. The chapter details the research approach, research methods, research design, sources of data available to the researcher and the research strategy adopted. The chapter also provides information regarding the research instrument development, measurement scales, sampling technique adopted in the study and pilot study results. The chapter ends by introducing the different statistical tools used for data analysis.

Chapter four contain the techniques and procedures adapted to prove the hypotheses proposed in the study. The study furthermore provides a clear interpretation of the analysis results. Hypotheses testing were done with the help of SEM (Structural Equation Modeling) with an aid of SPSS-AMOS.

Chapter five concludes the study with findings and implications. The chapter includes significant findings of research and study implications. In addition, the chapter explains the limitations of the research and recommendation.

CHAPTER 2

LITERATURE REVIEW

CHAPTER 2

LITERATURE REVIEW

2.1 CHAPTER OVERVIEW

In the prior chapter detailed discussion on the introduction of the study. This chapter comprises a complete review of concepts, applications as well as development of celebrity endorsement process models and theories with the purpose of identifying possible factors for developing the prominent theoretical model for the effectiveness of celebrity endorsement process. Section 2.2 provides the introduction on celebrity endorsement. The chapter summarises different theoretical models of celebrity source credibility derived from earlier research studies in section 2.3. Section 2.4 details on the dimensions of celebrity credible sources considered for the study. Celebrity matchup is discussed in section 2.5 and celebrity meaning of transfer is explained in section 2.6. Consumer product evaluation and its attributes are presented in section 2.7. Attitude towards a brand is elucidated in section 2.8 and purchase intention is explained in section 2.9. Consequently, research gaps were recognised and prescribed in section 2.10. Thematically based review of literature is performed in section 2.11. Conceptual framework for the present study is derived in section 2.12. Hypotheses are concluded in section 2.13. Section 2.14 details the operational definition for the study variables.

2.2 INTRODUCTION

Various studies in the past explored the area of celebrity endorsement on consumer attitudes and purchase intentions. The prior research studies developed different theoretical models from marketing communication through the utilisation of celebrity endorsements. The detailed literature on each dimensions of celebrity endorsement, consumer product evaluation attributes and consumer attitudes are performed.

2.2.1 Celebrity Endorsement

According to Kotler et al. (2007), celebrity endorsement is a communication channel where the fame and personality of a celebrity are used for promoting the brand. Celebrities can take the role of spokesperson, endorsement, actor and testimonial

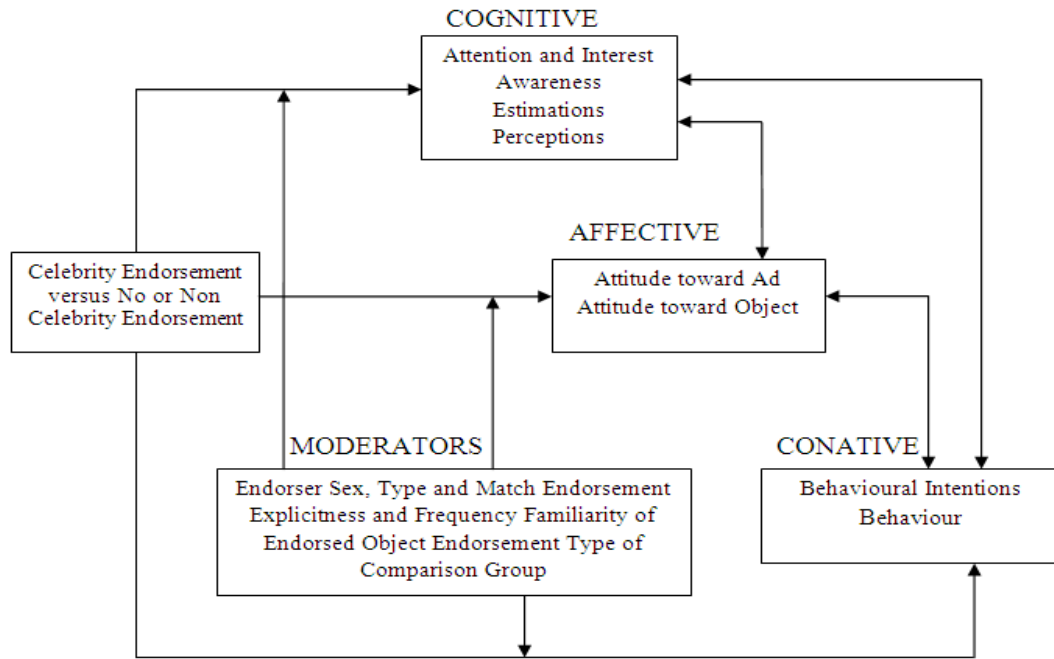
(Erdogan, 1999). Celebrities are found promoting the products/brands and political campaigns (Knoll and Mathens, 2017).

Many researchers defined celebrity endorsers in different contexts in their study. A celebrity is a person whose name can attract public attention, ignite public interest and create individual values from the public (Kotler et. al. 2007). In the words of Stafford et al. (2003), celebrity endorser is “a famous person who uses public recognition to recommend or co-present with a product in an ad”.

However, different researchers addressed celebrities in several ways in the past. Celebrity refers to an individual known to the public, such as actors, sports figures, entertainers and others, for their achievements in their respective areas other than the product endorsed by them (Friedman et. al. 1979). McCracken (1989) defined a celebrity endorser as “any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement”. Kamins (1990) defined a celebrity endorser as “an individual known to the public for his or her achievements in areas other than that of the product endorsed”.

2.2.2 Celebrity Endorsement Effectiveness Model

Knoll and Matthes (2017) proposed the celebrity endorsement effectiveness model adapted from the hierarchy of comparative advertising effects model developed by Grewal et al. (1997). The model depicts the effect of celebrity endorsements and non-celebrity endorsements on consumer behavioural intentions. The effects are derived as cognitive effects, affective effects and conative effects. The celebrity endorsement influences the consumer's attention and interest, awareness, estimations and perceptions; these are considered cognitive effects. Similarly, celebrity endorsement influences the celebrity attitude towards ad and object/brand; these are believed to be affective effects. Likewise, the celebrity endorsement influences the consumer behavioural intentions; these are deemed to be conative effects. The model also considered endorser sex, type and match endorsement explicitness to have moderating effect on the effect of celebrity endorsements effectiveness.



Source: *Celebrity Endorsement Effectiveness Model* by Knoll and Matthes (2017)

Figure 2.1: Celebrity Endorsement Effectiveness Model

The model also portrays the interrelated influences on cognitive, affective and conative effects while analysing the celebrity endorsement effectiveness.

2.2.3. Celebrity Endorsement Process

There are three processes for explaining endorser effects: source credibility, affect transfer, and image congruence (Hung and Chan, 2011; Muda et al., 2017). The current literature also focuses on the three processes: source credibility, the meaning of transfer and match up. The Source credibility model (Ohanian, 1990) emphasises the impact of trustworthiness, expertise, and celebrity attractiveness on consumer attitudes and purchase intentions. Meaning of transfer model (McCraen, 1989) states the transfer of cultural values through celebrity to the product, then finally the consumer association with the brand/product. Match up model (Kamins, 1994) enumerates the cognitive link/ congruence between celebrity attributes and the brand/product attributes. The detailed literature on each process is included in the study.

2.3 CELEBRITY SOURCE CREDIBILITY MODELS

There are several models of source credibility developed by different researchers in the past. Table 2.1 shows the details about the models with dimensions of celebrity credibility considered by different authors.

Table 2.1: Celebrity Source Credibility Models

Models	Author(s) (Year)	Dimensions
Source Credibility Model	Hovland (1953), Ohanian (1990)	Trustworthiness and expertise
Source Attractiveness Model	McGuire (1985)	Similarity, familiarity and likability
Tri Component Model	Ohanian (1990)	Trustworthiness, expertise and attractiveness
TEARS Model	Shimp (2003)	Trustworthiness, expertise, attractiveness, respect and similarity
PATER Model	Gupta et al. (2017)	Popularity, attractiveness, trustworthiness, expertise and relevance

Source: Literature Review

Different authors developed source credibility models considering different credibility factors which are explained in detail in the further section of the chapter.

2.3.1 Source Credibility Model

Hovland et al. (1953) developed a source credibility model to understand the influence of trustworthiness and expertise on consumer behaviour. The model consists of trustworthiness and expertise as the outcome of the message received from sources (the endorser). Information from a credible source (e.g. celebrity) can influence beliefs, opinions, attitudes and behaviour through internalisation. The advertisers select celebrities who can be perceived as honest, believable and dependable by the

consumers. Trustworthiness refers to the honesty, integrity and believability of an endorser. Expertise refers to the knowledge, experience or skill possessed by an endorser. According to the model, source credibility is an important factor influencing consumer attitudes.

2.3.2 Source Attractiveness Model

McGuire (1985) developed the source attractiveness model to know the influence of attractiveness on consumer behaviour. The model includes similarity, familiarity and likability. The similarity is defined as a supposed resemblance between the source and the receiver of the message. Familiarity refers to knowledge of the source through exposure and likability as affection for the source due to the source's physical appearance and behaviour. The model revealed that the impact of the physical appeal of celebrities could also influence the beliefs and attitudes. The process of identification can be determined through the physical attractiveness of the communicator. The information from an attractive source is accepted as a result of the desire to identify such endorsers. The physical attractiveness of a celebrity also includes skills and lifestyle along with physical appearance.

2.3.3 Tri Component Model

Ohanian (1990) developed the scales to measure the sources like trustworthiness, expertise and attractiveness; it is called a tri component model of source credibility. The model used source credibility (Hovland et al., 1953) and the source attractiveness model (McGuire, 1985) to construct the measurement scales. The study results revealed that expertise is one of the critical determinants of consumer attitude formation and purchase intention.

2.3.4 TEARS Model

Shimp (2003) suggests that celebrity effectiveness must be assessed against five attributes: trustworthiness, expertise, attractiveness, respect, and similarity. Trustworthiness refers to honesty, integrity and believability. It reflects the extent to which the audience trusts and believes what celebrities portray regarding the advertised brand. Expertise refers to the knowledge, experience, skills of the endorser

regarding the advertised brand. An endorser is considered an expert when he/she endorses products related to the area that made him/her famous. Attractiveness refers to physical look, personality, lifestyle etc. Respect denotes the quality of being admired due to the endorser's overall accomplishments. Similarity represents the extent to which an endorser matches the target audience's characteristics (sex, age, lifestyle, etc.).

2.3.5 PATER Model

PATER model is a five-dimensional celebrity endorsement model developed by Gupta et al. (2017) with validated scales for measurement. The two dimensions i.e. popularity and relevance have been added to the existing dimensions proposed by the Ohanian tri component model (1990). Popularity is determined by the celebrity fan following, performance, non-controversial image and also consumers consider celebrities as role models. Relevance is determined through celebrity association with the product/brand and how the celebrities transfer meanings to the product/brand.

2.4 DIMENSIONS OF CELEBRITY SOURCE CREDIBILITY

The thorough literature review on source credibility revealed that most of the scales developed and validated for measuring celebrity credibility are through constructs: trustworthiness, expertise and celebrity attractiveness. Most of the studies incorporated the Ohanian tri component model to measure celebrity source credibility as the base. In the study of Gupta et al. (2017), the scales were developed to measure the dimensions of source credibility by adding popularity and relevance as the dimensions to the existing Ohanian tri component model.

Shimp (2008) study revealed and identified various other attributes of celebrity source credibility including respect, similarity. The other attributes of celebrities are liking, personality, image, fame, familiarity (Gupta et al., 2017). The present study attempts to combine the findings of these studies along with the contribution of Ohanian (1990) to examine the influence of celebrity credibility. Trustworthiness includes consumer respect towards celebrity (Shimp, 2008); endorser believability, honesty and integrity (Erdogan, 1999). Expertise includes the skills/knowledge, experience and relevance of the celebrity about the product/brand (Ohanian, 1990; Gupta et al.,

2017). Also, attractiveness includes similarity, familiarity and liking (Ohanian, 1990; McGuire, 1985).

Based on the literature reviewed on source credibility and the models developed by different authors, the present study has identified the attributes of source credibility. Different authors develop different models, the models converge on sources like trustworthiness, expertise and attractiveness proposed by Ohanian (1990), so these are considered the core sources. Pornpitakpan (2003) validated the Ohanian scales using the exact dimensions. The tri component model of source credibility proposed by Ohanian (1990) consists of validated measurement scales for trustworthiness, expertise and attractiveness. The celebrity source credibility is an essential determinant of consumer product evaluation and attitude formation. Thus, the items used for measuring source credibility have been derived from the findings of previous research.

2.4.1 Celebrity Trustworthiness

Erdogan (1999) defines trustworthiness as “the consumer perception of the endorser’s honesty, integrity and believability”. Trustworthiness is one of the critical determinants of an endorser’s credibility (Friedman et. al. 1979). Ohanian (1990) defined trustworthiness as “the listener’s degree of confidence in, and level of acceptance of, the speaker and the message”. Communicator trustworthiness is one of the essential constructs in attitude formation. When a communicator is highly trustworthy, an opinionated message through communicator is more effective in attitude formation.

In an experimentation study performed by Gaied and Rached (2010) the results indicated that non celebrity spokesperson found to be more influential on consumer attitudes compared to celebrity spokesperson. In the study of Goldsmith et al. (2000) it was evident that the endorser trustworthiness plays an important role in consumer reactions on advertisements as well as brands. In the study of Gupta et al. (2015), it was proved that trustworthiness is having a significant positive impact on consumer advertisement perception in India. The findings of the study performed by Frimpong

et al. (2019) revealed that celebrity trustworthiness has a positive influence on consumer perceived quality and purchase intentions.

In the study of Wang et. al. (2018) it was proved that among the source credibility components only celebrity trustworthiness was important for low involvement consumers to enhance the brand credibility. Ha and Lam (2017) studied the influence of celebrity trustworthiness on the attitude towards advertisements as well as attitude towards brand. Further it was confirmed in the study that celebrity trustworthiness was found to be more influential on attitude towards brand compared to attitude towards advertisements. According to Tzoumaka (2016), the trustworthiness of sports celebrities is the only credibility factor influencing purchase intentions. Sertoglu et al. (2014) proved celebrity trustworthiness positively influences purchase intentions in Turkey. Ohanian (1990) study mentioned that trustworthiness does not influence consumers' purchase intentions but persuades consumers in attitude formation.

2.4.2 Celebrity Expertise

Expertise is defined as “the extent to which a communicator is perceived to be a source of valid assertions about the object”. It refers to knowledge, skill or experience possessed by an endorser (Erdogan, 1999). The expertise does not depend on whether the endorser is an expert or not, but it depends on the target audience's perception (Hovland et al., 1953; Ohanian, 1990). Expert celebrities can influence the attitudes towards the brand (Ohanion, 1990). In a conceptual study of Erdogan (1999) also mentioned that the quality and benefits of the product get influenced by expert sources. The consumer tends to perceive the benefits of the product through endorsers. As per the study performed by Rossiter and Smidts (2012) on print advertising through celebrity endorsers, expertise is considered an essential determinant of product evaluation because the celebrity is perceived as the user of the products. The study further concluded that celebrity expertise positively influences product evaluation. Biswas et al., (2006) studied the influence of expert endorsements and celebrity endorsements on risk perceptions of consumer durables and non-durables. Further study confirmed that the consumer perceived risk for durables is reduced through expert endorsements and celebrity endorsements reduces the consumer perceived risk related to non-durables.

Bhatt et. al. (2013) confirmed that celebrity expertise had a significant impact on consumer brand attitudes whereas celebrity attractiveness has no influence on consumer brand attitudes. Roy et. al. (2015) studied the influence of sports celebrity and movie celebrity expertise in their field of work on consumer attitude towards advertisements, attitude towards brand and purchase intention. The results of the study prove that expertise attributes of both movie celebrities and sports celebrities positively influence the attitude towards brand and purchase intentions but there was no influence on attitude towards advertisements. Eisend and Langner (2010) study concluded that there is a positive influence of celebrity expertise on attitudes towards the brand. Bergkvist et. al. (2016) studied the impact of celebrity expertise on attitude towards brand for personal care products through advertisement campaigns and concluded the positive influence of celebrity expertise on attitudes towards the brand.

2.4.3 Celebrity Attractiveness

The attractiveness of the endorser is considered to be one of the essential sources of changing beliefs and influencing attitudes of individuals. Physical attractiveness is an important cue in an individual's initial judgment of another person (Joseph 1982; Kahle and Homer, 1985). Patzer (1985) concluded that "physical attractiveness is an informational cue; involves effects that are subtle, pervasive and inescapable; produces a definite pattern of verifiable differences, and transcends culture in its effects."

Joseph (1982) revealed the experimental evidence in advertising regarding physically attractive communicator's impact on opinion change and product evaluation. The physically attractive communicator will have a positive impact on products as well as attitudes. According to Kamins (1990) only physical attractiveness enhances the product/brand and advertisements based evaluations in the celebrity endorsement process. The attractiveness does not refer only to physical attractiveness but also to the attributes like intellectual skills, personality properties, lifestyle or athletic power that consumers consider in an endorser (Erdogan, 1999).

In the conceptual study undertaken by Erdogan(1999) it was mentioned that a physically attractive communicator will positively impact product/brand image and consumer attitudes. Attractiveness has a significant influence on attitudes towards

products but no influence on the behavioural intentions of consumers for low involvement conditions (Petty and Cacioppo, 1986). The attractiveness of a celebrity is considered one of the essential sources in the endorsement process. Few researchers revealed that attractive celebrities could promote any product (Erdogan, 1999; Petty and Cacioppo 1986). The attractiveness of a celebrity is considered one of the crucial sources in the endorsement process. Consumer perceived credibility about celebrity endorsers positively influences the purchase intentions (Muda et. al. 2014). The physically attractive celebrities will be leading to attitude change under low involvement as well as high involvement conditions (Joseph 1982; Kahle and Homer, 1985). Study performed by Kamins (1990) claims that only the physical attractiveness of a celebrity will have a positive impact on product evaluations, especially for attractiveness related products.

A physically attractive spokesperson can easily persuade the target audience for any kind of product (Muda et al., 2017). In the study of Erdogan et al. (2016) the impact of celebrity endorsement type and product type (milk/refrigerator) is measured on attitudes towards green advertisements. The results showed that attitudes towards green advertisements were increased for milk (non-durable) when celebrities were found to be trustworthy and expert. For refrigerator (durables) the attitude towards green advertisements increased when celebrities were attractive.

2.5 PERCEIVED FIT

In celebrity endorsement literature, the fit is considered as similarity, congruence and relevance between the celebrity and the brand. Thus the fit between celebrity and the product/brand is specific in the endorsement process (Berkqvist, 2016). In the study of Till and Busler (2000) it was evident that the celebrity fit with the endorsed brand influenced the brand attitudes and beliefs leading to purchase intentions. The perceived fit arrives from the matchup hypothesis where the consumer perceives the celebrity image as matching with the brand/product attributes. Many studies focused on celebrity-brand congruence (Kahle and Homer, 1985; Kamins and Gupta, 1990; Biswas et al., 2006) and confirmed that celebrity brand congruence influences consumers' attitudes. Dom et al., (2015) study shows that celebrity endorser/product fit is a key determinant of celebrity endorsement effectiveness. In the study of Roozen

and Claeys (2010) the product or brands that match the celebrities found higher scores for beauty products compared to other products pertaining to print advertisements. The study further confirmed that the match between celebrities and products lead to consumer attitude formation.

The physical attractiveness of the endorser is a crucial part of the matchup between the product and an endorser (Liu et al., 2010). The physically attractive sources will be leading to attitude change through product evaluation (Kahle and Homer, 1985; Joseph 1982). The matchup is considered the most critical predictor of consumer purchase intentions (Anwarl and Jalees, 2017). The subsequent literature looks at the relationship between the perceived fit and consumer perception.

2.5.1 Celebrity Matchup

The match up states that the message from celebrity image must be congruent with the product/ brand message for the effectiveness of advertisements. According to Kamins et al. (1994) the determinants of matchup are the degree of perceived fit between the brand (style enhancing products) and the celebrity image (actor/ actress). If there is incongruence, i.e. celebrity image does not match the products image then there is a high chance of negative impact on consumer attitudes. Also, the study confirmed that for attractiveness related products, the physically attractive celebrity enhances celebrity credibility and attitudes towards advertisements. Friedman et. al. (1979) through experimental study proved that endorser effectiveness is determined based on the product type matching with celebrity attributes. The celebrity product matchup proposition holds that in order to make an advertisement effective, there must be congruence or fit between the product and the celebrity in terms of characteristics such as image, expertise (Till and Busler, 1998; Till and Busler, 2000) or attractiveness (Friedman et. al. 1979; Kahle and Homer, 1985). Matchup concluded that the celebrity brand congruence is the primary determinant of endorsement effectiveness and will be having a positive influence on the celebrity endorsement process (Erdogan et. al. 2001). Friedman et al. (1979) through experimental study proved that endorser effectiveness is determined based on the product type matching with celebrity attributes.

The brand can be seen as the message that the company is trying to communicate with its audience (Dom et al., 2015). The results of McCormick (2016) study revealed that matchup between celebrity and the product positively influenced attitudes towards the brand as well as attitude towards advertisements. The study conducted by Pradhan et. al. (2016) concluded that the fit between the celebrity and brand positively influences brand attitudes leading to purchase intentions. Perceived fit is used as a variable to measure the match between celebrities and the products/brands. The perceived fit is measured through the match or congruence between celebrity appearance and the product/brand image.

2.6 SYMBOLIC APPEAL

The symbolic appeal of celebrity describes the symbolic meanings associated with a celebrity, such as status, class, lifestyle and personality. The celebrity meaning is transferred to products/brands through advertisements, where the celebrity appearance with the product/brand can be seen. Celebrities are a human brand that has to be managed professionally, just as advertising manages socially desirable brand image. When these two images connect in the consumer's minds, a successful meaning transfer can occur and a match is created, thus producing a profitable endorsement for all involved in the endorsement process (Thomson, 2006). Celebrities grab consumers' attention while endorsing products, but at the cost of upstaging products, the product should be the star, not the personality endorsing the product/brand (Cooper, 1984). Celebrities transfer some personality traits to brands during the meaning of the transfer process. There are also personalities attached to the product/brand by keeping celebrities as references (Li and Paulsson, 2010).

Hence the symbolic appeal of celebrities in promoting brands/products may influence the consumer perception. According to McCracken (1989), brands borrow important meanings from well-defined cultural categories like celebrities, pop culture icons, and the contexts wherein brands are encountered. Celebrities meaning transfer can alter the system of beliefs through an inferential belief mechanism, impacting attitudes towards well-known and familiar brands (Miller and Allen, 2012). As per the study conducted by Roy and Jain (2017) the celebrity meaning is closely associated with the brand meaning in the endorsement process. Also, the study confirmed that for

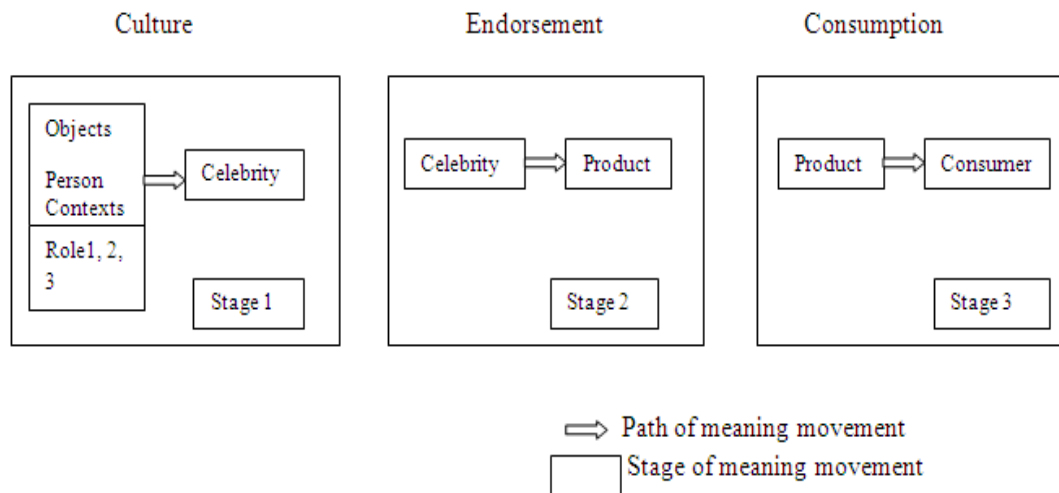
attractiveness related products, the physically attractive celebrity enhances celebrity credibility and attitudes towards advertisements. In the study of Cohen (2020), the mere presence of celebrity functions as cognitive and affective responses leading to consumer intentions.

2.6.1 Meaning of Transfer Model

The meaning of the transfer model developed by McCracken (1989) illustrates the endorsement process in three stages: culture, endorsement, and consumption. In the culture stage, celebrities possess specific symbolic meanings such as status, class, gender, age, personality and lifestyle. In this stage, it is assessed that the object, person and context are suitable for the celebrity. In the endorsement stage, celebrities transfer some meaning from brand endorsement to the product. Finally, consumers frame the meaning associated with the brand/product through celebrities using advertising in the consumption stage.

Consumers assume the symbolic properties of the product through celebrity endorsements and then frame a meaning for themselves. The meaning of transfer could exist between the product and the celebrity where the brand attributes match with the celebrity. Advertisers should evaluate the endorsement process by analysing the impact of the symbolic appeal of a celebrity in promoting a particular brand/product.

In the model, the endorsement process has been conceptualised considering different endorser roles and endorsement types. Celebrity endorsers can take the role as an expert, spokesperson associated with a product, or an aspiration figure without particular knowledge or relationship with the product. The four types of endorsements are explicit mode (I endorse this product), implicit mode (I use this product), imperative mode (You should use this product), or co-presentational mode (merely appearing with the product).



Source: Meaning of Transfer Model proposed by McCracken, (1989)

Figure 2.2: Meaning of Transfer Model

In the celebrity endorsement process, the consumers perceive that celebrities' aura directly gets transferred to the products (Yen and Teng 2015). The brands borrow some important meanings through well defined cultural categories like celebrities (Allen et al. 2008). The study of Allen and Miller (2012) revealed that if the celebrities are associated with the brand, there will be a strong impact of celebrities on brand beliefs and opinions, the brand becomes more consistent with celebrity meaning. The meaning of the transfer process is strongly linked with the symbolic appeal of celebrities in endorsing certain brands/products; it can be used to measure the meaning of the transfer process.

2.7 CONSUMER PRODUCT EVALUATION

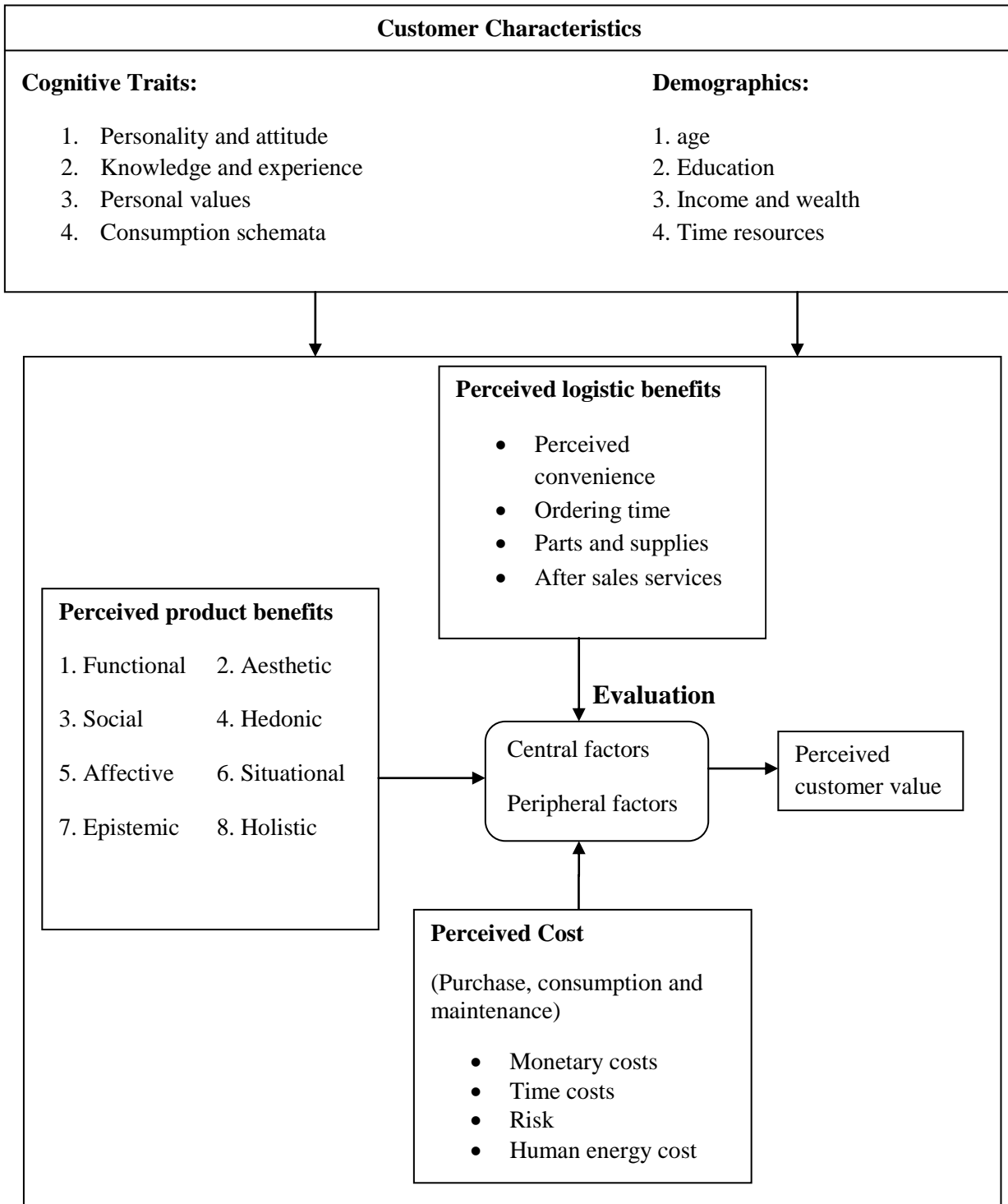
Consumer product evaluation can be termed consumer judgment and choice among various alternatives based on the information sources provided by marketers about the product features (Lee and Lee, 2009). The study conducted by Buda and Zhang (2000) concluded that positively framed information from credible sources tends to influence the product's attitudes more compared to other sources of information. Consumers tend to evaluate the products on various bases like information sources, persuasive communicators, product descriptions, and product attractiveness.

The CPE is measured in different ways based on the product type and consumer requirements. Among studies conducted on consumer product evaluation it was observed that the effect of product performance on customers was determined through satisfaction/dissatisfaction (Giese and Cote, 2000). Further, the studies were performed on consumer ethnocentrism (Siamagka and Balabanis, 2015), effect of country of origin as a part of product evaluation (Vijaranakorn, 2017), quality of the product based on the processing and perish ability based on nature of the product (fresh meat) etc. Perception is a process which involves an individual selecting, organising and interpreting sensation into a meaningful whole (Hanna and Wozniak, 2013).

Zeithmal (1988) developed the means-end model relating to consumer perception as the measure of product assessment for consumer purchase behaviour. Consumer perception is studied through perceived quality and perceived value. Perceived quality is defined as “consumer judgment on the superiority and excellence of the product”. Perceived value is defined as “the consumer’s overall assessment of the utility of a product based on perceptions of what is received and what is given”.

According to Lai (1995), the cultural and social values associated with the sources frames the consumer value while evaluating the products/brands. Apart from the values, the benefits are associated with functional, social, affective, epistemic, aesthetic, hedonic, situational and holistic. This further leads consumers in framing opinion, belief or attitude towards an object.

The model of customer value for the consumer market developed by Lai (1995) is presented in figure 2.3 that emphasises central factors and peripheral factors for evaluating the products/brands. The central factors include the perceived logistic benefits associated with the products (purchase convenience, ordering time, after-sale services).



Source: Lai (1995)

Figure 2.3: Customer Value for Consumer Market Model

The celebrity endorsement is considered as the peripheral route in the elaboration likelihood model developed by Petty et al. (1983), which can influence the peripheral

factors associated with the brands/products. So, the present study is considering celebrity endorsement as the peripheral route of evaluation. Based on some of the studies (Zeithaml, 1988; Lai, 1995), the proposed study considers consumer perception as an essential predictor of consumer product evaluation.

Hence, the study intends to examine the impact of celebrity endorsement on consumer perception as a component of consumer product evaluation. The measurement of consumer product evaluation is performed by considering the constructs: perceived risk, perceived benefit and perceived value. Some researchers mentioned that consumer perception plays a significant role in attitude formation (Zeithaml, 1988; Biswas et al., 2006).

Consumers tend to believe that the products/brands recommended by the celebrity they idolise will be of good quality (Sabir et al., 2014). Also, under low involvement, the critical determinants of consumer perception will be information sources (Lee and Lee, 2009). Sridevi (2014) suggests that advertisers should focus more on product features for the effectiveness of advertisement because they play a dominant role in advertising. Also the study concluded that compared to ordinary persons, celebrity advertisement are having a significant effect on products.

The present study has undertaken the consumer perception variables (perceived risk, perceived value and perceived benefits) to measure consumer product evaluation. Based on the model, the study intends to evaluate the impact of celebrity endorsement (peripheral route) on consumer product evaluation in attitude formation. The variables considered for framing hypotheses are perceived risk, perceived benefits and perceived value. Perceived risk is reduced by building an acceptable image in the society, creating a good impression in the society, social approval and helping consumers to feel acceptable (Sweeny et. al 1999; Hanzaae and Taghipourian, 2012). Perceived value is measured through quality and value perceptions. It includes brands that are good value for money, price is very acceptable, designed well, consistent qualities, perform consistently, like to pay more and want to use the brands (Sweeny and Soutar, 2001). Perceived benefits are derived through hedonic and emotional benefits. It consists of feeling delightful, exciting, relaxed, enjoy and pleasure by using brands (Voss et. al. 2003)

2.7.1 Perceived Risk

According to Sweeny et al. (1999), the risk is defined as “subjective anticipation of the loss of some degree”. According to Biswas et al. (2006), perceived risk is defined as “the nature and amount of uncertainty perceived by a consumer in contemplating a particular purchase decision”.

There are two types of risks assumed in marketing. One is performance risk which means the product is not meeting the expectations of consumers. The financial risk includes the costs and expenses associated with the product and its value for the amount paid by consumers (Grewal et al. 1994). Celebrity endorsers are more effective in promoting high psychological and social risks than products with high financial and performance risks (Mehulkumar, 2005; Biswas et al. 2006). Soesilo et al. (2020) examined the impact of celebrity credibility and corporate credibility on technological products like smart phones. Later in the study the consumer perceived risk found to be lower when product was produced by a credible company but endorsed by a less credible source, than when it was produced by a less credible company but endorsed by a more credible source.

In the study of Biswas et al., (2006) it was mentioned that the effectiveness of endorsement is based on the type of endorsements like celebrity endorsement and expert endorsements for different categories of products. Sometimes the high congruence i.e. matchup between celebrity endorser and the product, may neutralise the effect of perceived risks. The high and low involvement of products depends on the risk perceptions of consumers. When the consumer perceives congruence between celebrity and brand, then the level of perceived risk is reduced thereby leading to a positive attitude formation.

In the study of Manikandan (2020) the positive influence of retailer loyalty as a part of perceived risk on private label brands attitudes was determined. Sharma et. al. (2021) the negative influence of psychological risk on consumer purchase intention was derived, further study concluded that managers must reduce the risk perceptions of consumers in order to increase consumer purchase intention.

2.7.2 Perceived Value

Zeithaml (1988) conceptualised perceived value as “the consumer’s overall assessment of the utility of a product based on perceptions of what is received and what is given”.

Generally, perceived value is confused with perceived benefit but these two have different meanings. Perceived value is the “emotional payoff” for the consumers where the beliefs, attitudes and opinions can be framed. Another aspect of value is the give and get perception of consumers where the quality matters (Hanzaee and Taghipourian, 2012). Perceived value partially mediates the relationship between celebrity and behavioural intentions of consumers. Consumer perceptions of quality get influenced by celebrity trustworthiness and celebrity attractiveness (Frimpong et al., 2019).

Perceived value is specific to a particular product rather than generic; less knowledgeable consumers will be more associated with celebrity endorsements as well as expert endorsements (Biswas et al., 2006). The conceptual study’s findings by Sarangan (2016) emphasised that consumer perceived value influences consumer attitudes more compared to perceived risks and perceived benefits. The study conducted by Woo and Kim (2019) revealed that the green perceived value had a significant effect on consumer attitudes and purchase intentions. So, the present study intends to explore the influence of celebrity endorsement on consumer perceived value.

2.7.3 Perceived Benefit

Product benefits are considered as intended benefits that the manufacturer designs in the product. These may or may not be perceived by consumers while evaluating the benefits of the product. Consumers perceive and appreciate product benefits via their personal consumption values and consumption schemata; these product benefits are termed “Perceived Product Benefits” (Day 1990). There are various kinds of benefits consumers perceive in the brand/product; they are functional benefits, aesthetic benefits, social benefits, hedonic benefits, affective benefits, situational benefits, epistemic benefits and holistic benefits (Lai, 1995).

The symbolic meaning should be emphasised while communicating each benefit of products with customers (Lee, 2011). The symbolic appeal of celebrities influences the consumer's perceived product benefits. Perceived benefit is an essential predictor of brand attitude with the characteristics of the perceived appearance of products and perceived product performance, which will positively influence the brand attitudes (Erdogmus et al., 2012). Celebrity endorsement tends to portray some kind of social benefits through the perceived fit between the celebrity and the brand (Bergkvist, 2016). Hence the consumer perceives the benefits of the products through celebrities shown in the advertisements.

2.8 ATTITUDE TOWARDS BRAND

The celebrity endorsement effectiveness model proposed by Grewal et. al. (1997) shows that the attitude towards brand is the result of consumer perceptions. Further the model explained that celebrity endorsements are considered to be one of the affective components in attitude towards brand leading to intentions. According to Bottomley (1996), “a customer’s attitude toward a brand is the customer’s emotional reaction toward a brand advertisement. It is associated with the customer’s feeling if his/her purchase intention toward the brand is positive or negative, favourable or unfavourable”. Some studies confirmed the positive impact of celebrity credibility on consumer attitudes towards brands (Ohanian, 1990; Goldsmith et al., 2000).

The study of Ha and Lam (2017), performed by studying the effect of celebrity attributes such as celebrity trustworthiness, celebrity expertise and celebrity attractiveness, celebrity/brand congruence on that the attitude towards brands. The study results show that consumer attitudes towards a brand are influenced by three factors: matchup between celebrity and brand/product, celebrity trustworthiness, and celebrity expertise. An attractive spokesperson can lead consumers in framing a positive attitude towards a brand for attractiveness related products (Bergkvist, 2016). In the study of Jin and Muqaddam (2019), it was evident that a more positive attitude towards brand posts when exposed to the influencer (celebrity) with product conditions than a product only conditions. Also, consumers react negatively to the conditions where influencer (celebrity) does not appear with the product they endorse.

The study focuses on consumer attitudes towards brands through celebrity endorsement.

2.9 PURCHASE INTENTION

The attitude towards the brand has a substantial impact on consumer purchase intentions. The Elaboration Likelihood Model (ELM) enumerates that brand purchase intention is a function of brand attitude (Petty and Cacioppo, 1986). Attitude towards brand influences the increased consumer motivation leading to purchase intentions (Mackenzie and Spreng, 1992). Different studies in the context of advertising effectiveness (Homer 1990; MacKenzie and Lutz 1982; MacKenzie et al. 1986) confirmed that brand attitude is an antecedent of purchase intention. There are some theories emphasised on the brand attitude and purchase intentions. The Theory of Reasoned Action (Fishbein and Ajzen 1977) suggests that the person's behavioural (purchase) intentions depend on the attitude about the behaviour and the subjective norms associated with it, thereby leading to purchase intentions resulting from the attitude consumers formed towards the brand.

The study of Pradhan et al. (2016), conducted on celebrity endorsement of sportswear, shows a strong influence of brand attitude on consumers' purchase intention compared to other attributes. Celebrity credibility is essential in enhancing the brand attitude, brand credibility and purchase intention of Chinese automobile consumers (Wang and Scheinbaum, 2018). The study conducted by Saini et al., (2019) revealed that celebrity endorsers have a significant impact on buying behaviour. Also, celebrity attractiveness is the primary factor that can influence consumers. The study conducted by Chavadi et. al. (2021) revealed that there was a positive influence of endorser type (bollywood celebrity, sports celebrity and mascots) on the attitude towards brand and purchase intentions. In the study of Chen et. al. (2021) investigative study to explore the relationship between internet celebrity characteristics and impulse purchase behaviour was performed. The results of the study indicated the expertise-knowledge of the internet celebrity positively affects the attachment, further influencing the impulse purchase behaviour.

2.10 THEMATIC REVIEW OF LITERATURE

The study had come across various related literature while performing the literature review. The most relevant literature from reputed journals is considered to provide a holistic view of the effects of the celebrity endorsement process on consumer behaviour as a whole. The celebrity endorsement process consists of celebrity trustworthiness, celebrity attractiveness, celebrity expertise, celebrity match up and celebrity meaning while endorsing the brands. Consumer behaviour is a highly vast area that consists of consumer personalities, attitudes, beliefs and perceptions. The thematically based review on the effects of the celebrity endorsement process on consumer behaviour is represented in table 2.2.

Table 2.2: Effect of celebrity endorsement process on consumer behaviour

Studies	Purpose	Research Questions	Why study	Theory	Sample	Technique	Findings	Cultural context
Biswas et al. (2006), <i>Journal of Advertising</i>	Examining the differential effects of celebrity and expert endorsements on consumer risk perceptions.	When and how there might be differential effects between celebrity and expert endorsements?	To know the differential effects of celebrity and expert endorsements on consumer financial and performance risk perceptions.	Source credibility Theory, Social Influence Theory	Convenience sampling using Questionnaire	SPSS ANOVA and ANCOVA	Congruence between the endorser and the product can neutralise the risk associated with a specific type of product.	United States of America
Paul and Bhakar (2017), <i>Journal of Promotion Management</i>	Examining the role of celebrity IC on PI.	What is the role of celebrity IC on ATB and ATA leading to PI	Celebrity IC influence studied through mediating role of ATB and ATA	Match up	Random sampling	SPSS-AMOS SEM	The negative influence of IC on ATB but positive on ATA. ATB and ATA positively influence PI. No desirable benefits by investing in celebrity image congruence.	India

Tzoumaka et al. (2016), <i>Journal of Marketing Communications</i>	Examining the role of celebrity endorser qualities and consumer characteristics on endorsement effectiveness and PI.	What is the role of team identification in the context of sports endorsement?	To study consumer characteristics in understanding how endorsement operates in sports celebrity credibility aspects on purchase intentions.	Source credibility Theory	Convenience sampling using Questionnaire	PASW Statistics	Only celebrity trustworthiness influences purchase intentions.	European
Singh and Banarjee (2018), <i>Global Business Review Sage Publications</i>	To explore the influence of celebrity credibility on consumers' ATB, ATA and PI.	What is the role of celebrity credibility on dignified image, personality, ATB, ATA and PI?	Few studies have explored the impact of celebrity credibility on consumers' BA, AA and PI.	Tri Component Model	Random sampling using Questionnaire	SPSS AMOS, SEM	Celebrity credibility has a significant influence on ATB, ATA but not on the PI. ATB and ATA have a positive influence on the PI.	India
Roy and Jain (2016), <i>Asia-Pacific Journal of Business Administration</i>	To empirically measure and validate meaning of transfer.	How to measure and validate meaning of transfer model empirically?	To know the impact of CM on BM and CB.	Meaning of transfer	Mixed sampling method using questionnaire	SPSS AMOS SEM	Positive influence of CM on BM and thereby BM on CB.	India

Minkove et. al., (2011), <i>Sports, Business and Management : An International Journal</i>	To develop a explanatory model to find out the effectiveness of athlete endorser in promoting non-sport products.	What is the role of product congruency and perceived value on purchase intention?	To know the impact of endorser identification on consumer perceived value and purchase intention.	Match up and Identity Theory	Convenience sampling using questionnaire	SPSS-AMOS SEM	The outcome of the study represents a five factor model with 42 items which fits very well.	United States of America
Liu and Liu (2019), <i>Asia-Pacific Journal of Marketing and Logistics</i>	To investigate the effects of celebrity poses on consumer attitudes.	Do the celebrity poses effect the reactions of viewer? How advertisers must consider it in celebrity endorsement for pint advertising?	To know the effect of celebrity poses on attitude towards advertisements, attitude towards brand and purchase intentions.	Source Credibility Theory, Source Attractiveness Theory and Match Up	Online Survey, convenience sampling, Experiments	SPSS ANOVA	The influence of celebrity pose conditions positively influence ATA but not ATB. Whereas celebrity match positively influence ATA and ATB.	China
Pileliene and Grigaliunaite (2017), <i>Journal of Consumer Marketing</i>	To develop a guidelines for selection of female celebrity spokesperson and brand positioning for FMCG advertising.	What is the effect of female celebrity spokesperson on FMCG advertising effectiveness?	To perform scientific research using celebrity spokesperson against normal consumer as a spokesperson.	Match Up	Electronence phalography (EEG) experiment conducted	Matlab R2012b software	Positive influence of female celebrity spokesperson on FMCG advertising effectiveness.	Europe

Munnukka et. al. (2016) <i>Journal of Consumer Marketing</i>	To explore the formation of peer-endorser credibility and its influence on attitude formation.	How peer-endorser credibility is constructed and how it influences the advertisement effectiveness?	To explore the impact of peer-endorser credibility dimensions on ATA and ATB	Source credibility theory, source attractiveness theory, Elaboration likelihood model	Convenience sampling using questionnaire	AMOS, SEM	Peer endorser credibility is constituted of trustworthiness, expertise, similarity and attractiveness dimensions that positively affect ATA and ATB.	Europe
Balasubramanian et. al. (2014) <i>Journal of Product and Brand Management</i>	To propose and test the conceptual framework that influence ATB for movie product placements	What are the attitudinal constructs for advertising and movie product placements? What is the influence of all attitudinal construct on ATB?	To analyse the impact of various attitudinal constructs related to advertising and product placement on ATB	Identification, attachment, social learning and meaning transfer	Convenience sampling using questionnaire	AMOS, SEM	Attitude toward product placements mediates the effect of attitude toward actor, character and movie on ATB.	United States of America
Jaikumar and Sahay (2015), <i>Journal of Product and Brand Management</i>	To evaluate the economic value of celebrity endorsement on Indian firms.	What is the effect of celebrity endorsements and branding strategies on Indian firms?	To examine the branding strategy on the celebrity endorsement effectiveness. To evaluate match up.	Match up, Meaning of transfer	Event study-celebrity endorsement ads are chosen from different firms	Rank test, Beta, t-statistic	Level of celebrity congruence found to have an insignificant effect on celebrity announcement returns.	India

Dwivedi et. al. (2015), <i>Journal of Product and Brand Management</i>	To examine the impact of celebrity endorser credibility on self brand connection and brand equity	What is the impact of celebrity endorsement on consumer based brand equity and consumer self-brand connection?	To assess the moderating role of celebrity brand congruence in the process of endorsement.	Associative network memory theory, Source credibility, Meaning of transfer and Match up	Online survey, Convenience sampling using questionnaire	AMOS SEM	Positively moderated effect of celebrity brand congruence was determined in the endorsement process	United States of America
Pradhan et. al., (2017), <i>Marketing Intelligence and Planning</i>	To examine the impact of user gender, celebrity gender, and celebrity-user gender congruity on celebrity personality-user personality (CP-UP) congruity, brand purchase intention (BPI).	What is the influence of user gender, celebrity gender congruity on celebrity personality-user personality (CP-UP) congruity, brand purchase intention (BPI).	To analyse the mediating effect of BP-CP on the connection between CP-UP and BPI.	Gender Congruence and Match up	Survey, Convenience sampling using questionnaire	AMOS, SEM	Celebrity and user gender have a positive and significant effect on CP-Up, congruity and BPI. Full mediation effect of BP-CP on the connection between CP-UP and BP was determined.	India

Zakari et. al. (2019), <i>Management Research Review</i>	To assess the moderating role of celebrity characteristics while examining the relationship between celebrity endorsement and telecommunication companies reputation.	To what extent celebrity characters like trustworthiness, expertise and attractiveness influence the relationship between celebrity endorsement and telecommunication companies reputation?	To examine the moderating effect of celebrity characters like trustworthiness, expertise and attractiveness on endorsement further influencing company reputation.	Celebrity credibility, Meaning of transfer	Survey, Random sampling using questionnaire	SPSS, Hierarchical regression model	No effect of celebrity endorsement on telecommunication company reputation. Celebrity characteristics have a positive moderating effect of celebrity endorsement on telecommunication companies' reputation.	Nigeria
Friere et. al. (2018), <i>RAUSP Management Journal</i>	To analyse the effectiveness of celebrity endorsement in an aspiring new celebrity.	What is the effect of celebrity endorsement under different contexts of endorsement when a new celebrity is being endorsed?	To analyse the celebrity endorsement effect on existing effects, analysing brand and charisma effects and also analysing congruence between celebrities in endorsing new celebrities.	Meaning of transfer, Match up	Convenience sampling using questionnaire	SPSS	Suggested endorsement of celebrities with charisma also relating in the same way with aspiring celebrities is determined as an effective strategy for beginners in the career.	Brazil

Khare (2020), <i>Research Journal of Textile and Apparel</i>	To examine the influence of past environmental behaviour, green peer influence and green apparel knowledge on evaluation of the perceived benefits of green apparel.	What is the influence of environmental orientation on their perception of evaluating the green apparel brands?	To understand the impact of consumer environmental awareness while perceiving the product benefits of green apparel.	Theory of planned behaviour	Survey, Random sampling using questionnaire	AMOS, SEM	Positive impact of past environmental behaviour, green peer influence and green apparel knowledge on the evaluation of the perceived benefits of green apparel for Indian consumers.	India
Baker et. al. (2017), <i>Sports, Business and Management: An International Journal</i>	To examine the moderating effect of product specific negative meanings on credibility of an endorser.	Is there any existence of reverse meaning transfer and does it influence in framing consumer perceptions of endorsers?	To identify the existence of reverse meaning transfer from endorsed to endorser and the moderating effect of product specific negative meanings on credibility of an endorser.	Source credibility, Meaning of transfer	Experiment, Convenience sampling	SPSS	There is an influence of negative meanings that influence consumer perceptions on endorsers as well as attitudes towards brands.	United States of America

Pradhan et. al. (2016) <i>Journal of Marketing Communications</i>	To analyse the effect of user-celebrity, brand- celebrity, user-brand personality congruence on brand attitudes and purchase intentions.	What is the role of brand personality constructs while transferring meaning of celebrity endorsed brand and its effect on brand attitude as well as purchase intentions?	To determine the effect of all the brand personality constructs like celebrity personality- user personality on brand attitudes and purchase intentions.	Match up, Meaning of transfer, Self- congruity theory	Survey, Convenience sampling using questionnaire	SPSS	There is a positive influence of user personality-brand personality, brand personality- celebrity personality on brand attitudes and purchase intentions.	India
Saaksjavari et. al. (2016), <i>European Journal of Marketing</i>	To examine the effectiveness of positive and negative public image of celebrities on women consumers while buying the endorsed brand.	How can self esteem influence the consumer attitudes towards endorsed products?	To know the effect of celebrity public image on the attitudes towards endorsed product and purchase intentions of women consumers.	Meaning of transfer, Source credibility	Experiment, Convenience sampling	SPSS	Attractive celebrities have a negative effect on brand evaluations. No difference between the attractive and unattractive celebrities on consumer purchase intentions.	Europe

Knoll and Mathens (2017), <i>Journal of the Academy of Marketing Science</i>	To understand the moderating effect of endorser sex, type, match and explicitness on the endorsement effectiveness.	Is there any difference in effectiveness of celebrity endorsements when the control group is applied?	To perform the meta-analysis for understanding the effectiveness of celebrity endorsement on consumer attitudes and intentions.	Meaning of transfer, Celebrity endorsement effectiveness Model	1025 articles shortlisted through peer reviewed journals based on specific term from different search engines	Meta-Regression, Q-Statistic	The strong positive effect found to be on male actors for implicitly endorsed objects and the strong negative effect found on the female actors for explicitly endorsed objects.	Cross-cultural context (most of the studies were from united States)
Erfgen et. al. (2015), <i>International Journal of Research in Marketing</i>	To examine the existence of vampire effect or overshadowing of brands during the endorsement process.	When does the vampire effect arise by celebrities harming the brand recall of consumers?	To analyse the impact of vampire effect on consumer brand recall through moderators (celebrity attractiveness, gender, familiarity).	Match up, Source credibility	Experiment, Convenience sampling	Logistic Regression	The study confirmed the existence of vampire effects on various endorsement conditions like different celebrities, brands and samples.	Germany

Fleck et. al. (2012), <i>Psychology and Marketing</i>	To know the effectiveness of celebrity brand congruence, celebrity likeability on consumers.	What are the effects of celebrity congruence with the brand on advertisement effectiveness?	To understand the influence of celebrity and brand congruence on brand perceptions of consumers.	Source credibility, Meaning of transfer, Match up	Experiment, Convenience sampling	AMOS, SEM	There is an influence of celebrity brand congruence on predisposition of ads which in turn influence the brand beliefs and purchase intention.	United States of America
Frimpong et. al. (2019), <i>Journal of Marketing Theory and Practice</i>	To know the effect of celebrity negative publicity on consumer attitudes and purchase intentions.	What is the impact of celebrity endorsement on consumer attitudes and intentions in an emerging market?	To analyse the impact of celebrity endorsement and moderating effect of negative publicity on consumer attitudes and purchase intentions.	Source credibility	Survey, Convenience sampling through questionnaires	AMOS, SEM	Celebrity trustworthiness, attractiveness and familiarity have a positive influence on perceived quality, and purchase intentions. No moderating effect of negative publicity on consumer attitudes and purchase intention.	Africa

Liu et. al (2010), <i>Journal of International Consumer Marketing</i>	To investigate the effect of female celebrity endorser's attractiveness, match up with product on purchase intentions.	Does the physical attractiveness and match up of female celebrities have any influence on consumer purchase intentions?	To analyse the impact of physical attractiveness and match up of female celebrities on consumer purchase intentions.	Source credibility, Match up	Experiment, Convenience sampling	SPSS	Female endorser's attractiveness has more influence on consumer purchase intentions compared to match up.	China
Hung (2014), <i>Journal of Advertising</i>	To introduce a dual entertainment path model for understanding the influence of celebrity endorsement.	What is the impact of celebrity fantasy and emotional investment on brand attitudes?	To analyse the dual entertainment path model which complements the elaboration likelihood model?	Elaboration Likelihood model, Dual Path Model	Experiment, Convenience sampling	AMOS SEM	The model compliments the elaboration likelihood model by revealing the influence of celebrity fantasy and emotional investment on brand attitudes.	China

Roy et. al. (2013), <i>Asia-Pacific Journal of Business Administration</i>	To study the comparative effect of film and sports endorser on consumer attitudes through moderation of celebrity credibility as well as consumer personality.	What will be the role of celebrity credibility and consumer personality on consumer attitudes irrespective of celebrity profession?	To understand the moderating effect of celebrity credibility and consumer personality on consumer attitudes.	Source credibility, Meaning of transfer	Experiment, Convenience sampling	SPSS	The film celebrities found to be more influential on consumer attitudes compared to sports celebrities. All celebrity credible sources have a significant moderating effect on attitudes.
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Source: Literature Review

(Note: IC stands for Image congruence, ATA stands for attitude towards advertisements, ATB stands for attitude towards the brand, and PI stands for purchase intention)

2.11 RESEARCH GAPS

Based on extensive literature performed, the study identifies few notable research gaps to be investigated. These research gaps are associated closely with the research questions identified while framing research objectives.

2.11.1 Research Gap 1

The first research gap is related to the celebrity source credibility attributes and their influence on consumer product evaluations. Credibility involves trustworthiness, expertise and attractiveness (Ohanian, 1990). Kamins (1990) confirmed in the study that only the physical attractiveness of a celebrity enhances the consumer product evaluations but not trustworthiness and expertise, especially for

attractiveness related products or style enhancing products. Also, the study claimed that celebrity trustworthiness and expertise influences the consumer product evaluation for attractiveness-unrelated products. Biswas et al. (2006) results claim that there is strong positive influence of celebrity attractiveness on consumer risk perceptions for non-durables whereas celebrity expertise influences the most on consumer risk perceptions for durables. Further study confirmed that the consumer perceived risk for durables is reduced through expert endorsements. Though celebrity expertise reduces the consumer perceived risk related to non-durables, the study has not undertaken the perceived value and perceived benefits while analysing the consumer perceptions. Study conducted on cosmetics products by Adi (2015) claims that no influence of celebrity trustworthiness on consumer perception of corporate image while expertise has the highest influence and attractiveness has second highest influence on consumer perception of corporate image. Later, Frimpong et. al. (2019) studied the influence of celebrity credibility on perceived quality among African consumers. The study results revealed that celebrity attractiveness had a strong influence followed by celebrity trustworthiness on consumer perception of quality but no influence of celebrity expertise. The contradiction arises in the study of Adi (2015) where celebrity trustworthiness had no influence on consumer perception of corporate image whereas in the study Frimpong et. al. (2019) celebrity trustworthiness had a positive influence on consumer perceived quality. So, the present study attempts to explore the most influential celebrity credibility attributes on consumer perception.

However, Kamins (1990) derived the influence of celebrity endorsements on consumer product evaluations whereas Biswas et. al. (2006) studied the differential effect of celebrity endorsement and expert endorsements on risk perceptions. Adi (2015) studied the influence of celebrity credibility on consumer perception of corporate image and Frimpong et. al. (2019) looked into the impact of source credibility on a single component of consumer perception i.e., consumer perceived quality. In above mentioned studies the consumer product evaluation and consumer perception is measured in different aspects, but did not explore perceived risk, perceived value and perceived benefit separately as components of consumer product evaluation. So, the present study attempts to explore the most influential celebrity

source credibility attributes (trustworthiness, expertise and attractiveness) on consumer perceived risk, perceived value and perceived benefit individually. Also the study tries to determine the influence of celebrity trustworthiness, celebrity expertise and celebrity attractiveness on consumer product evaluation as a single component i.e., combination of perceived risk, perceived value and perceived benefit.

Few studies looked into the influence of celebrity credibility on consumer advertisement perceptions. Gupta et. al. (2015) determined the positive influence of celebrity trustworthiness, expertise and attractiveness on the way consumers perceive the celebrity endorsed advertisements based on celebrity degree of appeal, attention and recall. The study explored the positive influence of all the celebrity credibility attributes on consumer advertisement perceptions, in which celebrity attractiveness had high influence on consumer advertisement perception followed by celebrity expertise whereas celebrity trustworthiness has the least influence. The study conducted by Singh and Banarjee (2018) also claimed in the study that celebrity credibility builds positive consumer perception on advertisement, in which the celebrity credibility is studied as a single construct. However, Gupta et. al. (2015) and Singh and Banarjee (2018) studied the influence of celebrity credibility on consumer advertisement perceptions, the present study is trying to explore the influence of celebrity credibility on consumer product perception.

The direct influence of celebrity credibility and consumer attitude towards brand was measured in earlier studies. In the study of Wang and Scheinbaum (2018) it was proved that among the source credibility components celebrity trustworthiness was most influential followed by celebrity attractiveness to enhance the brand attitude and no influence of celebrity expertise. Whereas Gilal et al. (2020) revealed that out of all the three dimensions of celebrity source credibility, celebrity attractiveness has a strong influence followed by celebrity expertise and no influence of celebrity trustworthiness on the brand attitudes among air travellers. Bhatt et. al. (2013) study revealed that celebrity trustworthiness had high influence on attitude towards brand followed by celebrity expertise second highest influence on brand attitudes and no influence of celebrity attractiveness. Thus the contradiction arises on the most influencing celebrity credible sources on consumer attitude towards brand in all the

mentioned studies. Wang and Scheinbaum (2018) celebrity trustworthiness was most important followed by celebrity attractiveness for consumer brand attitudes. Whereas Gilal et al. (2020) celebrity attractiveness has a strong influence followed by celebrity expertise. Subsequently Bhatt et. al. (2013) celebrity trustworthiness had high influence on attitude towards brand followed by celebrity expertise second highest influence on brand attitudes. Hence Bhatt et. al. (2013), Wang and Scheinbaum (2018) and Gilal et al. (2020) claim different celebrity credible sources are the most important determinant of attitudes, the present study attempts to investigate the influence of celebrity trustworthiness, celebrity attractiveness and celebrity expertise on attitude formation.

Though earlier studies confirmed the association between consumer perception and attitude formation, many studies in the past measured the direct influence of celebrity credibility on attitude formation and not through consumer perception. In the study of Fazio et. al. (1994) concluded that attitudes strongly get affected by the judgemental process of consumers which includes perception as a very important component. Li and Yun (2015) also confirmed that the consumer perception is a significant determinant of consumer attitude for organic foods. Hence the study of Fazio et. al. (1994) and Li and Yun (2015) confirmed that consumer attitudes strongly get influenced by consumer perception as it is considered as an antecedent of attitude formation.

The researcher assumes that the influence of celebrity credibility on attitude formation will have appealing results if it is measured through consumer perception as an intervening variable. So, the present study focuses on the influence of celebrity credibility on consumer perception as an indicator of consumer product evaluation leading to attitude formation. The present study probes to find the impact of all the credible sources like trustworthiness, expertise and attractiveness on consumer product evaluation. Also the present study tries to explore the impact of celebrity credibility on each dimension of consumer product evaluation, i.e. perceived risk, perceived benefit and perceived value leading to attitude formation.

2.11.2 Research Gap 2

The second research gap focuses on the influence of product/brand fit with celebrity on consumer product evaluation.

Celebrity endorsement is considered as a peripheral route in the elaboration likelihood model of persuasion (Petty and Cacioppo, 1986). In the experimental study of Kamins and Gupta (1994), it was evident that celebrity congruence with product leads to consumer's higher perception of believability and attractiveness about spokesperson. Biswas et. al. (2006) executed experimental procedure and confirmed the positive influence of celebrity product congruence on consumer perceived risk. Also the study claimed that high congruence between celebrity endorsers and the product neutralises financial as well as performance risks. But the study has not considered the other aspects of consumer product perception such as perceived value and perceived benefit while examining consumer perceptions.

Baxter et al. (2015) revealed that phonetic fit between the spokesperson name and the product attributes (clean and crisp also smooth and rich) positively influences the consumer perceptions of celebrity credibility, which ultimately results in positive product based evaluations based on product attributes. But the study did not explore the celebrity relevance with the brand except phonetic fit while evaluating product attributes. Roy et. al. (2015) confirmed the positive influence of celebrity congruence with product on women consumer evaluations such as attitudes and purchase intentions in India. In addition, the study has considered consumer attitude and purchase intentions as part of evaluations but not consumer product perception.

In the studies of Kamins and Gupta (1994) and Biswas et al. (2006) it was proved that the celebrity matchup with products positively influences the consumer perception. Baxter et. al. (2015) and Roy et. al. (2015) studied the impact of celebrity congruence with brands on a single factor of consumer perceptions in different viewpoints. As these studies did not explore influence of celebrity fit with the brands on consumer perception considering perceived risk, perceived value and perceived benefit separately; the present study attempts to explore the influence of celebrity brand congruence on consumer product evaluation individually.

Kamins and Gupta (1994) study signified the positive influence of celebrity product congruence on consumer attitudes. The matchup between the endorser and the product/brand attributes is considered as one of the critical determinants in attitude formation (Kamins and Gupta, 1994; Erdogan, 1999). Fleck et al. (2012) conducted an experimental study in the USA, revealing that the congruence between celebrity and brand positively influences brand attitudes. Ha and Lam (2017) performed a quantitative study in Vietnam and investigated that the celebrity match up congruence positively affected consumer attitudes towards brands. An empirical study by Paul and Bhakar (2017) in India determined the positive impact of celebrity image congruence on attitude towards brand. Moreover further the results of the study concluded that there is no positive effect of image congruence on attitude towards the brand and also the investment made on celebrities does not provide desired benefits in developing countries like India. The outcome of the empirical study conducted in India by Arora et. al. (2021) confirmed the positive influence of celebrity brand congruence on brand attitudes.

It was clear from the literature review that many studies confirmed the positive influence of celebrity matchup on consumer attitudes directly but not through consumer perception. As consumer perception is an important predictor of consumer attitudes (Fazio et. al. 1994). Prior studies performed by Fleck et al. (2012), Ha and Lam (2017), Paul and Bhakar (2017) and Arora et al. (2021) confirmed the influence of celebrity brand fit/matchup directly on consumer attitudes but did not consider consumer perception. Hence the researcher found it more effective to know the effect of celebrity match up/perceived fit on consumer perception thereby leading to attitude formation. So, there is a need to explore the effects of celebrity perceived fit with brands on consumer perception as a component of consumer product evaluation. The present study tries to explore the impact of perceived fit on perceived risk, perceived value and perceived benefit as components of consumer product evaluation in attitude formation of Indian FMCG consumers.

2.11.3 Research Gap 3

Last research gap is about the celebrity symbolic properties influencing the consumer product evaluation. According to McCracken (1989), celebrities transfer specific meanings associated with culture and convey value to the brands. In the meaning of the transfer process, the symbolic meaning (lifestyle, status, value) associated with celebrities are transferred to the product and then through the product to consumers. The process is based on the cultural acquaintance where the celebrity represents the context, person, object and role through advertising. Brands borrow various meanings from cultural categories like pop stars, actors/actresses and celebrities where the brands are encountered. Roy and Jain (2017), determined the positive effect of celebrity meaning on brand meaning and brand meaning on consumer behaviour and claimed that meaning of transfer model is considered a less researched model. Thus, the present study incorporates the meaning of transfer model while examining the effect of celebrity endorsement on consumer product evaluation.

Celebrities are considered as human brands (Thomas, 2006). Allen and Miller (2012) claimed that the symbolic properties associated with the celebrities are transferred to the brand which in turn influences consumer attitudes about brands. During the celebrity endorsement process, the symbolic appeal of celebrity enhances the product/brand image, further influencing the attitude towards the brand (Stallen et al., 2010). Liu and Liu (2019) claimed that celebrity appeal (distinctive pose and casual pose) had a positive influence on consumer brand attitudes in China.

Though prior studies concluded the positive influence of celebrity symbolic properties on consumer attitudes directly but not through consumer perception. As consumer perception is considered as an important predictor to form or change the consumer attitudes (Fazio et. al. 1994). So, the researcher tried to address the gap by studying the influence of celebrity symbolic appeal on consumer product evaluation attributes such as perceived risk, perceived value as well as perceived benefit thereby leading to attitude formation.

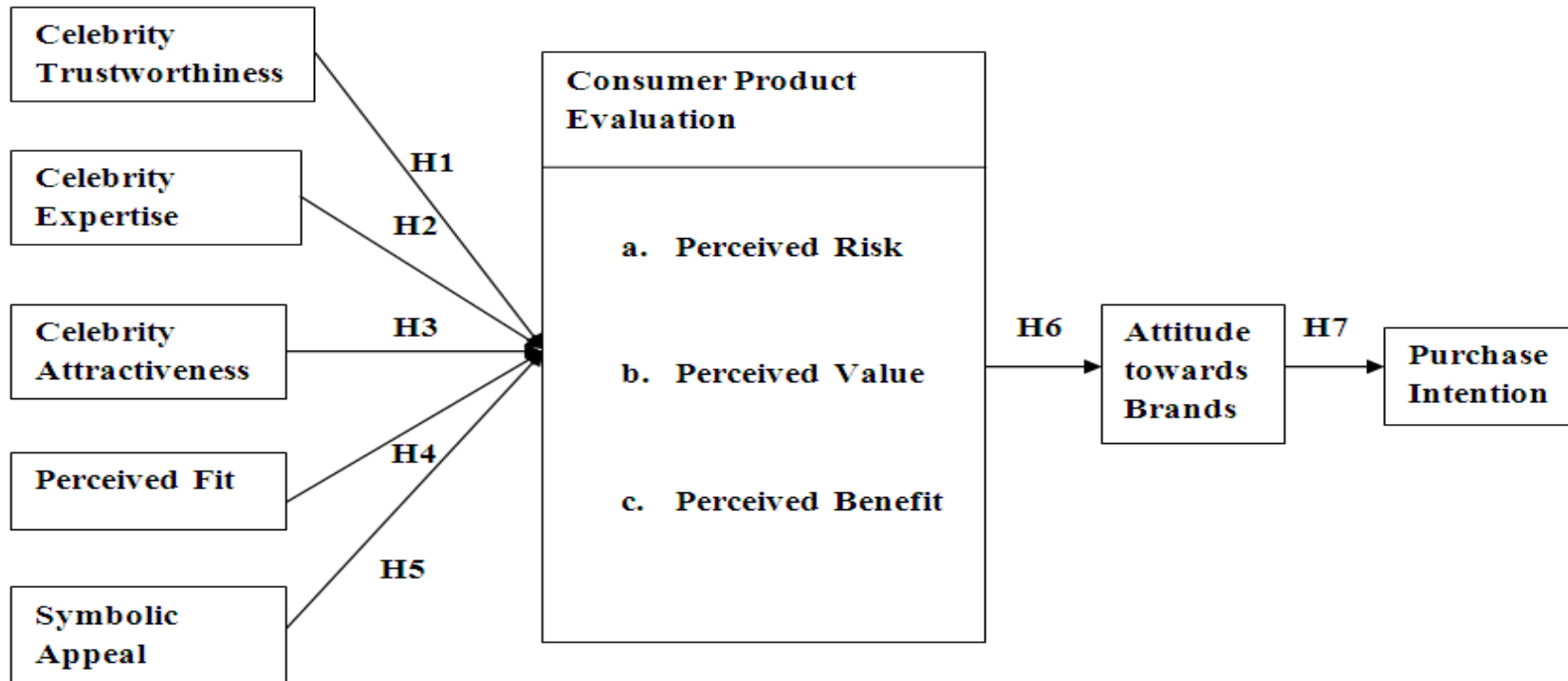
As per the study of Knoll and Mathens (2017), there is a need to study celebrity endorsement in different countries as the culture of countries differs and also

suggested to perform study in emerging markets like India. Mishra and Mishra (2014) claimed in India celebrity endorsement has to be explored more as it is considered an emerging market. The consumer behaviour is culture-bound; hence the study intends to explore the impact of symbolic appeal on consumer perceived benefit and perceived risk leading to attitude formation in Indian context. Indians get persuaded through celebrity endorsements more compared to western countries. In Western countries, celebrity endorsements have a limited impact on consumers while purchasing a product. However, in India, it is different as celebrities are idolised, resulting in highly impactful and effective celebrity endorsements. Indians are emotionally connected with celebrities, so the affective link towards celebrities can be considered more compared to western countries, leading to favourable attitudes. Therefore the present study attempts to explore the influence of celebrity symbolic appeal on consumer product evaluation leading to attitude formation of Indian FMCG consumers.

2.12 CONCEPTUAL FRAMEWORK

The main task for all marketers is to understand consumer behaviour on specific promotion strategies. Companies spend huge money to promote their products/brands to create brand positioning in the market. Consumers evaluate the products/brands based on reference groups, brand image, product benefit etc., and then form an attitude. Schimmelpfennig and Hung (2019) argued that the effectiveness of celebrity endorsement is studied by considering all four grounded theories (source credibility, source attractiveness, matchup and meaning of transfer) proposed in the past and no single theory could explain the holistically celebrity endorsement strategy.

The present study utilises some of the variables associated with celebrity endorsement and CPE, leading to attitude formation. The favourable consumer attitudes can positively influence the consumer purchase intentions. So, marketers must choose effective strategies to form positive attitudes towards brands. It is interesting to know the impact of celebrity endorsement on all dimensions of CPE. The conceptual framework exposed in figure 2.2 considered all the attributes of celebrity endorsement based on literature review such as source credibility, match up and meaning of transfer.



Source: Literature Review

Figure 2.4: Conceptual framework depicting the effect of celebrity endorsement process on consumer product evaluation in attitude formation

Source credibility consists of celebrity trustworthiness, celebrity expertise and celebrity attractiveness as dimensions of credibility. Match-up is studied by considering perceived fit as a construct for measurement and meaning of transfer by considering symbolic appeal as the construct. The effect of all the attributes of celebrity endorsement are measured on consumer perceived risk, perceived value and perceived benefits as components of consumer product evaluation which can further lead to favourable attitude formation towards the brands endorsed through celebrities.

2.13 HYPOTHESES DEVELOPMENT

The detailed literature review and research gaps facilitated the formation of certain assumptions to achieve the study. These assumptions prove the influence of independent variables on dependent variables. The research questions are answered through these assumptions. Further, the research objectives are achieved by proving these assumptions.

2.12.1 Celebrity trustworthiness (CT) and Consumer product evaluation (CPE)

In the study of Gupta et al. (2015), it was proved that trustworthiness is having a significant positive impact on consumer ad perception. Results of Adi (2013), it was analysed that there is no effect of celebrity trustworthiness on consumer perception of cosmetic products. Wang and Scheinbaum (2018) revealed the positive influence of consumer perception of celebrity endorser source credibility on the brand credibility, brand attitude and purchase intention. The study of Chung and Cho (2017) revealed that celebrity trustworthiness has a positive effect on the consumer while estimating brand credibility and leading further to purchase intention. Bhatt et al. (2013) confirms that the celebrity trustworthiness was found significant in explaining brand attitudes. In the study of Zhu et al. (2020), the positive association between celebrity trustworthiness and consumer attitudes towards brands was examined.

In the study of Tzoumaka et al. (2016), trustworthiness is the only celebrity credibility factor influencing consumer purchase intention. Hussain et al (2017) study confirmed the positive influence of electronic word of mouth trustworthiness on consumer perceived risk. The researcher considers that the trustworthiness of an endorser has an impact on audience perception which in turn leads to attitude formation. As there is

literature support for the impact of trustworthiness on consumer product evaluation, the researcher assumes that the perceived trust of consumers in celebrities can influence the consumer perception in evaluating the products/brands endorsed by celebrities. So it is hypothesised as:

H1: Celebrity trustworthiness has a significant influence on consumer product evaluation.

H1a: Celebrity trustworthiness positively influences consumer perceived risk.

H1b: Celebrity trustworthiness positively influences consumer perceived value.

H1c: Celebrity trustworthiness positively influences consumer perceived benefit.

2.12.2 Celebrity expertise (CE) and consumer product evaluation (CPE)

Biswas et al. (2006) confirmed the positive impact of celebrity and expert endorsements on risk perception of technological products and suggested examining it with other categories of products. The study conducted by Munasinghe et. al. (2019) revealed a positive association between celebrity field of expertise and consumer perception on all the personal care products product types. Bhatt et. al. (2013) study revealed that celebrity expertise played a significant role in explaining brand attitudes. Suki (2014) revealed that celebrity expertise is the most critical predictor of all the three credible sources on consumers towards advertisements and purchase intention. Thomas and Johnson (2017) study confirmed that celebrity expertise is positively influencing consumer purchase intentions. Srivatsava (2021), the study explained that the celebrity expert image positively influences the brand parameters to promote global FMCG brands. Hussain et al (2017) study confirmed the positive influence of electronic word of mouth expertise on consumer perceived risk. Expertise is considered an essential attribute of source credibility among all the attributes influencing consumer perception and attitudes towards the brand. Hence the study intends to examine the impact of celebrity expertise on consumer perception while framing attitudes towards the products/brands endorsed by celebrities. So it is hypothesised as:

H2: Celebrity expertise has a significant influence on consumer product evaluation.

H2a: Celebrity expertise positively influences consumer perceived risk.

H2b: Celebrity expertise positively influences consumer perceived value.

H2c: Celebrity expertise positively influences consumer perceived benefit.

2.12.3 Celebrity attractiveness (CA) and consumer product evaluation (CPE)

Frimpong et al. (2019) revealed that celebrity attractiveness has a positive influence on consumer perceived quality and purchase intentions. The study of Patel and Basil (2017) confirmed that the physical attractiveness of celebrities plays a significant role in creating interest in product advertisements specifically for beauty-related products. In their study, Onu et al. (2019) confirmed the positive influence of celebrity attractiveness on consumer purchase intentions. In the study of Bhatt et. al. (2013) the celebrity attractiveness positively influences consumer attitudes towards advertisements. The study performed by Gilal et. al. (2020) revealed that out of all the three dimensions of celebrity source credibility, celebrity attractiveness has a strong influence on the brand passion of the air travellers through need satisfaction. Komalasari and Liliani (2021) confirmed that celebrity attractiveness significantly influences consumers' attitudes towards local food brands in Indonesia. So, the present study intends to know the effect of celebrity attractiveness on consumer perception. Proposed hypotheses are:

H3: Celebrity attractiveness has a significant influence on consumer product evaluation.

H3a: Celebrity attractiveness positively influences consumer perceived risk.

H3b: Celebrity attractiveness positively influences consumer perceived value.

H3c: Celebrity attractiveness positively influences consumer perceived benefit.

2.12.4 Perceived fit (PF) and consumer product evaluation (CPE)

According to Muda et al., (2017) consumers tend to believe the endorser through the identification process if there is perfect congruence between the celebrity and the product. The study of Kamins and Gupta (1994) showed that when there is high

congruence between the spokesperson and the product, consumer's perceive higher believability through celebrity attractiveness leading to favourable attitudes. The study of Arora et al. (2021) confirmed that celebrity brand congruence influences the brand's reputation. Thomas and Johnson (2017) study confirmed that attitudes towards the brand mediate celebrity brand fit on purchase intentions. In their study, Ha and Lam (2017) investigated that the celebrity match up congruence positively affected consumer attitudes towards brands. In the study of Parmar et al. (2020), based on product categories, celebrity association is divided as universal associations (for all kinds of products) and product-specific associations (varies depending on the type of product category).

Arora et al., (2019) study revealed that celebrity product congruence significantly influences purchase intention. Mishra et al. (2015), in the study, concluded that celebrity brand congruence positively influences the attitudes towards brand and purchase intentions. Fleck et al. (2012) revealed that the congruence between celebrity and brand positively influences brand beliefs and purchase intention. The study's findings conducted by Baxter et al. (2015) revealed that the match between spokesperson and the product attributes positively influence the consumer perceptions, which ultimately results in positive product evaluations. The literature supports that the perceived fit between the celebrity and the product/brand influences consumer perception and attitudes. So it is hypothesised as:

H4: The perceived fit between celebrities and the product/brands has a significant influence on consumer product evaluation.

H4a: The celebrity perceived fit positively influences consumer perceived risk.

H4b: The celebrity perceived fit positively influences consumer perceived value.

H4c: The celebrity perceived fit positively influences consumer perceived benefit.

2.12.5 Symbolic appeal (SA) and consumer product evaluation (CPE)

Pradhan et al. (2016) expressed that the meanings associated with the celebrity (symbolic appeal) shape the perception related to the brand/product. The culture of celebrity plays a significant role in the celebrity endorsement process. Adam and

Hussain (2017) confirmed in their study that celebrity transfers some kind of meaning to the product (classy, glamorous, a symbol of status), which positively influences consumer purchase intentions. The study of Allen and Miller (2012) determined that the celebrity meaning of transfer mechanism positively influences brand attitudes of well-known brands. Jain and Roy (2016) study established the positive influence of different celebrity meanings (physical appearances, personality, feelings, performance, values, credibility and cogent power) on brand via endorsement. Consumer perception is studied as the component of consumer product evaluation. Based on the literature, the hypotheses considered for the study are:

H5: Symbolic appeal of celebrity has a significant influence on consumer product evaluation.

H5a: Symbolic appeal of celebrity positively influences consumer perceived risk.

H5b: Symbolic appeal of celebrity positively influences consumer perceived value.

H5c: Symbolic appeal of celebrity positively influences consumer perceived benefit.

2.12.6 Consumer product evaluation (CPE) and attitude towards the brand (ATB)

The present study considered consumer perception (perceived risk, perceived value and perceived benefit) as the critical predictors of consumer product evaluation. The literature on the same is discussed in this section. Young et al. (2010) concluded that information sources and quality are considered risk-reducing factors for purchase likelihood. Arora and Agarwal (2019) study revealed that the consumer perceived benefits (price, convenience and product) positively influence consumer online shopping attitudes. A study conducted by Dixit et al. (2020) concluded that the consumer perception factors (cognitive, affective and behavioural components) influence consumer brand perception on green apparel brands.

Nystrand and Olsen (2020) study establish the strong association between utilitarian consumer values on attitudes in consuming functional foods. In the study, Kim et al. (2021) found the positive influence of consumer value on product attitudes, but no effect was determined pertaining to economic and performance risk on product attitudes. Various information sources are available in the market to persuade consumer attitudes. Celebrity endorsement is also considered an essential information

source in claiming the product benefits, social and psychological risk reduction, and ensuring the value pertaining to the endorsed product/brand. So, it is hypothesised as:

H6: Consumer product evaluation has a significant impact on the attitude formation of consumers.

H6a: Consumer perceived risk has a significant impact on the attitude formation of consumers.

H6b: Consumer perceived value has a significant impact on the attitude formation of consumers.

H6c: Consumer perceived benefit has a significant impact on attitude formation of consumers.

2.12.7 Attitude towards the brand (ATB) and purchase intention (PI)

The strong association between consumer brand attitudes and purchase intention is discussed for framing hypotheses in this fragment of the study. Ha and Lam (2017) study confirmed that attitudes towards brands positively influence purchase intention. Arora et al., (2019) study revealed that consumer attitudes towards brands significantly influence purchase intention. While consuming functional foods, the strong influence of attitudes on purchase intention was investigated by Nystrand and Olsen (2020). In their study, Kim et al. (2021) proved the positive influence of consumer product attitudes on purchase intention. The study of Arora et al. (2021) confirmed that brand reputation positively influences consumer purchase intention. As per the literature the attitudes towards the brand has a substantial impact on consumers behavioural (purchase) intentions; the study is taking attitudes towards the brand as a dependent variable.

H7: There is a positive influence on consumer attitude formation on consumer purchase intention.

2.14 OPERATIONAL DEFINITIONS

Based on the definitions provided by different authors on the variables considered for the study, the operational definitions have been formulated. Table 2.3 details the operational definitions of variables considered for the study.

Table 2.3: Operational Definition for the Variables

Variables	Operational definition for the variables	Authors
Celebrity Trustworthiness (CT)	Consumer perceptions on endorser honesty, integrity, trust, dependency, reliability and sincerity while endorsing FMCG brands.	Ohanian, 1990; Erdogan, 1999; Gupta et.al, 2017
Celebrity Expertise (CE)	Knowledge, skill, experience, expert and qualification of an endorser in endorsing FMCG brands.	Erdogan, 1999; Gupta et.al, 2017
Celebrity Attractiveness (CA)	Endorser physical attractiveness (classy, elegant, beautiful) and appearance (similarity, familiarity and likeability) in endorsing the FMCG brands.	Kamins, 1990; Erdogan, 1999; Gupta et.al, 2017
Perceived Fit (PF)	The cognitive link between celebrity and FMCG brands/products during the endorsement process.	Kamins and Gupta, 1994; Erdogan, 1999; Gupta et.al, 2017
Symbolic Appeal (SA)	The transfer of symbolic meanings such as culture and personality of celebrity to the FMCG brands through celebrity endorsement.	McCraken, 1989; Erdogan, 1999; Gupta et.al, 2017
Perceived Risk (PR)	Impact of celebrity endorsement attributes on social/psychological risk of consumers while evaluating FMCG brands endorsed by celebrities.	Mehulkumar, 2005; Sweeny and Soutar, 2001; Hanzaee and Taghipourian, 2012
Perceived Value (PV)	The consumer's overall assessment of the utility of an FMCG brand/product based on perceptions of what is received and what is given through the celebrity endorsement process.	Zeithmal, 1988; Hanzaee and Taghipourian, 2012
Perceived Benefits (PB)	Hedonic and emotional benefits of FMCG brands through celebrity endorsement process.	Lai, 1995; Voss 2003
Attitude Towards Brands (ATB)	Consumer attitude towards FMCG brands/products endorsed through celebrities. It mainly considered brand trust, brand effect and brand performance.	Moolla and Bischoff, 2012
Purchase Intention (PI)	Consumer willingness to buy the FMCG brands endorsed by celebrities.	Sweeny and Soutar, 2001; Hanzaee and Taghipourian, 2012

Source: Literature Review

2.15 CHAPTER SUMMARY

Important references and obtainable sources of literature have been particularly reviewed for acquiring an insight into all the variables for the study. The chapter comprehensively undertook different models on celebrity endorsement and consumer product evaluation for the purpose of constructing theoretical background of the study. The chapter has explored celebrity credibility dimensions along with celebrity match up and meaning of transfer to form altogether as components of the celebrity endorsement process. Further detailed explanation on the consumer product evaluations and its attributes were performed. Later the research gaps were identified and a conceptual framework was proposed. The chapter concludes with hypotheses development and operational definition of the variables. Chapter 3 includes research methodology containing discussion on the methodological aspects implemented in the study.

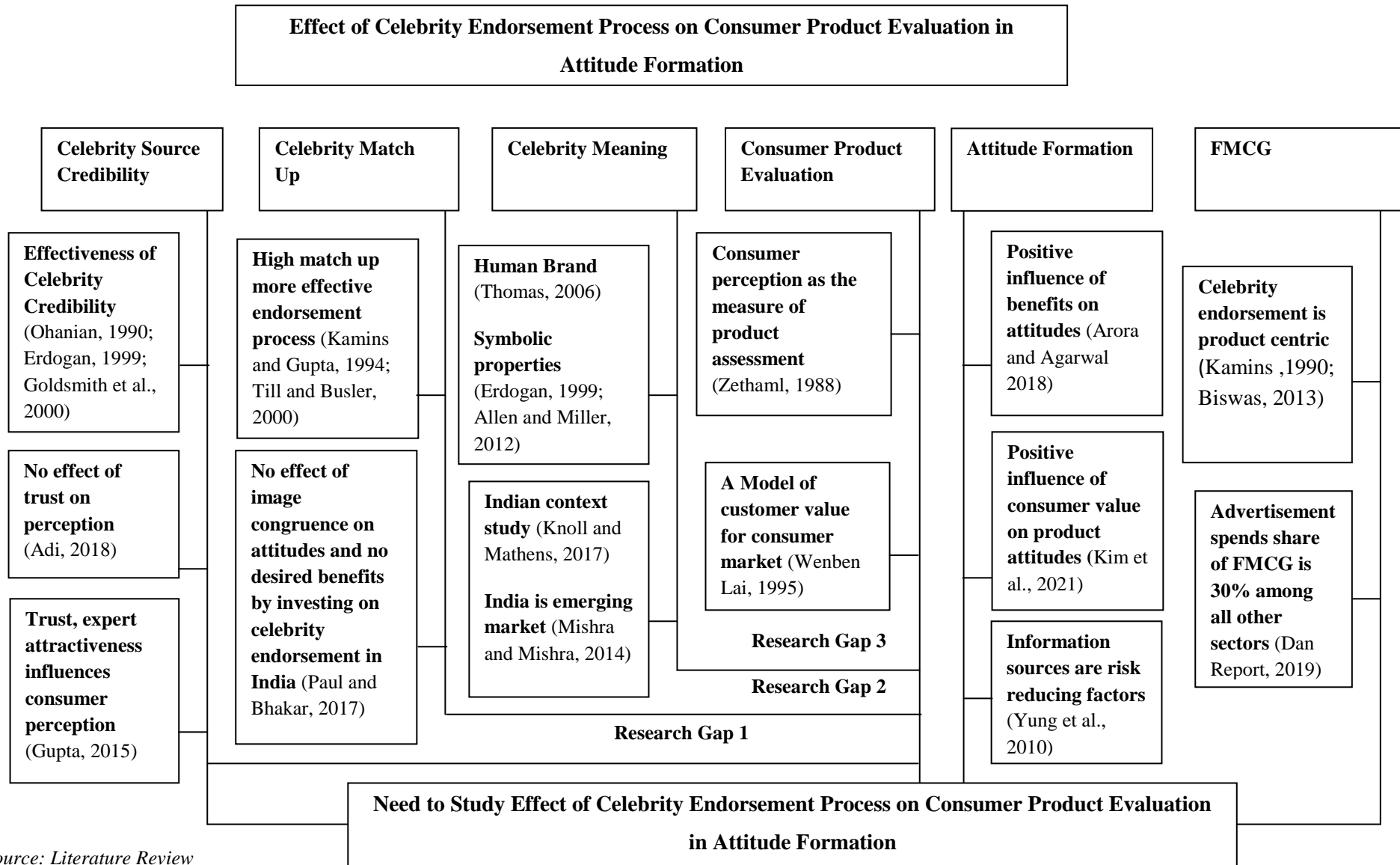


Figure 2.3: Literature Survey Map

CHAPTER 3

RESEARCH METHODOLOGY

CHAPTER 3

RESEARCH METHODOLOGY

3.1 CHAPTER OVERVIEW

The chapter highlights the outline of the methodology implemented for the study. Section 3.2 explains the research paradigm and philosophy pursued in the study. The research approach used for the study is described in section 3.3; the research method applied for the study is explained in section 3.4. The research design for the study is presented in Section 3.5; the data sources are provided in section 3.6. The research strategy for data collection is explained in section 3.7. The time dimension for the study is mentioned in section 3.8, and section 3.9 provides details on the summary of the research onion process as a directive towards the research investigation. Section 3.10 provides a comprehensive technique regarding research instrument development, and section 3.11 gives details on the list of variables and level of measurement. Section 3.12 discusses the measurement scales. Section 3.13 illustrates the sampling design implemented in the study. Section 3.14 details the pre-testing and pilot study performed and elaborates on the results. Section 3.15 explains the interpretation of the pilot study results. Section 3.16 briefly explains the data analysis procedure and techniques employed for the study.

3.2 RESEARCH PARADIGM AND PHILOSOPHY

Understanding the research paradigm is very important in research methodology. Paradigm refers to the world view or philosophy of science, including the assumptions inherent in that worldview (Hasse and Myers, 1988). The selection of an accurate research paradigm results in the accomplishment of research objectives effectively. It serves as a route map for researchers to develop appropriate research methodology and determine research validity. The major research philosophies are based on scientific, interpretive and critical philosophies (Scotland, 2012). In every phase of the research process, the researcher makes certain assumptions about the investigating nature in the worldview with the involvement of suitable methodological bearing (Tadajewski and Mark, 2004).

The study involved investigating the impact of celebrity endorsement on consumer behaviour and resulted in choosing the positive research paradigm for the study. In positivist methodology, a relationship is explained by identifying the causes which further influence the outcomes (Creswell, 2009). In the study, the positivist methodology is adopted. The cause in the study is described as celebrity endorsement. The effect is considered as the consumer perceptions, attitudes, and intentions. The positivistic statements are descriptive and factual. Positivism requires formulation of research questions and objectives. Further, the verifiable evidence was gathered through empirical testing, random samples and controlled variables. Positivism believes in a single truth as the study focuses on reality in knowing the effect of the celebrity endorsement process on consumer product evaluation and attitude formation through the quantitative method. Positivism facilitates the generalization of findings pertaining to the effect of the celebrity endorsement on consumer product evaluation and attitude formation.

The research paradigm mainly consists of ontology, epistemology, methodology and methods. Positivism in ontology is considered as knowing the realities like "what is". The researcher perceives how things really are and how they work (Crotty, 1998). Positivism in ontology means realism which indicates that reality previously existed, independent of the researcher (Cohen, 1988). Positivist epistemology is considered objectivism, where the researcher attempts to discover the absolute knowledge of object reality (Crotty, 1998). The epistemology paradigm considers factual evidence as truth for justifying the research investigation (Kivuja and Kiyuni, 2017). Positivist methodology describes the relationship among variables by studying the causal effect of one variable on the other (Crotty, 1998). The study describes the causal effect of celebrity endorsement process variables (celebrity trustworthiness, celebrity expertise, celebrity attractiveness, perceived fit, symbolic appeal) on consumer product evaluation variables (perceived risk, perceived value, and perceived benefit).

The methodology is concerned with planning the research design, approach, methods and procedures applied in research investigation to find something constructive (Keeves, 1997). The study implemented positivist methodology wherein a descriptive approach was undertaken. An investigation was initiated to ascertain the truth

pertaining to consumer attitude formation resulting from consumer product evaluation through the effect of the celebrity endorsement process. The survey technique was applied for knowing these facts. Methods are specific techniques and procedures (qualitative and quantitative) utilized to collect and analyze the data (Crotty, 1998). This study focused on quantitative research methods, and various statistical techniques are applied based on the nature of the data.

3.3 RESEARCH APPROACH

The research approach for the present study was both deductive and inductive. Deductive reasoning or deduction is defined as a reasoning which “starts out with a general statement, or hypothesis, and examines the possibilities to reach a specific, logical conclusion” (Cooper and Schindler 2013). The purpose of the research was to study the impact of celebrity endorsement on consumer product evaluation in attitude formation. The extensive literature was reviewed in the area of consumer behaviour such as the effect of celebrity endorsement process on attributes of consumer product evaluation and attitude formation. The study was based on reviews of prior research studies and theoretical models which were derived from existing theories that are well known in the area of marketing: Source Credibility Model (Ohanian, 1990), Matchup Model (Kamins, 1994), Meaning of Transfer Model (McCraen, 1989), Elaboration Likelihood Model (Petty and Cacioppo, 1986), Customer Value for Consumer Market Model (Lai, 1995) and Celebrity Endorsement Effectiveness Model (Grewal et. al. 1997). Hypotheses were deduced by understanding the relationship between independent variables such as celebrity trustworthiness, celebrity expertise, celebrity attractiveness, celebrity perceived fit, celebrity symbolic appeal and dependent variables like consumer product evaluation attributes perceived risk, perceived value and perceived benefit. Later on the hypotheses were deduced on the influence of consumer product evaluation attributes on attitude formation of consumers. The hypotheses formed were empirically tested based on the data collected on the effect of celebrity endorsement processes on consumer product evaluation leading to attitude formation.

The study further adopted inductive reasoning. Inductive reasoning “commences with the observation of specific instances and seeks to establish the generalizations” (Cooper and Schindler, 2013). The present study observed specific explanations and processes in forming consumer attitudes towards celebrity endorsed brands and identified the determinants of consumer attitude formation. Various determinants of consumer attitude were celebrity source credibility, celebrity perceived fit, celebrity symbolic appeal and consumer product evaluation attributes. The hypotheses formulated were investigated and finally concluded the research with supportive statistics. Hence study used both deductive and inductive approaches.

3.4 RESEARCH METHODS

The study adopted a quantitative research method to investigate the research questions. Research methods include collecting the data and converting the data into numbers and a clear conclusion was drawn through statistical calculations.

3.4.1 Quantitative Research Method

The quantitative designs are highly structured to determine the complex relationships between variables through statistical techniques such as structural equation modelling, hierarchical linear modelling and logistic regression (Creswell, 2007). The study focuses on the multidimensional view of consumer attitude formation and has adopted a quantitative research method. The variables considered for the study are celebrity trustworthiness, celebrity attractiveness, celebrity expertise, perceived fit, symbolic appeal, perceived risk, perceived benefit, perceived value, attitude towards brand and purchase intention. The study used a likert scale to quantify data and adopted statistical techniques to achieve the study objectives. The survey method is used to collect data to describe inferences and generalise results for the entire population.

3.5 RESEARCH DESIGN

Research design is an outline for investigating research questions. Research designs are “plans and the procedures for research that span the decisions from broad assumptions to detailed methods of data collection and analysis” (Creswell 2009). The study measured the effect of celebrity endorsement on consumer product evaluation leading to attitude formation. Hence, the study involves a descriptive research design.

3.5.1 Descriptive Research Design

The descriptive research helped the researcher answer questions related to what, when and where during the research investigation about the effect of celebrity endorsement on Indian FMCG consumers. The descriptive design included the five significant steps. The first step provides a complete description of variables involved in the celebrity endorsement process, consumer product evaluation and attitude formation in the questionnaire. The second step designed and validated the questionnaire through a pilot study. The third step observes the necessity of any modifications and reframing of questions in the questionnaire before implementing it into the final data collection. The fourth step involves major data collection of the present study. The last step is the analysis and interpreting the results of data collection. Accordingly, the theoretical model was developed for the effect of celebrity endorsement on consumer product evaluation leading to Indian FMCG consumer attitude formation.

3.6 DATA SOURCES

The study has included both primary and secondary data sources for data collection to pursue the research investigation.

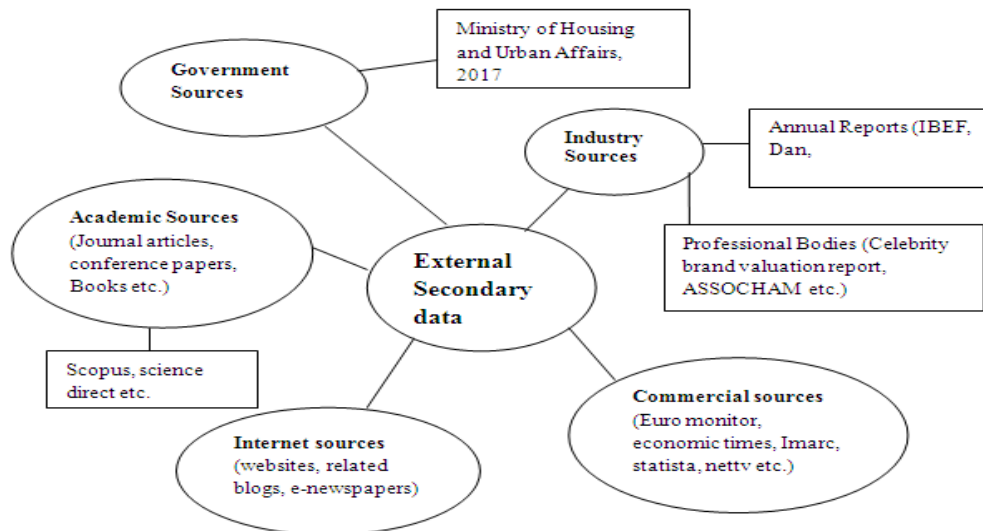
3.6.1 Secondary Data

There are two types of secondary data, internal and external. Internal data related to sales data, financial data and transport data of an organisation. The study adopted external sources of data to explore the area of advertising in consumer behaviour. Also investigates the effect of celebrity endorsement by reviewing available literature. The study focuses on finding out the relationship between celebrity endorsements and consumer product evaluation. Likewise, the study identifies determinants of consumer product evaluation that influences the attitudes and purchase intention of Indian FMCG consumers.

3.6.1.1 Sources of external secondary data

A systematic and extensive literature on various aspects was performed to understand the advertising and FMCG market circumstances from a global and Indian perspective. The external secondary data considered for the study is shown in figure 3.1. The primary sources of secondary data were government, academic, internet, commercial and industry. Government sources include the Ministry of Housing and

Urban Affairs (2017) and Census Report (2011). Academic sources comprise several indexed journals related to the study already performed in academic research, including review of electronic databases such as Scopus, science direct, JSTOR etc.



Source: Review of Literature

Figure 3.1: External Secondary Data Sources

These databases, journal articles, conference papers and books were also reviewed thoroughly related to the study. Internet sources consist of websites, related blogs, e-newspapers etc. Commercial sources contain Euro monitor, economic times, Imarc, statista, nettv etc. Industry sources incorporate annual reports (IBEF, Dan etc.) and professional bodies (Celebrity brand evaluation report, ASSOCHAM etc.).

The research problem and research gaps were identified through a systematic and extensive review of published research works related to the influence of celebrity endorsement processes on consumer behaviour.

3.6.2 Primary Data

Primary data is a significant part of advertising research investigation. The primary role of this data is to meet the research needs. Primary data facilitates the researcher to understand the opinions and attitudes of consumers concerned with the celebrity endorsing Indian FMCG brands. The self-administered questionnaire was used to

collect primary data from Indian FMCG consumers of tier 1 metro cities, namely, Pune, Ahmedabad, Delhi, Hyderabad, Kolkata, Bangalore, Chennai and Mumbai (Ministry of Housing and Urban Affairs, 2017).

3.7 RESEARCH STRATEGY

Research strategy is defined as a road map to achieve research objectives by facilitating the researcher to answer all research questions (Saunders et al., 2009). The suitable research strategy for the deductive approach is the survey method (Saunders et al., 2009). The study adopted survey methods for collecting primary data through self-administered questionnaires. The survey method includes selecting a number of individuals from a population as a sample to collect data to make statistical generalisations on a definite issue or problem. Survey research is adopted to acquire consumer perceptions and attitudes, as it provides a snapshot at a given point in time. The respondents were contacted in the sample survey to obtain a representative sample or subset of the target population.

3.7.1 Consumer Intercept Survey

Consumer intercept is a type of market research survey that relies on obtaining a sample of product users or at least buyers at the product purchase location. The survey method effectively explores the dynamism included in human behaviour and is also used in social and psychological research (Singleton and Straits, 2009). The present study aims to determine the effect of the celebrity endorsement process on consumer perception and attitudes, which is considered an integral part of human psychology. The survey method is one of the effective methods to ascertain the responses from a large population. Survey research provides numerical and quantitative explanations on the attitudes and opinions collected through consumers (Fowler, 2013). Since the present study is quantitative in nature, the consumer intercept survey was most suitable. Primarily the survey method is used in the cross-sectional study (Saunders, 2009). The present study is cross-sectional and bound to time constraints, so the survey method is more effective. The advantages of intercept surveys are low costs as respondents come to the researcher (shopping malls) and provide quick responses (Zikmund et al., 2013). Hence, the present study implemented a consumer intercept survey to measure the study constructs like celebrity source credibility dimensions,

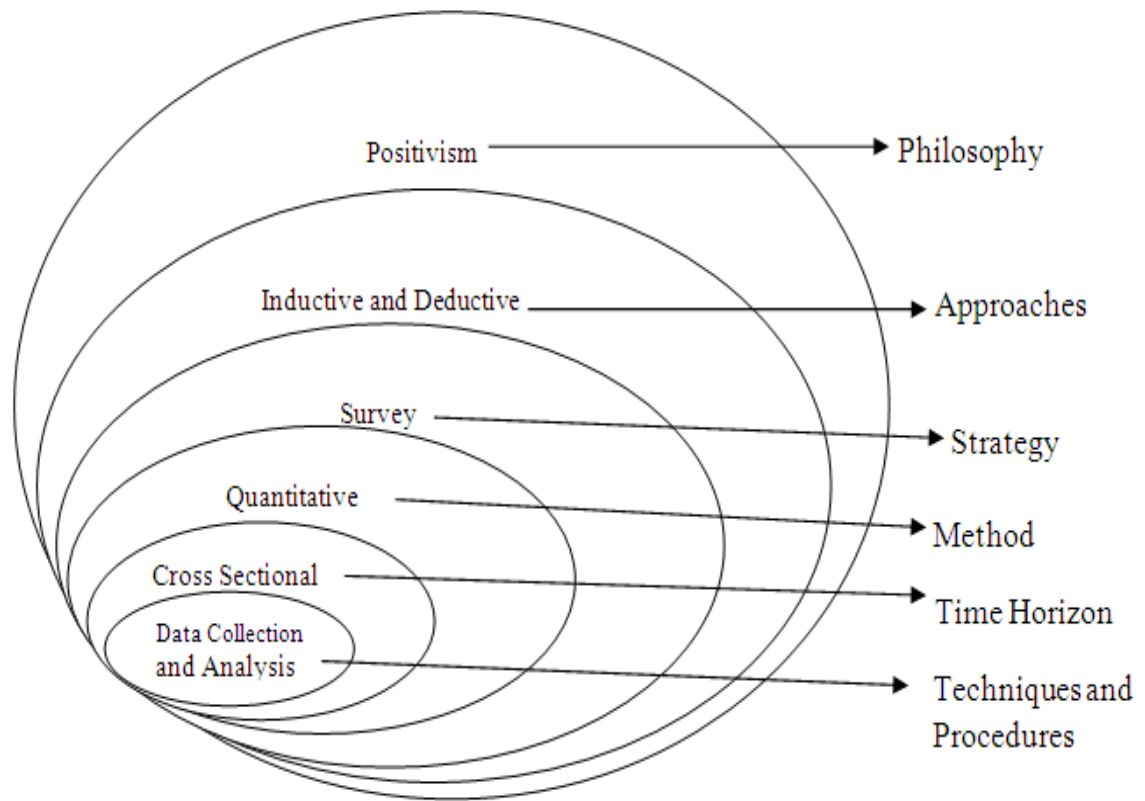
perceived fit, symbolic appeal, consumer product evaluation attributes, attitudes towards brand and purchase intention.

3.8 TIME HORIZON

The primary data was collected during the period of 04-May-2019 to 20-December-2019. The questionnaires were given to 1200 potential consumers of FMCG product categories residing in tier-1 metro cities. Of which, 958 valid responses were collected from shopping malls. After eliminating the incomplete responses, the study considered 843 responses for the final analysis. The response rate for the questionnaire was relatively high (80%). In the process of covering all groups of consumers and avoiding biased samples, the study was conducted on weekends (Friday, Saturday and Sunday). The reason for choosing weekends was that the consumers tend to buy the household purchases (FMCG) in bulk during their leisure time rather than their busy days. Also, the consumers could give much time to answer the questionnaires. Most academic research will be cross-sectional due to time boundaries (Zikmund et al., 2013). Hence the cross-sectional study was undertaken as it fulfils the requirements of accomplishment of the study objectives.

3.9 RESEARCH PROCESS

The study has adopted the research process "onion" suggested by Saunders et al. (2009) to carry out the research investigation. The research process consists of layers similar to an onion, as shown in figure 3.2. It illustrates the comprehensible depiction of research philosophy, research approaches, strategy, method, time horizon and techniques applied for the study. Saunders et al. (2009) research onion involves a series of decisions before arriving at the overall approach to the research design and data collection technique. The study has adopted positivism as a research philosophy. Both inductive and deductive approaches were adopted as research approaches for the study. Consumer intercept survey was used for primary data collection. The quantitative research method is pursued in the study. The time horizon for the present study was cross sectional.



Source: Sounders et. al. (2009)

Figure 3.2: The Research Process Onion

Finally, different data analysing techniques (SPSS-AMOS) and procedures (structural equation modelling) were considered to accomplish the research objectives.

3.10 RESEARCH INSTRUMENT DEVELOPMENT

A research instrument is used to collect the primary data in the study. In the past, different empirical studies have adopted questionnaire as an effective tool to acquire the data (Hanzaee and Taghipourian, 2012, Gupta et al., 2017). The structured questionnaire was used as a research instrument to collect primary data.

3.10.1 Questionnaire

As the study has implemented the quantitative method, a questionnaire was employed for data collection. The study looked up a questionnaire as a suitable research instrument for addressing the research questions and objectives. Respondents are

liable for reading and answering the questions without interruptions of the researcher (Zikmund et al. 2013). The questionnaire developed was pre-tested to determine the accuracy of the words for measuring constructs and ensure the length of questions answered by respondents was appropriate. The questionnaire is considered an effective method for coding and analysing the responses.

The questionnaire commences with a concise note explaining the research topic. Subsequently, to meet the requirements of the study, questions were asked regarding the celebrity-endorsed FMCG brands in India. The survey questionnaire had two major sections. All questions considered for the study were closed-ended questions. First, was Section-A containing questions on demographics of Indian FMCG consumers, which were necessary to generate the profile of the sample units. It includes information regarding gender, age, employment status, family income, FMCG brand preferences and celebrity preferences to endorse product categories of FMCG brands.

The second part was Section-B contains the statements of a questionnaire related to study constructs. The review of existing literature resulted in adopting validated measurement items for the study constructs, which are included in the questionnaire. A five-point Likert measurement scale from “Strongly disagree” (1) to “Strongly Agree” (5) was utilised to measure the variables. Celebrity trustworthiness, celebrity attractiveness, perceived fit, symbolic appeal, perceived risk, perceived value, perceived benefit, attitude formation, and purchase intention were variables considered for the study.

3.11 LIST OF VARIABLES AND LEVELS OF MEASUREMENT

The preliminary part of the questionnaire includes questions relating to FMCG consumers' demographics for forming the profile of the respondents. The questions were a combination of simple category scales and multiple choice scales, which assisted in assembling the most relevant information on demographic details of Indian FMCG consumers. The list of variables and the measurement level are depicted in table 3.1.

Table 3.1: List of Variables and Levels of Measurement

Sl no.	Variable	Nature of Variable	Levels of Measurement
<i>Socio-Demographic variable</i>			
1	Gender	Categorical	Nominal
2	Age	Scale	Interval
3	Employment Status	Categorical	Nominal
4	Total Family Income	Scale	Interval
5	HCB Preferences	Categorical	Nominal
6	OCB Preferences	Categorical	Nominal
7	FBB Preferences	Categorical	Nominal
8	Celebrity Gender for HCB	Categorical	Nominal
9	Celebrity Gender for OCB	Categorical	Nominal
10	Celebrity Gender for FBB	Categorical	Nominal
11	Celebrity Type For HCB	Categorical	Nominal
12	Celebrity Type For OCB	Categorical	Nominal
13	Celebrity Type For FBB	Categorical	Nominal
<i>Study Constructs</i>			
1	Celebrity Trustworthiness (CT)	Scale	Interval
2	Celebrity Expertise (CE)	Scale	Interval
3	Celebrity Attractiveness (CA)	Scale	Interval
4	Perceived Fit (PF)	Scale	Interval
5	Symbolic Appeal (SA)	Scale	Interval
6	Perceived Risk (PR)	Scale	Interval
7	Perceived Value (PV)	Scale	Interval
8	Perceived Benefit (PB)	Scale	Interval
9	Attitude towards Brand (ATB)	Scale	Interval
10	Purchase Intention (PI)	Scale	Interval

Source: Literature Review

Since the study has to gather the demographic characteristics of respondents and study constructs, the study has undertaken both nominal and interval levels of measurement for data collection and analysis.

3.12 MEASUREMENT SCALES

The measurement scales assign numbers and quantify variables (study constructs). All the measurement scales used for the study are validated in previous research studies. The study used the Likert five-point scale for all the study constructs. The data was collected and analysed at the interval measurement, assuming parametric statistics could be applied with Likert data by calculating composite score or mean score (Norman, 2010). The questionnaire development and measurement scales are discussed in table 3.2.

Table 3.2: Questionnaire Development and Measurement Scales

Variables	Statements	Author (Year)
Celebrity Trustworthiness (CT)	1. The celebrities seen in advertisements are dependable. 2. The celebrity's honesty could be sensed while promoting brands. 3. The celebrities in promoting brands are reliable. 4. The celebrities are sincere in endorsing brands. 5. The celebrities involved in promoting brands are trustworthy. 6. The celebrities are convincing in promoting brands.	Ohanian (1990)
Celebrity Expertise(CE)	1. The celebrities endorsing brands are experts. 2. The celebrities endorsing brands are experienced users of the product. 3. The celebrity knows completely about the brands being endorsed 4. The celebrities are treated as qualified persons to promote the brands.	Ohanian (1990)

5. The celebrities shown in advertisements are skilled person to promote the brands.

Celebrity Attractiveness (CA)	<ol style="list-style-type: none"> 1. The celebrities in advertisements are attractive. 2. The celebrities in advertisements are classy. 3. The celebrities in advertisements are beautiful/ handsome. 4. The celebrities in advertisements are elegant 5. The celebrities in advertisements are sexy. 6. Celebrities are considered to be style icons to promote brands. 	Ohanian (1990)
Perceived Fit (PF)	<ol style="list-style-type: none"> 1. The rapport between brands and celebrities are seen in ads. 2. The celebrity fits very well with the endorsed brands. 3. Attractive celebrities are a good choice for endorsing attractiveness related products. 4. The usage of the product could be perceived through the gender of celebrities shown in ads. 5. Popular celebrities can endorse well-known brands better. 6. I could see the meaningful link between the celebrity and the endorsed brand. 	Kamins (1994), Gupta et. al. (2017)
Symbolic Appeal (SA)	<ol style="list-style-type: none"> 1. I am aware of the brand because of the celebrity endorsing it has a big fan following. 2. The celebrity performance track record can be reflected on the endorsing brand. 3. Brand is preferred because I like the celebrity endorsing it. 4. I choose the brand because of celebrity endorser's non-controversial public image. 	McCraken (1989), Gupta et. al. (2017)

5. Sometimes I consider the celebrity as a role model endorsing certain brands.

Perceived Risk (PR)	<p>1. I feel the FMCG brands endorsed by celebrities would help me to build the acceptable image in society.</p> <p>2. I need some more information about the FMCG brands other than endorsements by celebrities.</p> <p>3. To figure out about the FMCG brands I need to try it several times instead of endorsement by celebrities</p> <p>4. FMCG brands endorsed by celebrities would help me to build a good Impression on other people.</p> <p>5. FMCG brands endorsed by celebrities would give me social approval.</p> <p>6. Celebrity endorsed FMCG brands improve the way I am perceived.</p> <p>7. The use of FMCG brands endorsed by celebrities would help me to feel acceptable.</p>	<p>Zeithaml. (1988),</p> <p>Sweeny et al (1999),</p> <p>Hanzaee and Taghipourian (2012)</p>
Perceived Value (PV)	<p>1. FMCG brands endorsed by celebrities appear to be good value for money.</p> <p>2. The price of FMCG brands endorsed by celebrities are very acceptable.</p> <p>3. Celebrity endorsed FMCG brands are designed well.</p> <p>4. The FMCG brand endorsed by celebrities has consistent quality.</p> <p>5. I would like to pay more for the FMCG brand because of the celebrity endorsing it.</p> <p>6. FMCG brands endorsed by celebrities have an acceptable standard of quality.</p>	<p>Moolla and Bischoff, (2012),</p> <p>Hanzaee and Taghipourian (2012)</p>

	7. I feel FMCG brands would perform consistently because of celebrities endorsing it.	
	8. The celebrities endorsing FMCG brand would make me want to use it.	
Perceived Benefits (PB)	1. The celebrities endorsing the FMCG brand is one that makes me delightful about the brand.	
	2. The FMCG brand endorsed by celebrities would make me feel exciting about the brand.	Voss et. al. (2003)
	3. I would feel relaxed while using FMCG brands endorsed by celebrities.	
	4. It is fun to use the FMCG brand endorsed by celebrities.	
	5. I would enjoy using FMCG brands endorsed by celebrities.	
	6. The use of FMCG brands endorsed by celebrities would make me feel good.	
	7. FMCG brands endorsed by celebrity would give me pleasure in using it.	
Attitudes towards Brand (ATB)	1. I attain the positive emotional response through usage of celebrity endorsed FMCG brands.	
	2. The use of celebrity endorsed FMCG brands makes difference in my life.	Moolla and Bischoff (2012)
	3. I am distressed when I am unable to purchase/use celebrity endorsed FMCG brand.	
	4. I evaluate the FMCG brands endorsed by celebrities based on perceived performance of the product.	
	5. I am confident about the effectiveness of FMCG brands endorsed by celebrities.	
	6. I trust the FMCG brand endorsed by celebrities.	

7. I feel the celebrities contribute to the reputation of FMCG brand.

8. I would not expect any kind of problems in the FMCG brands endorsed by celebrities.

9. I feel the celebrity endorsed FMCG brand is of consistently high quality

Purchase Intention (PI)	1. I would be willing to buy the FMCG brands endorsed by celebrities.	Sweeny and Soutar(2001),
	2. I would recommend buying the FMCG brands endorsed by celebrities to my family and friends.	Hanzaee and Taghipourian (2012)
	3. I would not buy the FMCG brands endorsed by celebrities.	

Source: Literature Review

To measure celebrity trustworthiness construct (CT), the study used scales developed by Ohanian (1990) and Gupta et al. (2017). The items were adopted and modified according to the requirements of the study. There were six items in the questionnaire to measure the celebrity trustworthiness (CT) construct.

Celebrity expertise (CE) was measured through the scales proposed by Ohanian (1990) and Gupta et al. (2017). The construct included five items in the questionnaire that were modified to suit the present study.

Celebrity Attractiveness (CA) is another dimension of celebrity source credibility measured using the scales developed by Ohanian (1990) and Gupta et al. (2017). The scales were modified to the context of the study. All the six items suggested in the previous study were included to measure the construct.

Perceived Fit (PF) is a variable derived from celebrity matchup with the brands developed by Kamins and Gupta (1994). Items included were proposed by Gupta et al. (2017), indicating the celebrity relevance was modified as per the requirements of the study and to measure the construct all six items were used.

Symbolic Appeal (SA) is obtained from the Meaning of Transfer Model proposed by McCracken (1989). The items incorporated from Gupta et al. (2017) study

representing celebrity popularity were modified. There were five items to measure the construct.

Perceived Risk (PR) is an attribute of consumer product evaluation. To measure the construct, the study used the items developed by various studies like Zeithaml (1988), Sweeny and Soutar (2001), Hanzaee and Taghipourian (2012). The study considered seven items related to psychological and social risk to measure Perceived Risk (PR) construct.

Perceived Value (PV) is another attribute of consumer product evaluation. Construct is measured using the scales developed by Moolla and Bischoff (2012) and Hanzaee and Taghipourian (2012). The quality and price aspects were considered in all eight items considered for the study.

Perceived Benefit (PB) is the last attribute of consumer product evaluation. It is measured using the scales developed by Sweeny and Soutar (2001) and Voss et al. (2003). Hedonic and emotional benefits are considered in the seven items to study the perceived benefit construct.

Attitude towards Brand (ATB) is the variable named for attitude formation. The construct is measured using scales developed by Moolla and Bischoff (2012). Attitude towards the brand is formulated out of three concepts: brand affect, brand performance, and brand trust.

Purchase Intention (PI) is very relevant to the ATB construct. The measurement scales for the construct are derived from Sweeny and Soutar (2001) and Hanzaee and Taghipourian (2012).

3.13 SAMPLING DESIGN

A sample is a small portion of a large population of interest. Sampling is the “process of selecting units from a population of interest so that by studying the sample, we may fairly generalise our results back to the population from which they were chosen” (Cooper and Schindler 2013). Samples are essential to make inferences about the entire population. The outcomes derived from these samples could apply to the large population. It was challenging to study the effect of celebrity endorsement on consumer behaviour throughout India. Therefore, the study has adopted suitable sampling techniques to arrive at the outcome of the study.

Mixed sampling techniques were used for the present study, where the sample plan involves two or more basic sampling methods, namely, probability and non-probability sampling. Mixed sampling in the study adopts two or more methods of sampling. It facilitates generalisations of results and representation of the total population (Cooper and Schindler, 2013). The study involves two parts of sampling, one part explains the sampling procedure for FMCG consumers, and another part dictates the sampling procedure for stimuli.

3.13.1 Sampling of FMCG consumers

Population for the study were the FMCG consumers residing in India. In order to select FMCG consumers, the study first involved the selection of cities. The tier 1 metro cities were selected to draw the FMCG consumers by considering the availability of various FMCG brands and consumers' willingness to spend on FMCG brands.

Table 3.3: Sampling Frame of Tier 1 Metro Cities

Tier 1 Metro Cities
Bangalore
Delhi
Kolkata
Mumbai
Ahmadabad
Hyderabad
Chennai
Pune

Source: Ministry of Housing and Urban Affairs, 2017

The list of tier 1 metro cities list by the Ministry of Housing and Urban Affairs (2017) constituted the sampling frame. The sampling frame is closely related to the population (Cooper and Schindler, 2013). The Indian retail market is growing rapidly in Tier I cities, and the total revenue generated from urban India is more than rural India (ASSOCHAM, 2017). The sampling frame of the study is represented in table

3.3 that involves the tier 1 metro cities by Ministry of Housing and Urban Affairs, (2017).

To select the cities the study employed a probability sampling method due to the availability of a sampling frame. Under probability sampling, simple random sampling was adopted for selecting tier 1 cities. Lottery method has been chosen to select the list of four tier -1 cities from a sampling frame. Names of all tier-1 metro cities were numbered on separate slips of paper of the same size, shape and colour. They were folded and mixed up in a box. A blindfold selection was made and out of eight tier 1 metro cities four were selected for the desired sample size i.e. 50%. As a result, the selection of tier-1 metro cities depends on chance. Finally four Tier 1 cities were selected for collecting the data from FMCG consumers, namely Pune, Mumbai, Ahmedabad and Bangalore.

The second stage of sampling involved the selection of FMCG consumers from selected tier 1 metro cities/ Due to non availability of sampling frame for FMCG consumers the study used non-probability sampling for selecting individual respondents. Convenience sampling was assigned to select the FMCG consumers from Tier 1 metro cities. In terms of cost the convenience sampling involves low cost and also it is one of the extensively used sampling methods in research (Zikmund et al. 2013).

The main drawback in convenience sampling is the sampling error is the sampling error cannot be estimated whereas in random sampling the sampling error can be estimated (Zikmund et. al. 2013). Respondents for the study were FMCG consumers of different shopping malls, retail outlets and supermarkets in the selected tier 1 metro cities.

Hence the study adopted multiphase sampling for representing the population of the study (Cooper and Schindler, 2013). The study initially used probability sampling for selecting tier 1 metro cities from a sampling frame and for arriving individual FMCG consumers (respondents) non-probability sampling was employed. The sampling technique employed for the study is depicted in the figure 3.3.

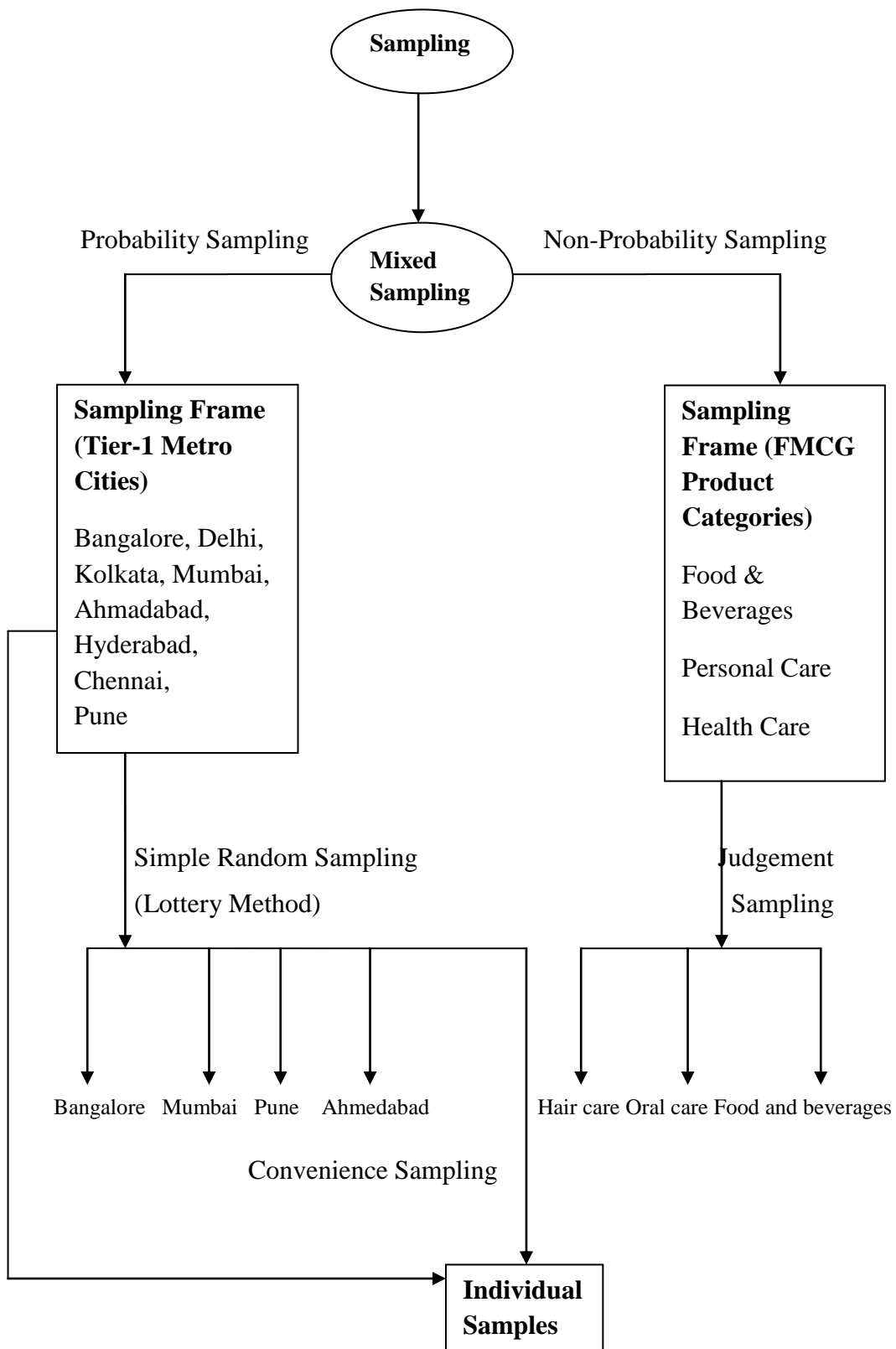


Figure 3.3: Sampling Technique

3.13.1.1 Sample size of Respondents

The sample size is derived from the population available for the study. Population for the study are Indian FMCG consumers, out of which FMCG consumers of selected tier-1 metro cities constitute samples. The number of respondents is calculated using the formula as follows:

$$\text{Sample Size (n)} = \frac{N}{1 + N(e)^2}$$

$$= 400$$

n = sample size

N = population size of four tier 1 metro cities

N = 38310000

e = acceptable sampling error 0.05 (95 % confidence interval)

$$n = \frac{38310000}{1 + 38310000(0.05)^2}$$

$$n = 400$$

The sample of 400 is then multiplied by a design effect of 2 i.e. sample size *D, to achieve a sample size of 800 (Kish, 1965). The sample size was proportionally divided based on the population size of randomly selected tier-1 metro cities. The city wise data is collected proportionately as shown in table 3.4.

Table 3.4: Sample Size Calculation for Tier 1 cities

S. No.	Cities	Population (in millions)	Sample size
1	Bangalore	8.5	175
2	Mumbai	18.41	385
3	Ahmadabad	6.35	133
4	Pune	5.05	107
Total		38.31	800

Source: Ministry of Housing and Urban Affair, 2017

The study considered a total of 800 samples that consisted of 175 from Bangalore, 385 from Mumbai, 133 from Ahmedabad and 107 from Pune. The users of celebrity

endorsed FMCG brands and also the viewers (potential customers) of celebrity endorsed FMCG brands who come under the age group of 18 years to 60 years are considered as sampling units in the study.

3.13.2 Sampling of Stimuli

Population of stimuli consists of FMCG products available in the Indian market. FMCG is categorised into three product segments: personal care, health care, food and beverages are depicted in table 3.5. To select the stimuli, the researcher first selected the FMCG product segments.

Table 3.5: Product Categories of FMCG

Products Segments of FMCG	Product Categories
Personal Care	Oral care, hair care, skincare, cosmetics/deodorants, perfumes, feminine hygiene and paper products, Fabric wash, household cleaners
Food and Beverages	Health beverages, staples/cereals, bakery products, snacks, chocolates, ice cream, tea/coffee/soft drinks, processed fruits and vegetables, dairy products, and branded flour
Health Care	OTC products and ethicals

Source: IBEF (Indian Brand Equity Foundation), 2018

Since the study is about the effect of celebrity endorsement on different brands of FMCG, the study has chosen the FMCG product categories from the product segments based on the adoption of celebrity endorsement as a promotional strategy in India. According to IBEF (2018), the top 3 categories of FMCG with the highest revenue share are hair care with a huge share of 23% followed by food 18% and oral care 15%. According to the celebrity brand valuation report (2019), personal hygiene (which includes oral care) constitutes the highest share with 25% of celebrity endorsements in India. Second highest was food and beverages with a 19% share. Hair care is the third highest constituting 11% of celebrity endorsements in India. Hence from the personal care segment two product categories, hair care and oral care as well as food and beverages were used as the stimuli for the study.

Hair care includes 5 types of products: shampoo, hair colour, hair conditioner, hair styling products and hair oil. Food and beverages consist of health beverages, staples/cereals, bakery products, snacks, chocolates, ice cream, tea/coffee/soft drinks, processed fruits and vegetables, dairy products, and branded flour. Oral care includes toothpaste, mouth wash, toothbrush, tongue cleaner and mouth freshener.

Judgment sampling has been employed in the study for selecting the FMCG product categories. According to Zikmund et al (2013) judgement sampling is a “non-probability sampling technique in which an experienced individual selects the sample based on his or her judgement about some appropriate characteristics required of the sample member”. The present study adopted judgement sampling as it was possible for the researcher to make a judgement on samples based on the reports available for the FMCG revenue share and celebrity endorsement in India. The main drawback of judgement sampling is that the findings are restricted to particular areas of study and cannot be generalised (Zikmund et. al., 2013). For the present study, the conclusions drawn are restricted to the select FMCG product categories.

3.14 PRE-TESTING AND PILOT STUDY

The questionnaires convert research objectives in a precise way that can be easily understood by respondents (Zikmund et al. 2013). Consequently, pre-testing and pilot study are essential measures that allow researchers to replicate their research and modify it if needed before the actual survey.

Pre-testing engrosses the assessment of a survey instrument (questionnaire), ensuring that these questionnaires are considered a consistent and suitable tool for data collection. Pre-testing facilitates the researcher to identify whether the questions are well expressed, correct wordings, and appropriate and inclusive response choices. Pre-testing can also suggest difficult phrases, vague words and technical jargon, which can annoy respondents and negatively affect data quality and response rate. Pre-testing is mainly concerned with the appropriateness of the survey instrument, and a pilot study is the duplication of actual study with a small sample size. The pilot study is to measure the viability of the study and utilise all actions and resources involved in the actual study. To be precise, the pilot study is a diminutive study carried out on a small sample size under the circumstances similar to the final study.

Based on the pilot study, the questions that do not serve the final study's purpose are recognised, eliminated, and modified. A study conducted by Yu and Slater (1999) identified numerous bases for performing the pilot study, such as checking the length of the instrument, adoption of the instrument, and the target populations acquaintance with constructs and instrument design. The pilot study in this study includes the pre-test method as well.

The pilot study was conducted through a survey of FMCG consumers residing in Tier 1 metro cities of India (Bangalore) from January 2019 to March 2019. The questionnaire was distributed among 70 respondents. Completed 50 responses were received. These responses were recorded and considered for the pilot study. The data was coded using MS-Excel Software, and further SPSS is used for conducting the reliability and validity measures.

3.14.1 Pilot Study Results

The pilot study was performed mainly to investigate reliability and validity of measurement scales. The reliability and validity measures of each study construct is presented in the table 3.6. The discriminant validity was also performed. Three essential measures to assess the joined legitimacy of the estimation were used (Hair et al, 2010). First, the component weight age of the markers must be factually critical with qualities more noteworthy than 0.6; second, Composite Reliability (CR), by qualities more prominent than 0.6; and third, Average Variance Extracted (AVE) gauges, by qualities more noteworthy than 0.5.

In light of these three criteria, it was decided that the estimation demonstrated satisfactory merged legitimacy. An extraction value presents the proportion of variance of its variable that can be explained by factors. Usually, very high values are considered to be good values. All the scales are reliable for the study as they are above the threshold. In table 3.6, λ represents factor loading, λ^2 represents squared value of factor loading, ϵ is absolute variance ($1 - \lambda^2$), AVE is average variance extracted and CR is composite reliability.

3.15 INTERPRETATION

Reliability test was also performed for variables developed by looking at the alpha coefficients of separate items. As per Hair et al., 2010 the Cronbach alpha scores

≥ 0.50 and factor loading of 0.60 in social science are considered. The varimax factor rotation method was adopted for the study. Table 3.6 demonstrates that alpha esteem above 0.70 and also all the items of pilot study retained the same as the alpha values were above 0.7 and also were of easy understanding among respondents.

Table 3.6: Reliability and Discriminant Validity

Variables	N	Cronbach Alpha	KMO	λ	λ^2	ϵ	AVE	CR
Celebrity Trustworthiness	6	0.857	0.783	4.6	3.56	2.43	0.59	0.89
Celebrity Expertise	5	0.895	0.862	4.2	3.53	1.46	0.7	0.92
Celebrity Attractiveness	6	0.87	0.797	4.68	3.7	2.29	0.61	0.9
Perceived Fit	6	0.84	0.685	4.48	3.37	2.62	0.56	0.88
Symbolic Appeal	5	0.84	0.702	4.25	3.66	1.33	0.73	0.93
Perceived Risk	7	0.827	0.721	6	5.18	1.81	0.74	0.95
Perceived Value	8	0.888	0.836	6.11	4.72	3.27	0.59	0.91
Perceived Benefit	7	0.925	0.868	5.83	4.86	2.13	0.69	0.94
Attitude Towards Brand	9	0.877	0.867	7.04	5.54	3.45	0.61	0.93
Purchase Intention	3	0.741	0.554	2.48	2.01	0.98	0.67	0.85

Source: Pilot Study Results

3.16 DATA ANALYSIS AND TECHNIQUES

The data analysis process has adopted two statistical techniques. The initial analysis of the data was performed using the SPSS 23.0 version. The analysis pertaining to demographic information and descriptive analysis such as mean, standard deviation, cronbach alpha and measures for sampling adequacy were conducted using SPSS. The theoretical models, as well as hypotheses developed, were tested in the study using

SEM. Hair et al. (2010) mentioned SEM as a second-generation statistical tool for investigating multivariate data broadly used in management, psychology, and social sciences. SEM is a combination of factor analysis and regression. Byrne (2010) explains that SEM involves the examination of causal relationships as well as testing of structural theory, which is the underlying observable fact. SEM derives the relationship between the observed variables, latent variables and the relationship among variables in the hypothesized model. It can be further analyzed as a popular and suitable large complex model for the study. The unique features of SEM in AMOS stated by Byrne (2010) are:

1. It implements a confirmatory approach as adjacent to the exploratory approach for data analysis in which relationships are specified initially.
2. It gives the estimation of error variance parameters which allows scope for correcting measurement errors.
3. It comprises observed and unobserved (latent) variables,
4. It facilitates the multivariate relations, together with direct and indirect paths between variables.

SEM contains two individual models, measurement model and structural model. The measurement model is associated with the observed variables, indicators to latent variables. The measurement model for the study depicts the inter-correlation among all the study constructs considered for the study namely, celebrity source credibility dimensions, perceived fit, symbolic appeal, consumer product evaluation attributes, attitude formation and purchase intention.

There are mainly two approaches for estimating relationships in SEM; they are the Covariance Based (CB) approach known as AMOS and also Variance Based (VB) approach (Hair et al. 2010). The covariance-based approach (SPSS-AMOS) of SEM has been adopted for the present study to know the effect of celebrity endorsement process on consumer product evaluation leading to attitude formation. The difference among these two approaches lie in the theory base, objective of the analysis, distributional assumptions and sample size (Gefen, 2010).

Structural model highlight the character and degree of relationship among all the variables tested through regression weights with five steps involved namely, model

specification, identification, estimation, evaluation and modification (Hair et al. 2010). The structural model indicates the interrelationship among different latent variables (independent variables to dependent variables). The study resulted in developing four structural models to be precise model A, model B, model C and final model. Model A represents the influence of independent variables namely, celebrity source credibility dimensions, perceived fit and symbolic appeal on the dependent variables such as consumer perceived risk and attitude formation. Model B dictates the influence of independent variables namely, celebrity source credibility dimensions, perceived fit and symbolic appeal on the dependent variables such as consumer perceived value and attitude formation. Model C illustrates the influence of independent variables namely, celebrity source credibility dimensions, perceived fit and symbolic appeal on the dependent variables such as consumer perceived benefit and attitude formation. Final model demonstrates the influence of celebrity source credibility dimensions, perceived fit and symbolic appeal on the dependent variables such as consumer product evaluation and attitude formation. The study has developed the celebrity endorsement effectiveness model by identifying the independent variables as source credibility dimensions, perceived fit, symbolic appeal and dependent variables as consumer product evaluation attributes, attitude formation and purchase intention. Accordingly the regression weights are estimated, evaluated and modified for accomplishing the objectives of the study.

3.17 CHAPTER SUMMARY

Chapter 3 concerns the complete research methodology implemented in the study. It narrates the research paradigm, research approach, research methods, research design, data sources, research strategy, and research process executed in the study. Adding up, it explains the widespread method of developing research instruments and measurement scales. The detailed explanation concerning the sampling design applied in the study. The chapter also gives details on the pilot study performed and its results. The chapter concluded by providing information on different statistical tools and techniques employed for data analysis and interpretation.

CHAPTER 4

DATA ANALYSIS AND

INTERPRETATIONS

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 CHAPTER OVERVIEW

Earlier chapter discussed the research methodology and results of the pilot study in detail. The present chapter represents the data analysis and interpretations of the study results. The data was collected with the help of a structured questionnaire from Indian FMCG consumers. The primary data collected was analysed and interpreted using IBM Statistical Package for Social Science (SPSS) - Analysis of a Moment Structures (AMOS) version 23.0. Section 4.2 provides the procedure of data editing, coding and screening. Section 4.3 explains the socio-demographic profile of Indian FMCG consumers. Different brands preferred by Indian FMCG consumers of different product categories are represented in Section 4.4. Celebrity Attributes preferred by consumers for different FMCG product categories is depicted in Section 4.5. Section 4.6 considered descriptive statistics of the study. Kaiser- Meyer-Olkin (KMO) and Bartlett Test of Sphericity for the study is discussed in Section 4.7. The measurement model for the study is portrayed in section 4.8 through Confirmatory Factor Analysis (CFA) along with reliability and validity measures. Structural equation models are critically evaluated in Section 4.9 along with effect size, hypotheses testing, mediation effect, and model fit indices.

4.2 DATA EDITING, CODING AND SCREENING

The data collected through self-administered questionnaires were subjected to editing, coding and screening for statistical analysis. Data collected were coded using the MS-Excel program and did data entry.. Data entered was treated for missing values and common data entry errors by examining the descriptive statistics. Questionnaires were distributed among 1200 respondents who were the consumers of FMCG product categories, of which 958 responded. Of these 958 responses, 843 filled questionnaires were verified, checked and matched manually. Measurement and structural models were evaluated to test the significance of the path estimates.

4.3 SOCIO- DEMOGRAPHIC PROFILE OF INDIAN FMCG CONSUMERS,

The socio-demographic profile of the samples (Table 4.1) of Indian FMCG consumers, are explained in this section. The data from the Indian FMCG consumers of four different metro cities were collected for the present study. Out of these respondents, the percentage of males (59.1 percent) is more than the female population (40.9 percent). This concurs with the statistics disclosed that India constitutes 53 percent of male and 47 percent of female residents (Census Report, 2011).

The majority of respondents of the study fell in the category of 26-30 (in years), accounting for 36.9 percent followed by respondents aged from 31-35 (in years), forming 21.8 percent and respondents aged from 21-25 (in years) were 20.6 percent. Nearly 9.7 percent were from 41-45 (in years), 6.4 percent were aged between 36-40 (in years), and 4.6 percent were between 46-50(in years).

The majority of the respondents work in the private sector, forming 52.6 percent followed by the government sector accounting for nearly 12.2 percent, 19.9 percent are students, 8.1 percent are housewives, and 7.2 percent are self-employed.

The majority of the respondents fell under an income level of Rs.40,001-Rs.60,000 forming 37.1 percent. Followed by respondents with Rs.1,00,000 and above income accounting for 24.1 percent and 23.1 percent of respondents with an income of Rs.60,001-Rs.80,000. Respondents with an income of Rs.80,001- Rs.1,00,000 were 11.4 percent. Only 3.2 percent of the respondent's income was from Rs.20,001-Rs.40,000, whereas respondents with an income less than Rs 20,000 were a negligible percentage.

The present study randomly selected the respondents from tier-1 metro cities, namely, Ahmadabad, Mumbai, Bangalore and Pune. Around 45.8 percent of the respondents were from Mumbai, 15.7 percent from Ahmedabad, 20.2 percent from Bangalore and 18.3 percent from Pune.

Table 4.1: Profile of Indian FMCG consumers

Attributes	Category	Percentage (n=843)
Gender	Male	59.1
	Female	40.9
Age (in years)	21-25	20.6
	26-30	36.9
	31-35	21.8
	36-40	6.4
	41-45	9.7
	46-50	4.6
Employment Status	Private Sector	52.6
	Government Sector	12.2
	Student	19.9
	House Wife	8.1
	Self Employed	7.2
Total Family Income (Per Month)	Less than Rs.20,000	1.1
	Rs.20,001-Rs.40,000	3.2
	Rs.40,001-Rs.60,000	37.1
	Rs.60,001-Rs.80,000	23.1
	Rs.80,001-Rs.1,00,000	11.4
	Rs.1,00,000 and above	24.1
Location	Ahmadabad	15.7
	Mumbai	45.8
	Bangalore	20.2
	Pune	18.3

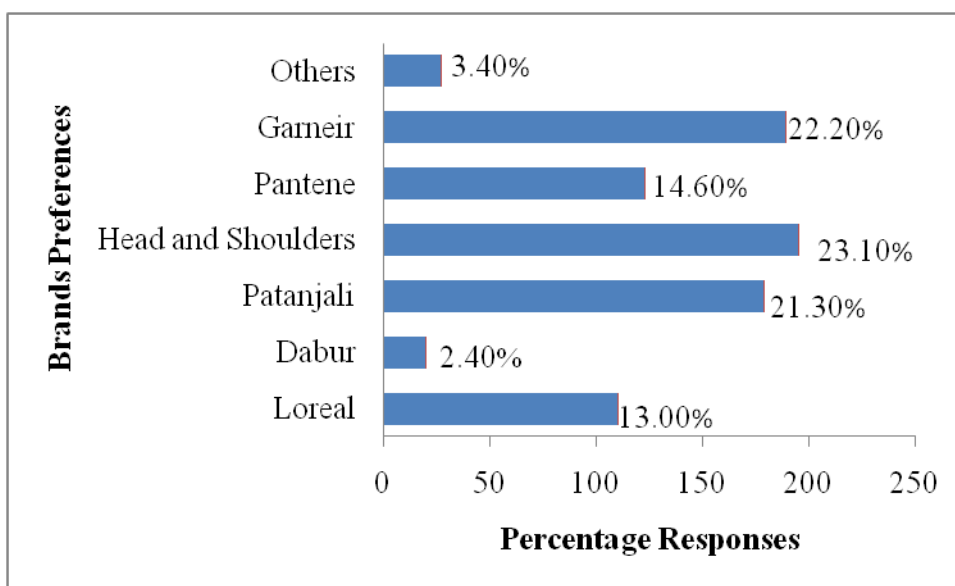
Source: Data analysis

4.4 Brand preferences of celebrity-endorsed FMCG products

FMCG products preferred by Indian consumers are studied through the brands preferred by respondents in different product categories. The study has considered FMCG brands in different product categories on the basis of their advertising strategies, which mainly include celebrity endorsement.

4.4.1 Hair Care Brands

Hair care is one of the most important product categories with the highest revenue share (IBEF Report, 2018) in the FMCG market.



Source: Data analysis

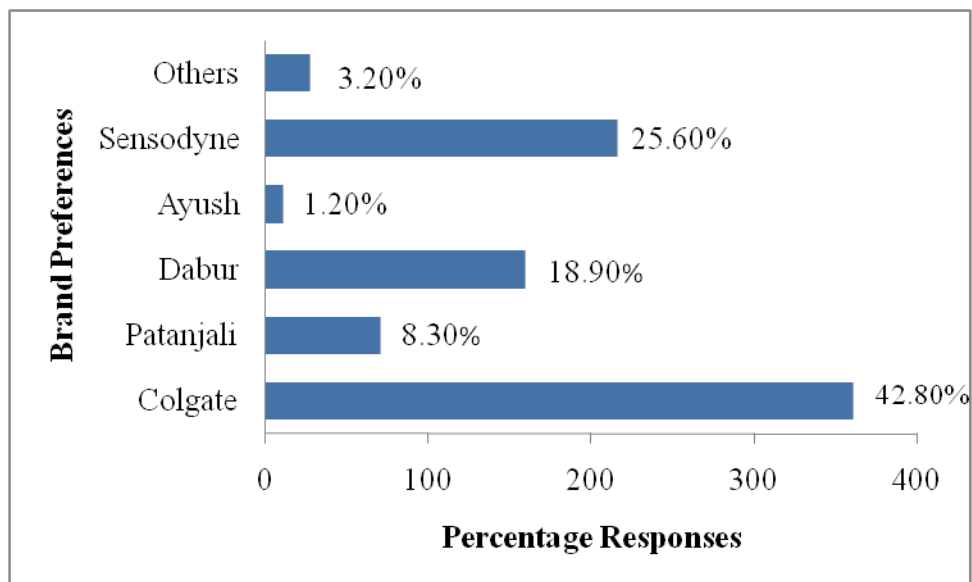
Figure 4.1: Most preferred Hair Care Brands

The hair care brand preferred by Indian FMCG consumers is depicted in figure 4.1. Head and Shoulders is a highly preferred brand with 23.1 percent and Garnier 22.2 percent respectively by the Indian FMCG consumers. Patanjali is preferred by 21.3 percent, followed by Pantene 14.6 percent and Loreal 13 percent. Dabur is preferred by 2.4 percent and other brands preferred by 3.4 percent are negligible. Patanjali was introduced in India in the year 2006 endorsed by Baba Ramdev, it has been preferred by 21.6 percent of FMCG consumers in the present study. Patanjali products include different combinations of hair oils, hair serums, hair colourants, hair shampoo, hair conditioner and hair masks which are claimed to be ayurvedic. The main reason for

preferring Patanjali is that it can be a natural product with no chemicals. According to the ASSOCHAM Report (2017), Indian consumers prefer natural and organic hair care products mainly in urban areas. So, that facilitated many new hair care brands with natural and organic hair care elements to penetrate into the Indian hair care market.

4.4.2 Oral Care Brands

Oral care is the third leading segment contributing to the Indian FMCG market in terms of revenue (IBEF Report, 2018). The celebrities endorsing these oral care brands are generally found claiming healthy oral care. The celebrity-endorsed oral care brands influence the Indian FMCG consumers to prefer various available oral care brands in the market.



Source: Data analysis

Figure 4.2: Most preferred oral care brands

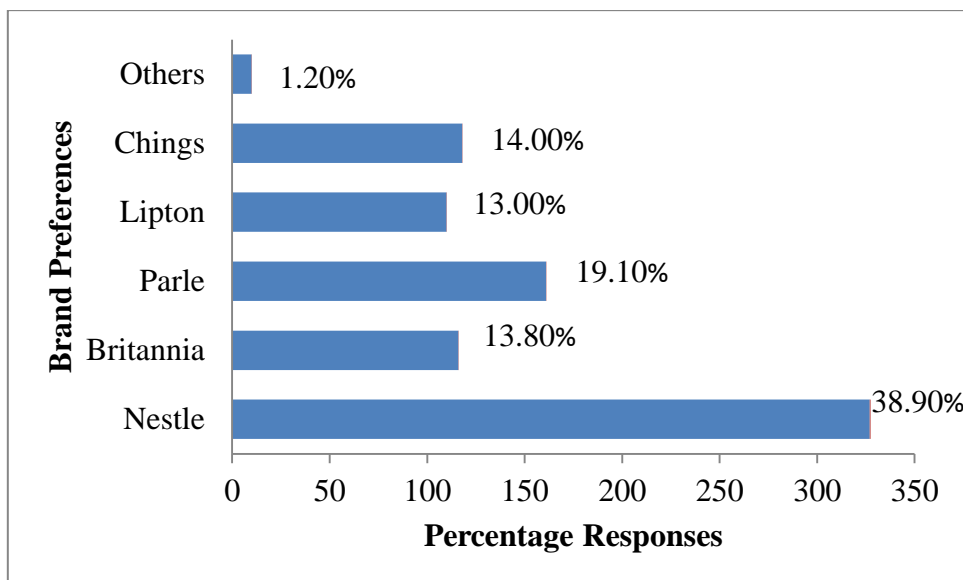
Preference of different celebrity-endorsed oral care brands among Indian FMCG consumers is shown in figure 4.2. Colgate oral care products include different combinations of toothpaste, toothbrush, toothpowder and mouthwash. The majority of the respondents preferred Colgate for their oral care products accounting for 42.8 percent. Sensodyne was preferred by 25.6 percent, Dabur was preferred by 18.9 percent, and Patanjali was preferred by 8.3 percent of the respondents. Very few respondents preferred Ayush 1.2 percent and other brands 3.2 percent for their oral

care products. Colgate brand is endorsed by many well-known celebrities (movie actors/actresses and sportsperson) as well as experts (Dentists) in India.

Colgate has captured around 53% of the Indian oral care market segment (Statista Report, 2021). The findings of the study also resulted in Colgate being the leading oral care brand among Indian FMCG consumers considered for the study.

4.4.3 Food and Beverages Brands

Food and beverages is another important product category with the second-highest revenue share (IBEF Report, 2018) under the Indian FMCG market. Many celebrities can be seen in advertisements endorsing these food and beverages brands ensuring health, fitness and also the taste of these products. This can further influence Indian FMCG consumers to prefer these brands.



Source: Data analysis

Figure 4.3: Most preferred food and beverages brands

Figure 4.3 presents the food and beverages brands preferred by Indian FMCG consumers. Nestle is highly preferred by respondents accounting for 38.9 percent, followed by Parle 19.1 percent and Britannia 13.8 percent. Further, Lipton is preferred by 13 percent, and Chings is preferred by 14 percent respectively by the respondents. Others are negligible. The study reveals that Nestle is the most preferred brand in food and beverages product categories among Indian consumers.

Nestle brand has been endorsed by many famous (actor/actress and sportsperson) celebrities in India. The main products of Nestle are baby foods, bottled water, chocolates and confectionery, coffee, culinary, chilled, and frozen foods and dairy products. Nestle is considered to be one of the largest food and beverages brands which have acquired almost more than 50% of the Indian food and beverages market (Statista Report, 2021).

4.5 Celebrity attributes preferred by consumers for different FMCG product categories

Celebrity endorsing different product categories of FMCG brands influence Indian FMCG consumers to choose the brands. The product categories include Hair Care, Oral Care and Food and Beverages from a vast range of FMCG products. Many celebrity attributes can influence the Indian FMCG consumers, such as their gender and the type of celebrities. For hair care brands, oral care brands and food and beverages the celebrity profile is evaluated on the basis of gender and the type of celebrity endorsing it.

The study considered different characteristics of celebrities while endorsing different product categories of FMCG brands which can influence the consumers to make their choices on these brands. Celebrity attributes considered for the study are public image, experience, popularity, voice and looks/appearances of celebrities. Respondents marked the celebrity attributes from rank 1 to rank 5, where rank 1 is the most preferred and 5 is the least preferred for each product category.

4.5.1 Celebrity attributes preferred by consumers for hair care brands

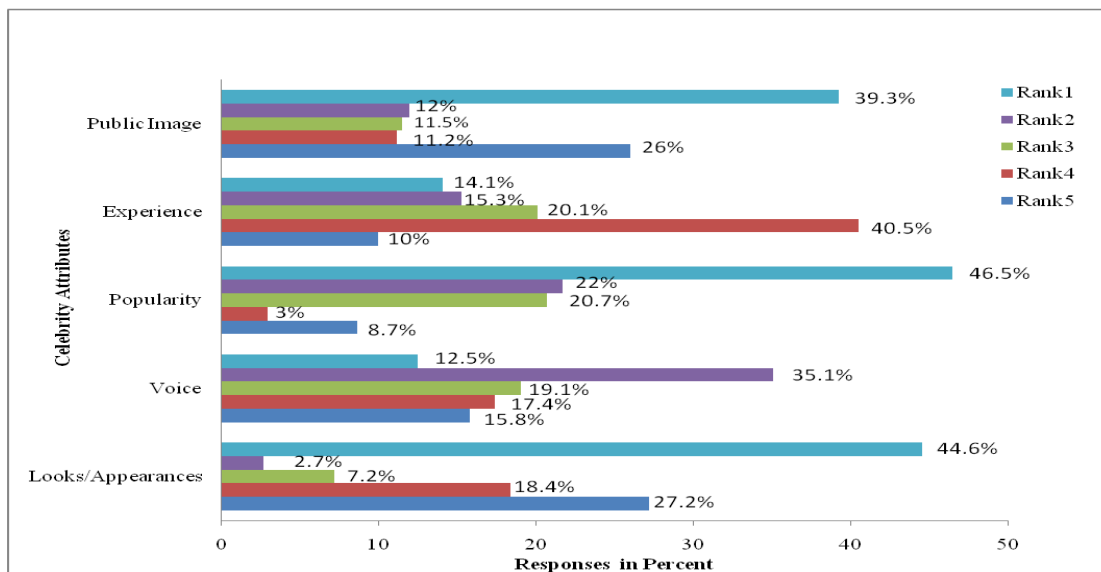
As shown in table 4.2, consumers prefer female celebrities (54.2 percent) over male celebrities (45.8 percent) for endorsing hair care brands. It is in line with the claims made by Celebrity Brand Valuation Report (2019) celebrity endorsing ratio for hair care brands are 51 percent of female celebrities to 49 percent of male celebrities. In the present study Indian consumers prefer to spot female celebrities more over male celebrities for endorsing hair care brands.

Table 4.2: Celebrity profile for endorsing hair care brands

Celebrity Attributes	Celebrity Categories	Percentage (n=843)
Gender	Male	45.8
	Female	54.2
Type	Movie Actor/Actress	61.7
	Politicians	2.4
	Sports Person	5.5
	Television Actor/Actress	23.3
	Entrepreneur	7.1

Source: Data analysis

The most suitable celebrity for endorsing hair care brands preferred by Indian consumers is movie actor/actress (61.7 percent), followed by television actor/actress (23.3 percent). Further the entrepreneur preferred by 7.1 percent and sports person preferred by 5.5 percent.



Source: Data analysis

Figure 4.4: Celebrity attributes preferred for hair care brands

As per Nettv4u Article (2020), top hair care brands are endorsed by movie actors/actresses in India. For the present study, movie actors/actresses are preferred the most by Indian consumers for endorsing hair care brands. The preferred celebrity

attributes like public image, experience, popularity, voice and looks/appearances has been identified based on the frequency of responses for each celebrity attribute of hair care products. Figure 4.4 represents the celebrity attributes preferred by Indian FMCG consumers for hair care brands. While endorsing hair care brands, the celebrity public image, popularity and looks/appearances are considered as the most influencing celebrity attributes compared to celebrity voice and experience.

4.5.2 Celebrity attributes preferred by consumers for oral care brands

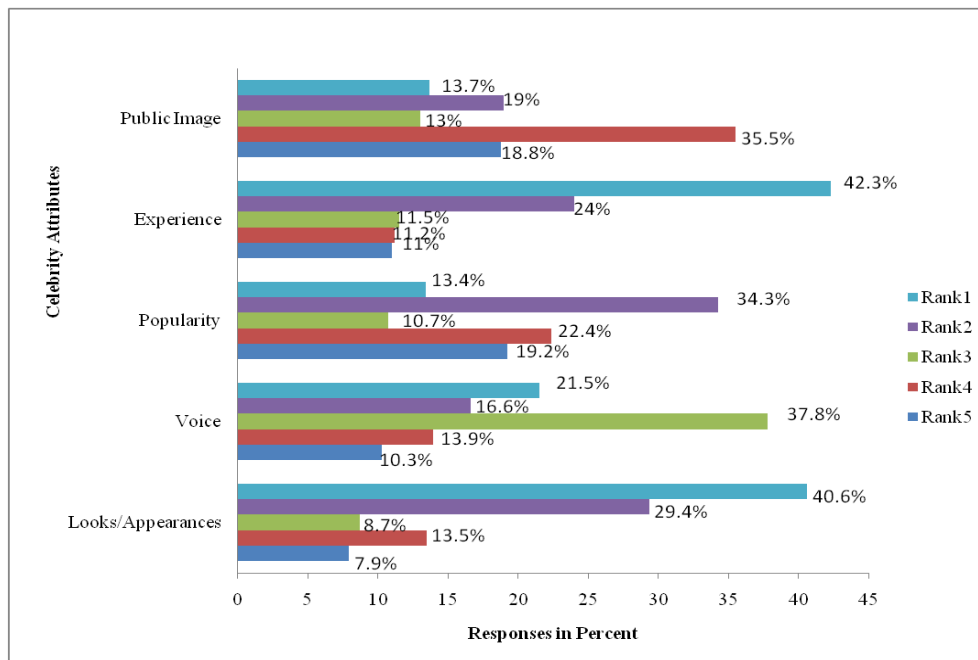
The celebrity profile preferred by Indian consumers for oral care brands are depicted in table 4.3. The Indian consumers prefer female celebrities (54.6 percent) over male celebrities (45.4 percent) endorsing oral care brands. According to Celebrity Brand Valuation Report (2019), celebrities endorsing oral care brands consist 51 percent of female celebrities and 49 percent of male celebrities.

Table 4.3: Celebrity profile for endorsing oral care brands

Celebrity Attributes	Celebrity Categories	Percentage (n=843)
Gender	Male	45.4
	Female	54.6
Type	Movie Actor/Actress	39.5
	Politicians	15.5
	Sports Person	17.2
	Television Actor/Actress	19.5
	Entrepreneurs	8.3

Source: Data analysis

The most suitable type of celebrity for endorsing oral care brands according to Indian consumers is movie actor/actress (39.5 percent), followed by television actors/actresses (19.5 percent) and sportsperson (17.2 percent) respectively. Politicians are preferred by 15.5 percent, and entrepreneurs are 8.3 percent for oral care brands.



Source: Data analysis

Figure 4.5: Celebrity attributes preferred for oral care products

The celebrity attributes are measured based on the frequency of the responses for each celebrity attribute of oral care products. Celebrity attributes preferred by Indian consumers for oral care brands are depicted in figure 4.5. For oral care brands, celebrity experience and looks/appearances are the most preferred attribute compared to public image, popularity, and voice.

4.5.3 Celebrity attributes consumers prefer for food and beverages brands

The celebrity profile for endorsing food and beverages brands based on Indian consumer's preferences is depicted in table 4.4. Consumers prefer female celebrities (51.4 percent) slightly more than male celebrities (48.6 percent). As per Celebrity Brand Valuation Report (2019), the celebrity endorsing ratio of food and beverages brands in India accounts for 51% for females and 49% for males.

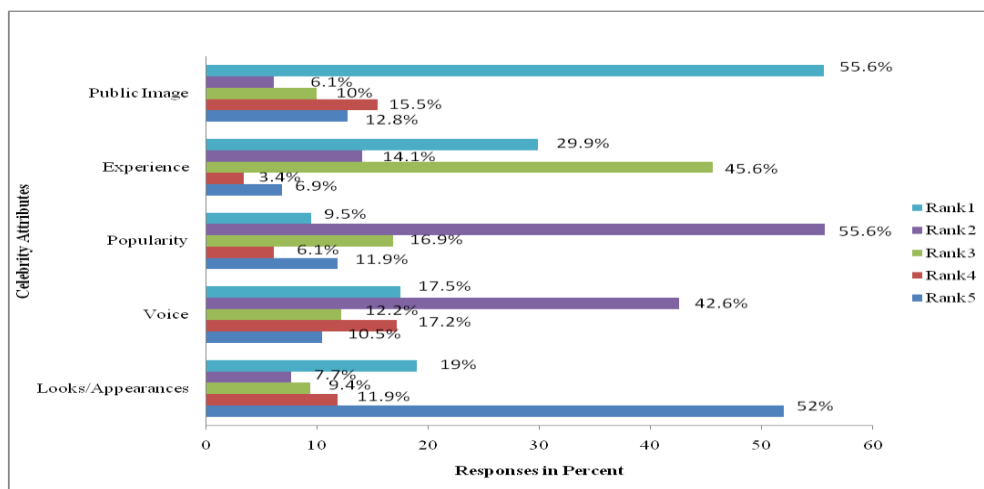
The most suitable type of celebrity for endorsing food and beverages brands according to Indian consumers is sportsperson (74.6 percent), followed by television actor/actress (11 percent).

Table 4.4: Celebrity profile for endorsing food and beverages brands

Celebrity Attributes	Celebrity Categories	Percentage (n=843)
Gender	Male	48.6
	Female	51.4
Type	Movie Actor/Actress	10.4
	Politicians	1.3
	Sports Person	74.6
	Television Actor/Actress	11
	Entrepreneurs	2.6

Source: Data analysis

Further, the influence of movie actors/actresses is 10.4 percent. The influence of politicians and entrepreneurs endorsing food and beverages brands is negligible on Indian consumers. Content analysis performed by Jain et al. (2010) reported that sports celebrities are preferred the most to endorse food and beverages brands compared to any other kind of celebrities.



Source: Data analysis

Figure 4.6: Celebrity attributes preferred for food and beverages brands

The celebrity attributes are measured based on frequency of responses for each celebrity attribute of food and beverages products. Figure 4.6 shows the celebrity attributes preferred by Indian consumers for food and beverages brands. For food and

beverages brands, celebrity public image, popularity and voice are regarded as the most preferring attributes compared to experience and looks/appearances.

4.6 DESCRIPTIVE STATISTICS

Descriptive statistics of continuous variables were performed in the study. Descriptive statistics summarise the mean, median, standard deviation, minimum, and maximum values for all the study constructs are presented in table 4.5.

Table 4.5: Descriptive statistics

Variables	Mean	Median	Standard Deviation
Celebrity Trustworthiness (CT)	3.25	3.00	1.20
Celebrity Expertise (CE)	3.16	3.00	1.14
Celebrity Attractiveness (CA)	3.86	3.00	1.06
Perceived Fit (PF)	3.88	3.00	0.97
Symbolic Appeal (SA)	3.49	3.00	1.12
Perceived Risk (PR)	3.48	3.00	1.05
Perceived Value (PV)	3.57	3.00	1.07
Perceived Benefit (PB)	3.94	3.00	1.00
Attitudes Towards Brand (ATB)	3.24	3.00	1.13
Purchase Intention (PI)	3.12	3.00	0.98

Source: Data analysis

The maximum range for each study construct is 5, and the minimum range for each construct is 1. The highest mean value was reported for the perceived benefit at 3.94, and the lowest mean was for purchase intention at 3.12. Median values of all constructs are 3.00 which reflect the midpoint of the distribution for the present study. The standard deviation of all the constructs ranges from 0.97 to 1.20, which shows that responses are centred on the mean value implying normal distribution of the data (Bartz, 1979).

4.7 KAISER MEYER OLKIN AND BARLETT TEST OF SPHERICITY

KMO test is measures of sampling adequacy (MSA) indicating inter-correlation between the variables prior to factor analysis. MSA index value ranges between 0 and 1, with a value near 1 representing sufficient samples to generate consistent estimates of correlation among all the variables. In order to understand the effect of celebrity endorsement on consumer product evaluation leading to attitude formation, 62 items across the study were subjected to factor analysis. KMO measure of sampling adequacy for each construct is derived for all the variables (table 4.6), and the values range 0.709- 0.833. The study has performed Bartlett test of sphericity to check the presence of statistically significant correlation among variables in the study with significance values < 0.05 is appropriate for factor analysis (Hair et al. 2017).

Table 4.6: KMO and Bartlett's Test of Sphericity

	CT	CE	CA	PF	SA	PR	PV	PB	ATB	PI
KMO	0.82	0.83	0.83	0.83	0.87	0.85	0.84	0.81	0.83	0.81
Bartlett test of Sphericity	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00

Note: CT = celebrity trustworthiness, CE = celebrity expertise, CA = celebrity attractiveness, PF = celebrity perceived fit, SA = celebrity symbolic appeal, PR = perceived risk, PV = perceived value, PB = perceived benefit and ATB = attitude towards brand.

Source: Data analysis

Bartlett tests of sphericity values in the study were significant at 0.000 levels for all the variables. This indicates that all variables are appropriate for the factor analysis.

4.8 MEASUREMENT MODEL

The measurement model or outer model adequacy is determined using confirmatory factor analysis to ascertain reliability and validity among constructs. The study has adopted the SEM technique for confirmatory factor analysis (CFA). SEM is used in the study to know interrelationships among celebrity endorsement process variables, consumer product evaluation variables, attitude towards the brand, and purchase intention variables. The outer model or measurement model using SEM explains factorial validity among constructs is known as CFA (Confirmatory Factor Analysis) model. The CFA model represents the link between factors and variables to be

measured under these factors within the framework of SEM (i.e. measurement model). It also signifies the pattern through which each measure loads on a particular factor. Hypotheses considered for the study include the influence of the celebrity endorsement process on perceived risk, perceived value and perceived benefit separately and combination of all the three factors, i.e. consumer product evaluation as a single factor. Hence, for the study, it was required to develop two First-Order CFA models (Nine- Factor and Eight-Factor) representing the factorial validity of theoretical constructs undertaken for the study.

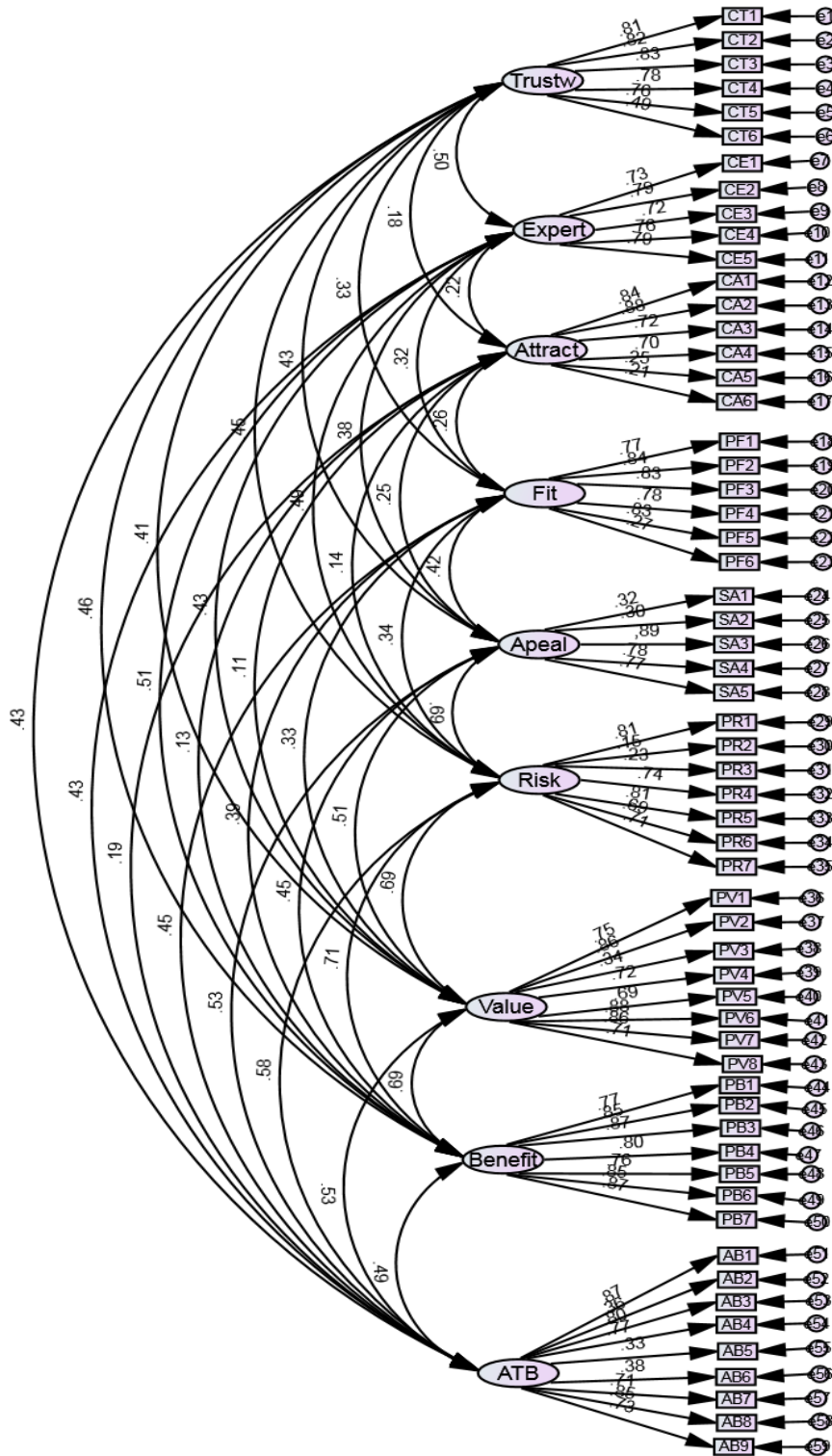
4.8.1 Nine-Factor CFA Model

The Nine-Factor CFA model represents the correlation between celebrity trust, celebrity expertise, celebrity attractiveness, perceived fit, symbolic appeal, perceived risk, perceived value, perceived benefit and attitude towards the brand. Figure 4.7 describes the strength (regression weights) between latent variables (trust, expertise, attract, fit, appeal, risk, value, benefit, ATB) and observed variables. Unidirectional arrows in figure 4.7 explain the relationship between latent variables (trust, expertise, attractiveness, fit, appeal, risk, value, benefit and ATB) and observed variables considering all variables as independent variables. The parameter summary of the Nine-Factor CFA model (table 4.7) represents the fixed, labelled and unlabelled variables and the covariances and variances.

Table 4.7: Hypothesized Nine-Factor CFA model Summary of Model Parameters

	Weights	Covariance	Variances	Means	Intercepts	Total
Fixed	68	0	0	0	0	68
Labeled	0	0	0	0	0	0
Unlabeled	50	36	68	0	0	154
Total	118	36	68	0	0	222

Source: Data analysis



Source: Data analysis

Figure 4.7: Nine-Factor CFA Model

4.8.2 Eight-Factor CFA Model

The Eight-Factor CFA model corresponds to the correlation between celebrity trust, celebrity expertise, celebrity attractiveness, perceived fit, symbolic appeal, consumer product evaluation, attitude towards the brand and purchase intention. Figure 4.8 describes the strength (regression weights) between latent variables (trust, expertise, attract, fit, appeal, CPE, ATB and PI) and observed variables (CT1 to PI3). Eight-Factor CFA Model considers perceived risk, perceived value and perceived benefit as a single construct named consumer product evaluation (CPE) and purchase intention are also measured by preserving all other variables same as shown in the Nine-Factor CFA model.

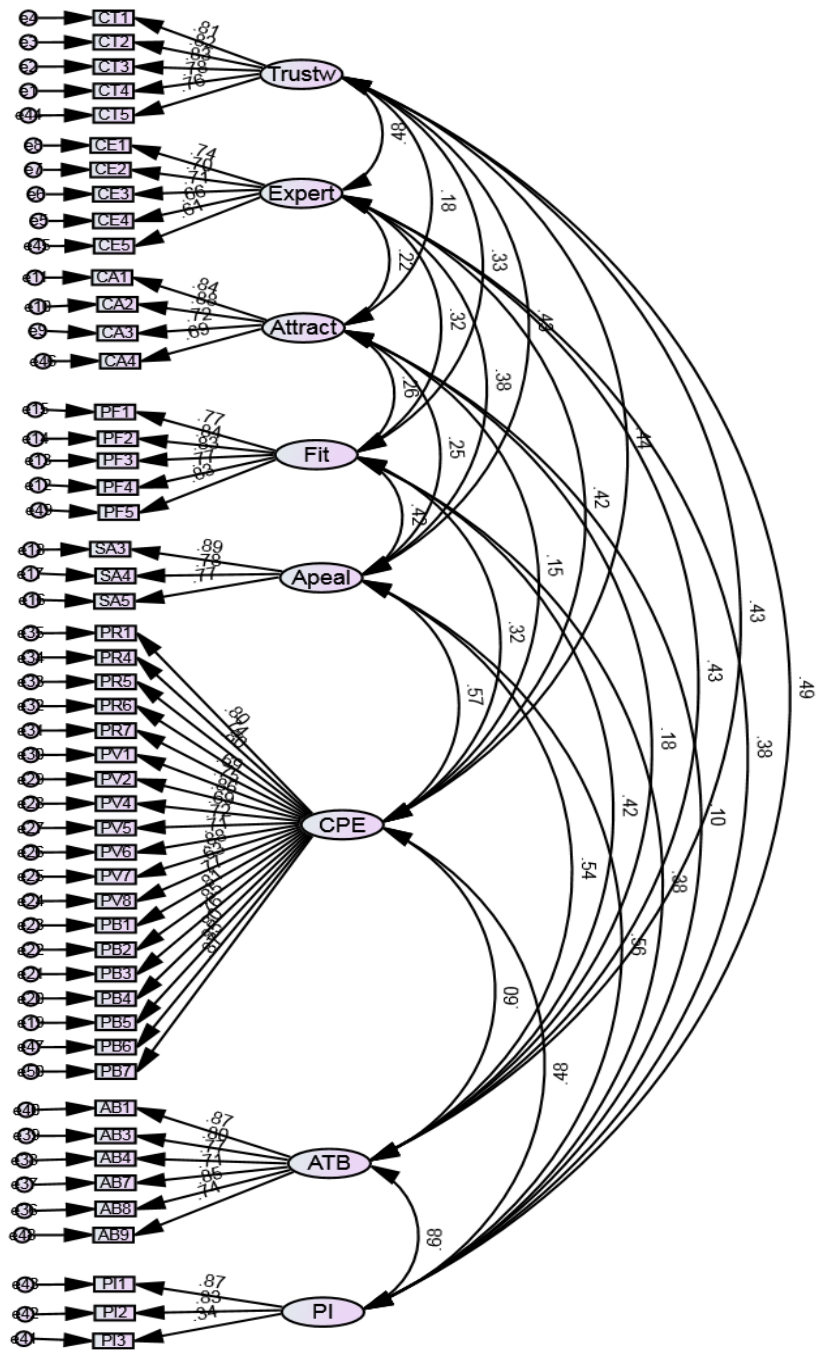
Unidirectional arrows in figure 4.8 explain the relationship between (trust, expertise, attract, fit, appeal, CPE, ATB and PI) and observed variables (CT1 to PI3), considering all variables as independent variables. The items with standardised estimates above 0.5 are included in the Eight-Factor CFA model. The parameter summary of the Eight-Factor CFA model (table 4.8) represents the fixed, labelled and unlabeled variables and the covariance and variances.

Table 4.8 Hypothesized Eight-Factor CFA model Summary of Model Parameters

	Weights	Covariance	Variances	Means	Intercepts	Total
Fixed	61	0	0	0	0	68
Labeled	0	0	0	0	0	0
Unlabeled	39	28	58	0	0	125
Total	100	28	58	0	0	186

Source: Data analysis

The relationship between all the study constructs and measurement items are shown in figure 4.7 and figure 4.8. Also, the double-headed arrow shown in the models represents the correlation between variables. Covariance determines only the direction between variables, and it is the measure of correlation. Correlation calculates the strength and direction of linear relationships among two variables. The p values associated with all constructs were below 0.01, indicating that they are significant (Byrne, 2010).



Source: Data Analysis

Figure 4.8: Eight-Factor CFA Model

Table 4.9: Deleted items from variables

Variables	Statements	Estimates
Celebrity Trustworthiness	CT6- The celebrities are convincing in promoting brands.	0.49
Celebrity	CA5- The celebrities in advertisements are sexy.	0.25
Attractiveness	CA6- The celebrities are considered to be style icon to promote brands.	0.21
Perceived Fit	PF6- I could see the meaningful link between the celebrity and the endorsed brand.	0.27
Symbolic Appeal	SA1- I am aware of the brand because of the celebrity endorsing it has big fan following.	0.32
	SA2- The celebrity performance track record can be reflected on the endorsing brand.	0.3
Perceived Risk	PR2- I need some more information about the FMCG brands other than endorsement by celebrities.	0.15
	PR3- To figure out about the FMCG brands I need to try it several times instead of endorsement by celebrities.	0.23
Perceived Value	PV3- Celebrity endorsed FMCG brands are designed well.	0.34
Attitudes towards Brand	AB2- The use of celebrity endorsed FMCG brands makes a difference in my life.	0.36
	AB5- I am confident about the effectiveness of FMCG brands endorsed by celebrities.	0.33
	AB6- I trust the FMCG brand endorsed by celebrities.	0.38
Purchase Intention	PI3- I would not buy the FMCG brands endorsed by celebrities.	0.34

Source: Data analysis

The reliability and validity of all constructs in the Nine-Factor CFA model and Eight-Factor CFA model were established by assessing the following segment:

- The standardised loading estimates and composite reliability scores of each study constructs of the present study for reliability
- Factor loadings and Average variance extracted (AVE) values of each study constructs undertaken for the present study for convergent validity
- Square root of average variance extracted (AVE) and inter-correlation values among all the study constructs for discriminant validity.

The regression weights of the Nine-Factor CFA model and the Eight-Factor CFA model suggest the fulfilment of minimum criteria for accepting or rejecting observed variables considered for further statistical analysis. The parameter estimates consist of regression weights, covariance values and variance values and all the unobserved variables resulted in the CR values $>\pm 1.96$ as suggested by Byrne (2010). Standardised regression weights (beta values) are shown as path values in figure 4.7 and 4.8. The Nine-Factor CFA model resulted in the deletion of some measurement items with standardised regression weights below 0.5, as suggested by Byrne (2010). The deleted items from latent variables are represented in table 4.9.

4.8.3 Assessment of Reliability

Reliability represents the internal consistency of a measuring instrument with accurate results. A reliable measure generates the same results despite applying numerous times (Nunnally and Bernstein, 1994). So the reliability assures reiteration of findings when carried out in the same circumstance under the same situation. The study has focused on studying the internal consistency of reliability aspect rather than the repeatability feature of reliability. Since the study contains a multi-factor model, standardised loading estimates and composite reliability is used to estimate the reliability of multi-item scales for each construct. As per Hair et al. (2017) standardised loading estimate value between 0.5 to 0.70 is suitable, and above 0.7 is considered ideal. So, the study has eliminated factor loading estimates below 0.5 in the Nine-Factor CFA model and Eight-Factor CFA model.

Factor loadings calculated were 0.7 to 0.8, establishing the internal consistency among all latent variables. Internal consistency of constructs needs to be confirmed

before proceeding with the causal model (Hair et al., 2010). Composite reliability is calculated through the standard formula suggested by Hair et al. (2017):

$$\text{Composite Reliability (CR)} = \frac{(\sum \text{Standardised Loading})^2}{(\sum \text{Standardised Loading})^2 + \sum (\text{ME})}$$

$$\text{Measurement Error (ME)} = 1 - (\text{Standardised Loading})^2$$

Output of SPSS-AMOS was copied in MS-Excel, and further analysis was done using the MS-Excel functions as per the requirement of the formula of composite reliability.

Table 4.10: Composite Reliability for Nine-Factor CFA

	CT	CE	CA	PF	SA	PR	PV	PB	ATB
Composite Reliability	0.90	0.84	0.86	0.90	0.85	0.91	0.93	0.92	0.91

Note: CT = celebrity trustworthiness, CE = celebrity expertise, CA = celebrity attractiveness, PF = celebrity perceived fit, SA = celebrity symbolic appeal, PR = perceived risk, PV = perceived value, PB = perceived benefit and ATB = attitude towards brand.

Source: Data analysis

CR values between 0.60 to 0.70 are acceptable, and CR values more than 0.70 are fundamental for advanced stages of research (Nunnally and Bernstein, 1994; Bagozzi and Yi, 1988). The CR values of the nine-factor CFA model (table 4.10) ranges from 0.84 to 0.93 for all latent variables in this study, thereby fulfilling the acceptable criteria for the Nine-Factor CFA.

Table 4.11: Composite Reliability for Eight-Factor CFA

	CT	CE	CA	PF	SA	CPE	ATB	PI
Composite Reliability	0.90	0.84	0.86	0.89	0.85	0.96	0.91	0.84

Note: CT = celebrity trustworthiness, CE = celebrity expertise, CA = celebrity attractiveness, PF = celebrity perceived fit, SA = celebrity symbolic appeal, CPE = Consumer Product Evaluation, ATB = attitude towards brand and PI = Purchase Intention.

Source: Data analysis

The CR values of the Eight-Factor CFA model (table 4.11) ranges from 0.84 to 0.96 for all latent variables in this study, thereby fulfilling the acceptable criteria for Eight-Factor CFA. These values confirm all constructs are reliable for further analysis.

4.8.4 Assessment of Validity

In survey research design, construct validity is an assessment of the quality of an instrument. The important type of validity measures of study constructs are convergent validity and discriminant validity. Both the convergent validity and discriminant validity confirm the construct's validity as a whole.

4.8.4.1 Convergent Validity

Convergent validity occurs where measures of constructs that are expected to correlate. The observed variables of precise latent construct should converge or share an elevated proportion of variance in common. It can be measured through factor loadings and also Average Variance Extracted (AVE). The factor loadings refer to statistically standardized loading estimates in CFA, value should be 0.5 or higher than 0.7 is considered to be ideal. AVE is derived through the formula recommended by Hair et. al. (2010):

$$\text{Average Variance Extracted (AVE)} = \frac{(\sum \text{Standardised Loading})^2}{\text{No. of Indicators}}$$

No. of Indicators
Table 4.12: Convergent Validity for Nine-Factor CFA

	CT	CE	CA	PF	SA	PR	PV	PB	ATB
AVE	0.64	0.55	0.62	0.65	0.66	0.56	0.62	0.65	0.63

Note: CT = celebrity trustworthiness, CE = celebrity expertise, CA = celebrity attractiveness, PF = celebrity perceived fit, SA = celebrity symbolic appeal, PR = perceived risk, PV = perceived value, PB = perceived benefit and ATB = attitude towards brand.

Source: Data analysis

AVE is the amount of common variance among latent construct indicators and the acceptable range of AVE values should be more than 0.50 to have a convergent validity (Hair et. al. 2010).

Table 4.13: Convergent Validity for Eight-Factor CFA

	CT	CE	CA	PF	SA	CPE	ATB	PI
AVE	0.64	0.55	0.62	0.65	0.66	0.69	0.63	0.73

Note: CT = celebrity trustworthiness, CE = celebrity expertise, CA = celebrity attractiveness, PF = celebrity perceived fit, SA = celebrity symbolic appeal, CPE = Consumer Product Evaluation, ATB = attitude towards brand and PI = Purchase Intention.

Source: Data analysis

AVE values for Nine-Factor CFA Model (table 4.12) ranges from 0.55 to 0.66 which are above the satisfactory level suggested by Hair et al. (2010) this further assures all constructs of Nine-Factor CFA Model were correlated. AVE values for Eight-Factor

CFA Model (table 4.13) ranges from 0.52 to 0.73 which are above the satisfactory level, and this further assures all the constructs of the Eight-Factor CFA Model were correlated.

4.8.4.2 Discriminant Validity

Campbell and Fiske (1959) introduced the concept of discriminant validity. Hair et al. (2010) defined discriminant validity as “the extent to which a construct is truly distinct from other constructs by empirical standards”. The square root of AVE values should be greater than its highest correlation with any other construct validating the discriminant validity (Hair et al., 2010). The correlation values usually range between 0 and 1, higher the value represents greater correlation among two latent constructs.

The square root of AVE values of all the latent constructs (table 4.14) demonstrates the discriminant validity by exceeding every inter-construct correlation value of Nine-Factor CFA Model. The value ranges from 0.746 to 0.854 which are greater than correlation values and the discriminant validity was established.

Table 4.14: Discriminant Validity for CFA

Latent Variables	CT	CE	CA	PF	SA	CPE	ATB	PI
CT	0.803							
CE	0.48***	0.746						
CA	0.18***	0.45***	0.787					
PF	0.33***	0.57***	0.26***	0.808				
SA	0.43***	0.38***	0.25***	0.35***	0.816			
CPE	0.49***	0.42***	0.15***	0.32***	0.57***	0.831		
ATB	0.43***	0.53***	0.19***	0.32***	0.53***	0.60***	0.795	
PI	0.42***	0.38***	0.09***	0.37***	0.56***	0.48***	0.68***	0.854

Note: CT = celebrity trustworthiness, CE = celebrity expertise, CA = celebrity attractiveness, PF = celebrity perceived fit, SA = celebrity symbolic appeal, CPE = Consumer Product Evaluation, ATB = attitude towards brand and PI = Purchase Intention. Square root of AVE is represented diagonally. All the correlation values are significant at ***p<0.001

Source: Data analysis.

The square root of AVE values of all the latent constructs demonstrates the discriminant validity by exceeding every inter-construct correlation value of the CFA Model. All the study constructs are highly correlated and suitable for further analysis of SEM.

4.9 STRUCTURAL EQUATION MODELS

Structural equation models mainly establish the causal relationship between endogenous (celebrity endorsement process variables) and exogenous variables (consumer product evaluation attributes, attitude towards brand and purchase intention) undertaken for the study. The study has adopted a two- step SEM process (Hair et. al., 2010) under which the measurement model fit and the construct validity are assessed through Nine-Factor CFA model and Eight-Factor CFA model. After the measurement models are tested the structural models are designed to assess the significant relationship among the endogenous and exogenous variables. SEM depicts the structural theory of endogenous and exogenous variables through visual diagrams. The causal relationship between the celebrity endorsement process variables, consumer product evaluation variables, attitude towards brand and purchase intention was measured in the present study. Thereby the effect of celebrity endorsement on consumer product evaluation leading to attitude formation and purchase intention was studied through SEM.

The study performed structural equation models to prove the relationship between variables considered for the study. The hypothesis testing is measured using the regression values and p values for the underlying variables. The study resulted in 3 sub-models of SEM in developing the final proposed SEM. Sub models of SEM are:

1. Model A: The effect of celebrity endorsement process on perceived risk leading to attitude formation
2. Model B: The effect of celebrity endorsement process on perceived value leading to attitude formation
3. Model C: The effect of the celebrity endorsement process on perceived benefit leading to attitude formation

All the three sub models A, B and C are related to the effect of the celebrity endorsement process on consumer product evaluation leading to attitude formation. There are few criteria for assessing the inner model, which is widely followed while assessing SEM. The criteria considered for SEM models in the study are:

1. Squared multiple correlations (R^2): It is the percentage of variance explained by the endogenous (independent) variables on exogenous (dependent) variables. In SPSS-AMOS it is represented as squared multiple correlation. The value ranges from 0 to 1 in normalised terms. According to Chin (1998), the model explanatory power is considered to be considerable, fair or fragile when the R^2 values are something like around 0.67, 0.33 and 0.19 respectively. Though, there is no collectively established threshold value for R^2 in social sciences as it wholly depends on the research discipline and variables under question.

2. Effect Size or f^2 : Along with R^2 metrics in SPSS-AMOS the fluctuations in the coefficients were explored to analyse whether the particular latent independent variables has significant impact on the latent dependent variable. The effect size (f^2) is calculated using the equation developed by Cohen (1988). The effect size is calculated as:

$$\text{Effect Size } (f^2) = \frac{(R_I^2 - R_E^2)}{(1 - R_I^2)}$$

R_I^2 (R^2 including) means the combined impact of all independent variables on dependent variables. R_E^2 (R^2 excluding) implies the impact of each independent variable on a dependent variable. Cohen (1988) recommended effect size values of 0.02 as small, 0.15 as medium, and 0.35 as large effect on the dependent variable through the predictor variable.

3. Bootstrapping: SPSS- AMOS also provides the bootstrapping option while calculating estimates which assures the significance of path coefficients. These values are measured in terms of sign, magnitude and significance (Hair et. al., 2010). The path coefficients signify the relationship between the variables in the model. Significant path values empirically sustain the causal relationship for the proposed model.

4. CR (Critical Ratio): SPSS-AMOS calculates CR which is basically a test statistic representing parameter estimates divided by standard error. CR performs the operation of Z-statistic in testing that estimate is statistically different from zero for the sample data. CR values are acceptable $\geq \pm 1.96$ with probability level 0.05. The recommended values are either accepting or rejecting null hypothesis $CR \geq \pm 1.96$ or p

≤ 0.05 (Hair et al., 2010).

5. CMIN/DF: It is a minimum discrepancy divided by degree of freedom in the results of the study (Byrne, 2010). It estimates the discrepancy between observed and expected covariance values.

6. Model Fit Indices: Model fit indices include evaluating default models based on some important criteria under the study. Fit indices include (i) residual based fit indices; (ii) independence model based fit indices and (iii) root mean square error approximation. Residual based fit indices consist of RMR, GFI and AGFI. Independence model based fit comprises NFI and CFI.

RMR (Root Mean-square Residual) is the square root of the average squared amount by which the sample variances and covariance differ from their estimates obtained under the assumptions that the default model is correct (Arbuckle, 2013). GFI (Goodness of Fit Index) is described as a measure of fit between hypothesized model and observed covariance matrix by comparing squared multiple correlations in multiple regression (Byrne, 2010). Table 4.15 demonstrates the acceptable model fit indices values. AGFI (Adjusted Goodness of Fit Index) is the corrected GFI, which is affected by each indicator of all the latent variables in the model.

Table 4.15: Acceptable Model Fit Indices Value

Model Fit Measures	CMIN/DF	RMR	GFI	AGFI	CFI	RMSEA
Accepted Values	<5	<0.06	>0.9	>0.9	>0.9	<0.08

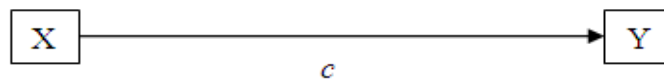
Source: Byrne (2010)

NFI (Normed Fit Index) evaluates the discrepancy between the chi-square values of hypothesized models and independence models. CFI (Comparative Fit Index) measures the difference between the data of hypothesized models and independence models. RMSEA (Root Mean Square Error Approximation) represents the complexity of the model; the discrepancy is articulated per degree of freedom, making it responsive to the number of estimated parameters in the model.

4.9.1 Mediation Analysis through SEM

The mediation effect for all the models were examined in the study. Mediation occurs usually when the predictor variable has an effect on the dependent variable through an intervening variable/s. According to Baron and Kenny (1986) the mediation is justified based on three conditions, firstly the independent variable must affect the mediator; secondly the independent variable must execute its affect on the dependent variable and finally the mediator must affect the dependent variable. Hayes (2009) explained the mediation effect model as an intervening variable model as well and also intervening variables are named as mediators. Further the study described mediation as a simple mediation model and single-step multiple mediator model.

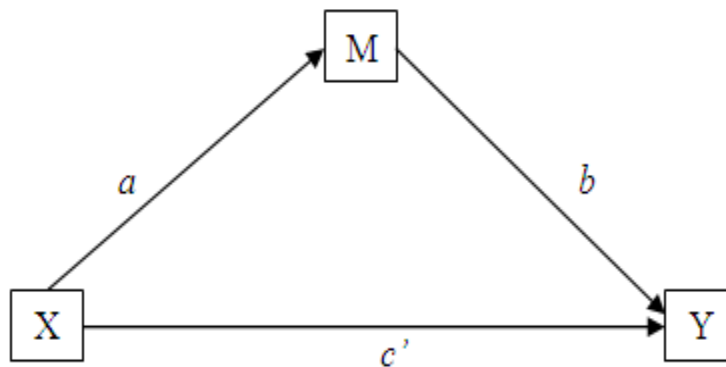
1. Total effect model



Source: Hayes 2009

Figure 4.9: Illustration of simple mediation model

2. Simple mediation model



Source: Hayes 2009

Figure 4.10: Illustration of simple mediation model where X affects Y through the mediator M

Path a signifies coefficient of the independent variable(X) predicting the mediator (M) from independent variable(X) whereas path b and c' represents coefficient of dependent variable(Y) predicting dependent variable(Y) from both mediator (M) as

well as dependent variable(Y) respectively. In the path analysis c' quantifies the direct effect of X whereas the product of a and b quantifies the indirect effect of X on Y through M. After observing all three variables the total effect of the path analysis is symbolised as $c = c' + ab$. The indirect effect is inferred as the change of one unit on X is likely to change on Y through X's effect on M, which further have effect on Y. The direct effect is inferred as the effect of X on Y that is independent of pathway through M. Preacher and Hayes (2008) suggested two steps in examining the multiple mediation models namely a) assessing total, direct and indirect effects and b) testing hypotheses individual mediators. Further the study confirms bootstrapping is another method for testing mediation as it is a non-parametric re-sampling procedure and does not enforce distributional assumptions in support of parametric procedures which is perfect for non-linear paths.

In SPSS-AMOS the mediation is studied through structural equation modeling (SEM) through generating total, direct and indirect effect in the course of the bootstrapping process. The software provides the benefit of carrying out multiple mediation at once, also it consolidates the approaches of Baron and Kenny (1986) and Hayes (2009). The predictive power or effect size of the mediation (indirect) values could be represented 0.01 as small, 0.09 as medium and 0.25 as large (Kenny, 2021).

4.9.2 Model A: The effect of celebrity endorsement process on perceived risk leading to attitude formation

Model A depicts the effect of the celebrity endorsement process on perceived risk leading to attitude formation. Effect sizes of each independent variable on dependent variable for model A is presented in table 4.16. Symbolic appeal has large effect size on perceived risk, celebrity trustworthiness has moderate effect size on perceived risk, celebrity expertise has small effect size on perceived risk and perceived fit has small effect size on perceived risk.

Table 4.16: Coefficient of paths in Model A with effect sizes

Paths	Effect Sizes(f^2)	Remarks
CT→PR	0.188	Moderate
CE→PR	0.089	Small
CA→PR	0.005	No effect
PF→PR	0.167	Small
SA→PR	0.348	Large
PR→ATB	0.357	Large

Note: CT = Celebrity trustworthiness, CE = Celebrity expertise, CA = Celebrity attractiveness, PF= Perceived fit, SA = Symbolic appeal, PR = Perceived risk, ATB = Attitude towards brand

Source: Data analysis

Among all the celebrity endorsement process variables symbolic appeal has the highest effect size on perceived risk and celebrity attractiveness had no effect on perceived risk. Perceived risk has a large effect size on attitude towards brand.

4.9.2.1 Hypotheses Testing

The results of hypotheses testing with path coefficients for Model A are mentioned in table 4.17. The study has considered social and psychological risk components while measuring perceived risk.

Table 4.17: Results of hypotheses testing with path coefficients for Model A

Hypotheses	Paths	Coefficients (β)	CR	Result
H _{1a}	CT→PR	0.23***	5.12	Supported
H _{2a}	CE→PR	0.14**	3.97	Supported
H _{3a}	CA→PR	0.02 ^{ns}	0.268	Not supported
H _{4a}	PF→PR	0.25**	5.135	Supported
H _{5a}	SA→PR	0.64***	12.328	Supported
H _{6a}	PR→ATB	0.63***	13.04	Supported

Note: CT = Celebrity trustworthiness, CE = Celebrity expertise, CA = Celebrity attractiveness, PF = Perceived fit, SA = Symbolic appeal, PR = Perceived risk, ATB = Attitude towards brand, CR = Critical Ratio, ns = not significant, ***p<0.001, **p<0.01

Source: Data analysis

Celebrity trustworthiness positively influences the perceived risk of Indian FMCG consumers with C.R. = 5.12, $\beta = 0.23$ at $p < 0.001$; thus, H_{1a} was supported. The present study confirmed that the trustworthiness of celebrities in endorsing FMCG brands has a positive influence on the consumers' risk perceptions. The findings of the present study support the claims of Hussain et al., (2017) electronic word of mouth trustworthiness positively gets affected by perceived risk. But the study by Hussain et al (2017) did not consider celebrity trustworthiness.

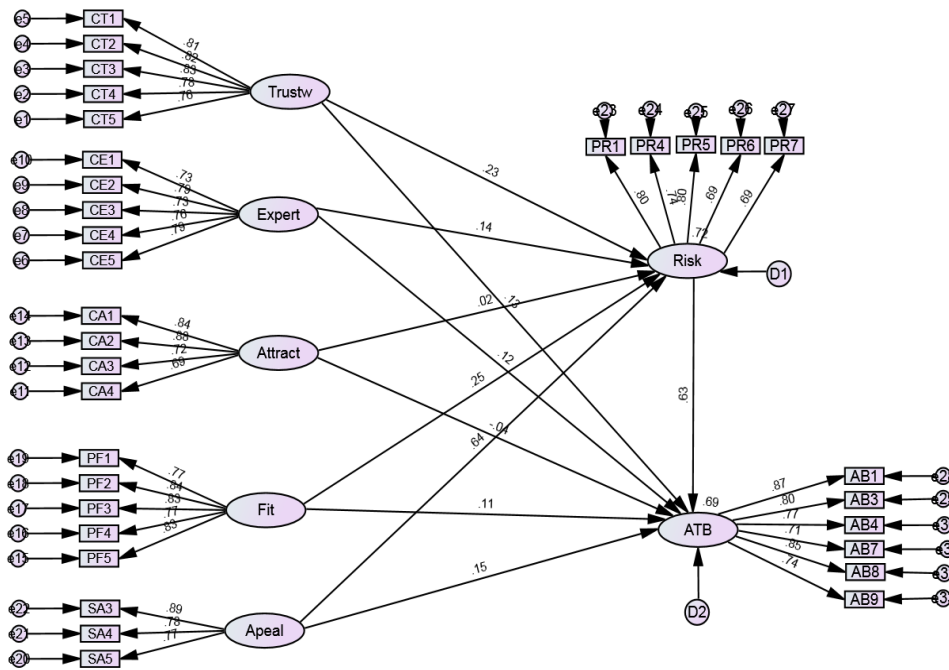
Celebrity expertise positively influences the perceived risk of Indian FMCG consumers with C.R. = 3.97, $\beta = 0.14$ at $p < 0.01$; thus, H_{2a} was supported. In the present study it was proved that the knowledge, skill and experience of the celebrity endorsing the FMCG brands can reduce the risk perception of consumers by creating a good impression on other people. The results of the present study match the findings of Hussain et. al. (2017) study which confirmed the strong positive effect of expertise on perceived risk and did not consider celebrity expertise.

However, the influence of celebrity attractiveness on perceived risk of Indian FMCG consumers was not significant with C.R. = 0.268, $\beta = 0.02$ at $p = 0.53$; thus, H_{3a} was not supported. The findings of the study claim that attractiveness of celebrities does not influence Indian consumers to reduce the risk perception of FMCG brands.

Celebrity perceived fit with FMCG brands positively influence the perceived risk of Indian FMCG consumers with C.R. = 5.135, $\beta = 0.25$ at $p < 0.01$; thus, H_{4a} was supported. The present study confirmed that the relevance of celebrity with the FMCG brands influences consumers to feel acceptable in peer groups thereby influencing perceived risk. The findings of the study supports the claims of Biswas et al. (2006) that celebrity match up influences consumer financial risk and performance risk, but the study did not consider social and psychological risk perceptions.

Celebrity symbolic appeal while promoting FMCG brands positively influence the perceived risk of Indian FMCG consumers with C.R. = 12.328, $\beta = 0.64$ at $p < 0.001$; thus, H_{5a} was statistically supported. The consumers' likeability on celebrities while endorsing the FMCG brands influences them to get social approval thereby influencing the risk perception.

The perceived risk significantly influences the attitude towards brand of Indian FMCG consumers with C.R. = 13.04, $\beta = 0.63$ at $p < 0.001$; thus, it indicates that H_{6a} was supported. The social and psychological risk associated with celebrity endorsed FMCG brands positively influences the consumers to form positive attitudes.



Source: Data analysis

Figure 4.11: Model A representing effects of celebrity endorsement process on consumer perceived risk in attitude formation

Model A represents a visual diagram depicting the effect of celebrity endorsement process on perceived risk leading to attitude formation in figure 4.11. It was evident that out of celebrity source credibility attributes, celebrity trustworthiness was showing the strongest relationship on perceived risk with $\beta = 0.23$. It shows that Indian FMCG consumers prefer the celebrity with high trust value as a credible information source while evaluating brands on the basis of social and psychological risk perceptions. Symbolic appeal was having the strongest relationship on perceived risk with $\beta = 0.64$ compared to all other variables of the celebrity endorsement process. The celebrity appeal while endorsing Indian FMCG brands influences consumers the most on risk

perceptions compared to any other celebrity endorsement process attributes. It is also to be noted that celebrity attractiveness had no influence on consumer perceived risk.

Further the predictive power of the model is explained through squared multiple correlation values (R^2). It was estimated that the predictors of perceived risk explain 70.2 percent of its variance. In other words, the error variance of perceived risk is approximately 29.8 percent of the variance of perceived risk itself. For Model A the predictors of perceived risk were celebrity trustworthiness, celebrity expertise, perceived fit and symbolic appeal. It was estimated that the predictors of attitude towards brand explain 69.1 percent of its variance. In other words, the error variance of attitude towards brand is approximately 30.9 percent of the variance of attitude towards brand itself. The predictors of attitude towards brand were celebrity trustworthiness, celebrity expertise, perceived fit and symbolic appeal and perceived risk.

4.9.2.2 Mediation Effect of Perceived Risk

The mediating role of perceived risk is studied while exploring the effect of celebrity endorsement on attitude towards brand is presented in table 4.18.

Table 4.18: Mediation Effect of perceived risk for Model A

Paths	Total Effect	Direct Effect	Indirect Effect	Mediation
CT→PR→ATB	0.323***	0.107***	0.216***	Medium
CE→PR→ATB	0.258**	0.125**	0.133**	Small
PF→PR→ATB	0.345**	0.138**	0.207**	Medium
SA→PR→ATB	0.747***	0.365***	0.382***	Large

Note: CT= Celebrity trustworthiness, CE= Celebrity expertise, CA= Celebrity attractiveness, PF= Perceived fit, SA= Symbolic appeal, PR= Perceived risk, ATB= Attitude towards brand, ***p<0.001, **p<0.01.

Source: Data analysis

The influence of celebrity endorsement process on attitude formation will be more relevant if it is measured through consumer perceived risk as a mediating variable.

Hence the present study has explored the mediating role of consumer perceived risk by determining the indirect effect sizes.

The standardised indirect (mediated) effect of celebrity trustworthiness on attitude towards brand is 0.216 (medium). If celebrity trustworthiness goes up by 1 standard deviation, attitude towards brand increases by 0.216 standard deviations. The standardised indirect (mediated) effect of celebrity expertise on attitude towards brand is 0.133 (small). If celebrity expertise goes up by 1 standard deviation, attitude towards brand increases by 0.133 standard deviations. The results of the study confirms that perceived risk partially mediates the influence of source credibility attributes such as celebrity trustworthiness and celebrity expertise on the attitude towards brand of Indian consumers. The mediated effect of perceived risk on attitude formation for celebrity trustworthiness is high when compared to celebrity expertise. It implies that if Indian consumers trust the celebrity endorsing FMCG brands then the risk pertaining to FMCG brands are reduced and further facilitates the positive attitude towards the celebrity endorsed FMCG brands.

The standardised indirect (mediated) effect of perceived fit on attitude towards brand is 0.207 (medium). If perceived fit goes up by 1 standard deviation, attitude towards brand increases by 0.207 standard deviations. The present study confirms that perceived risk partially mediates the influence of perceived fit on the attitude towards brand of Indian consumers. Indian consumers perceiving the match between celebrity and the endorsing FMCG brands can reduce the risk associated with the FMCG brand and persuade them to form positive attitudes.

The standardised indirect (mediated) effect of symbolic appeal on attitude towards brand is 0.382. If symbolic appeal goes up by 1 standard deviation, attitude towards brand increases by 0.382 standard deviations. The present study proves that perceived risk partially mediates the influence of symbolic appeal on consumer attitude towards brand.

The present study confirms that among all the celebrity endorsement process variables, celebrity symbolic appeal has the highest (large) mediated effect of perceived risk on attitude towards brand. The study confirms that the Indian consumer's risk is reduced if the celebrity is found to be more appealing in endorsing

FMCG brands. The celebrity trustworthiness, celebrity expertise, perceived fit and symbolic appeal reduces the risk perceptions of Indian consumers involved in celebrity endorsed FMCG brands by creating the acceptable social image, good impression on other people and social approval.

Model fit indices values in table 4.19. CMIN/DF (minimum discrepancy per degree of freedom) value obtained as 2.495 and it is considered as acceptable. RMR (root mean-square residual) value is 0.044, so it is considered as acceptable. The present study determined AGFI (adjusted goodness of fit index), GFI (goodness of fit index) and CFI (comparative fit index) values as 0.953, 0.94 and 0.934 respectively and values near to 1 indicates the model as perfect fit. RMSEA (root mean squared error approximation) is 0.042 which indicates that it is considerably acceptable.

Table 4.19: Model Fit Indices for Model A

Model Fit Measures	CMIN/DF	RMR	GFI	AGFI	CFI	RMSEA
Accepted Values	<5	<0.06	>0.9	>0.9	>0.9	<0.08
Model A Values	2.495	0.044	0.953	0.94	0.934	0.042

Source: Data analysis

So, the proposed model considering the impact of celebrity credible sources such as celebrity trustworthiness, celebrity expertise and celebrity attractiveness along with perceived fit and symbolic appeal on consumer perceived risk leading attitude towards brand of Indian consumers is feasible with the goodness of fit indices values.

4.9.3 Model B: Effects of celebrity endorsement process on consumer perceived value leading to attitude towards brand

Model B depicts the effect of the celebrity endorsement process on perceived value leading to attitude formation. Effect sizes for all the paths in model B were obtained in table 4.20.

Celebrity symbolic appeal and celebrity trustworthiness has moderate effect size on perceived value; perceived fit and celebrity expertise has small effect size on perceived value.

Table 4.20: Coefficient of paths in Model B with effect sizes

Paths	Effect Sizes (f^2)	Remarks
CT→PV	0.191	Moderate
CE→PV	0.106	Small
CA→PV	0	No effect
PF→PV	0.145	Small
SA→PV	0.343	Moderate
PV →ATB	0.386	Large

Note: CT= Celebrity trustworthiness, CE= Celebrity expertise, CA= Celebrity attractiveness, PF=Perceived fit, SA= Symbolic appeal, PV= Perceived value, ATB= Attitude towards brand

Source: Data analysis

Celebrity symbolic appeal has the highest effect on consumer perceived value compared to all other celebrity endorsement process variables. Perceived value also has a large effect size on attitude towards brand.

4.9.3.1 Hypotheses Testing for Model B

Table 4.21 explains the hypothesis testing results for Model B with path coefficients. The study has considered price and quality as the main components of perceived value.

Table 4.21: Results of Hypotheses Testing with Path Coefficients for Model B

Hypotheses	Paths	Coefficients (β)	CR	Result
H _{1b}	CT→PV	0.25***	6.89	Supported
H _{2b}	CE→PV	0.18**	3.59	Supported
H _{3b}	CA→PV	-0.01 ^{ns}	-0.4	Not supported
H _{4b}	PF→PV	0.22**	6.07	Supported
H _{5b}	SA→PV	0.63***	13.35	Supported
H _{6b}	PV→ATB	0.65***	13.97	Supported

Note: CT = Celebrity trustworthiness, CE = Celebrity expertise, CA = Celebrity attractiveness, PF = Perceived fit, SA = Symbolic appeal, PV = Perceived Value, ATB = Attitude towards brand, CR = Critical ratio, ns= not significant, ***p<0.001, **p<0.01.

Source: Data analysis

Celebrity trustworthiness has a positive influence on the perceived value of Indian FMCG consumers with C.R. = 6.89, β = 0.25 at $p < 0.001$; thus, H_{1b} was supported. This indicates that the celebrity sincerity in endorsing FMCG brands influence Indian consumers to perceive the brand as value for money. Celebrity expertise positively

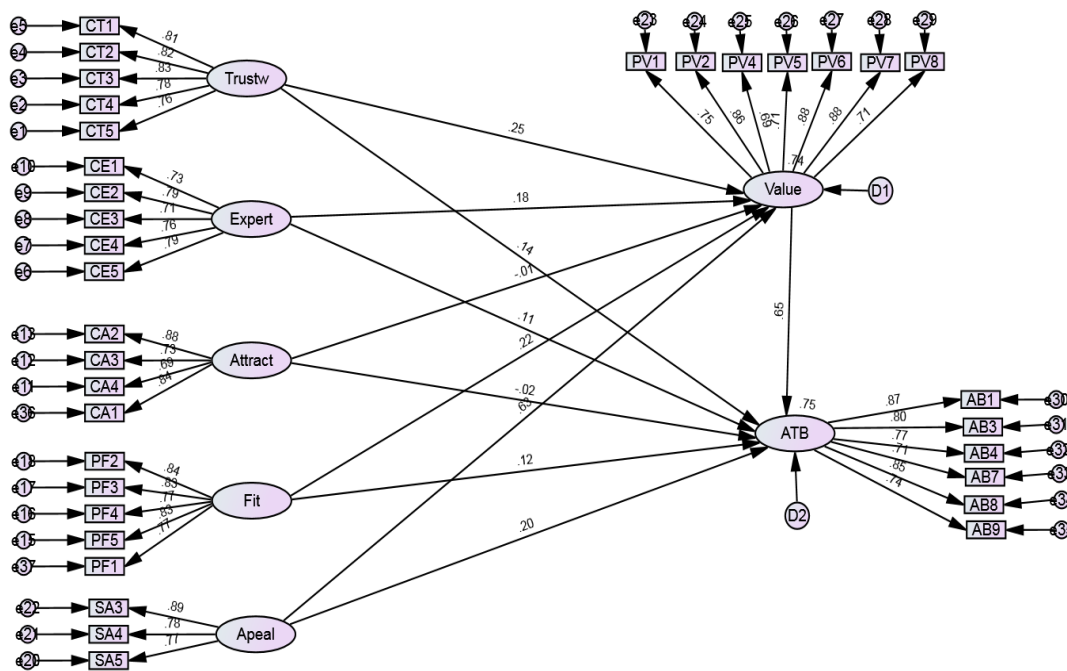
influences the perceived value of Indian FMCG consumers with C.R. = 3.59, $\beta = 0.18$ at $p < 0.01$; thus, H_{2b} was supported. Indian consumers perceive the celebrity endorsing FMCG brands as an experienced user of the product; this influences consumers to believe that the celebrity endorsed FMCG brand is of consistent quality. The influence of celebrity attractiveness on perceived value of Indian FMCG consumers was not significant with C.R. = -0.40, $\beta = 0.01$ at $p = 0.366$; thus, H_{3b} was not supported. The celebrity attractiveness does not have any impact on creating value perceptions of Indian FMCG consumers.

Celebrity perceived fit with FMCG brands positively influence the perceived value of Indian FMCG consumers with C.R. = 6.07, $\beta = 0.22$ at $p < 0.01$; thus, H_{4b} was supported. The rapport between the celebrity and the FMCG brands convince Indian consumers to pay more for celebrity endorsed FMCG brands.

Celebrity symbolic appeal while promoting FMCG brands positively influence the perceived value of Indian FMCG consumers with C.R. = 13.35, $\beta = 0.63$ at $p < 0.001$; thus, H_{5b} was supported. The non-controversial image of the celebrity influences consumers to feel that the FMCG brands endorsed by them have a consistent quality.

The perceived value significantly influences the attitude towards brand of Indian FMCG consumers with C.R. = 13.97, $\beta = 0.65$ at $p < 0.001$; thus, H_{6b} was supported. The consumers' perceptions of price and quality about FMCG brands endorsed by celebrities influence consumers to expect that celebrity endorsed brands have consistent performance thereby forming positive attitudes.

In figure 4.12 it was evident that out of celebrity credibility attributes celebrity trustworthiness was showing the strongest relationship on perceived value with $\beta = 0.25$. It indicates that Indian consumers consider the celebrity sincerity the most while evaluating the value perceptions of celebrity endorsed FMCG brands. Symbolic appeal was having the strongest relationship on perceived value with $\beta = 0.63$ compared to all other attributes of the celebrity endorsement process. The celebrity appealing attribute while promoting FMCG brands are effective in elevating the consumer value perceptions on the quality and price aspects. There is no influence of celebrity attractiveness on consumer perceived value.



Source: Data analysis

Figure 4.12: Model B representing effects of celebrity endorsement process on consumer perceived value in attitude formation

The predictive power is estimated through computing squared multiple correlation (R^2) for endogenous variables in the model. It is estimated that the predictors of perceived value explain 73.5 percent of its variance. In other words, the error variance of PV is approximately 26.5 percent of the variance of perceived value itself. For Model B the predictors of perceived value were celebrity trustworthiness, celebrity expertise, perceived fit and symbolic appeal. It is estimated that the predictors of attitude towards brand explain 75 percent of its variance. In other words, the error variance of attitude towards brand is approximately 25 percent of the variance of attitude towards brand itself. The predictors of attitude towards brand were celebrity trustworthiness, celebrity expertise, perceived fit and symbolic appeal and perceived value.

4.9.3.2 Mediation Effect of Perceived Value

The mediating role of perceived value is studied while exploring the effect of celebrity endorsement on attitude towards brand. The influence of celebrity

endorsement process on attitude formation will be more relevant if it is measured through consumer perceived value as a mediating variable. Consequently the present has measured the mediating effect of perceived value by determining indirect effect sizes as shown in table 4.22.

Table 4.22: Mediation Effect for Model B

Paths	Total Effect	Direct Effect	Indirect Effect	Mediation
CT→PV→ATB	0.355***	0.142***	0.213***	Medium
CE→PV→ATB	0.294**	0.123**	0.171**	Medium
PF→PV→ATB	0.343**	0.132**	0.211**	Medium
SA→PV→ATB	0.749***	0.395***	0.354***	Large

Note: C = Celebrity trustworthiness, CE = Celebrity expertise, CA = Celebrity attractiveness, PF = Perceived fit, SA = Symbolic appeal, PV = Perceived value, ATB = Attitude towards brand, ***p<0.001, **p<0.01.

Source: Data analysis

The standardised indirect (mediated) effect of celebrity trustworthiness on attitude towards brand is 0.213 (medium). If celebrity trustworthiness goes up by 1 standard deviation, attitude towards brand increases by 0.213 standard deviation. The standardised indirect (mediated) effect of celebrity expertise on attitude towards brand is 0.171 (medium). If celebrity expertise goes up by 1 standard deviation, attitude towards brand increases by 0.171 standard deviations. The outcome of the study proves that perceived value partially mediates the influence of source credibility attributes such as celebrity trustworthiness and celebrity expertise on the attitude towards brand of Indian consumers. The mediated effect of perceived value on attitude formation for celebrity trustworthiness is high when compared to celebrity expertise. If Indian consumers believe the celebrity endorsing FMCG brands then they accept price and quality pertaining to FMCG brands, further influence to build the positive attitude towards the celebrity endorsed FMCG brands.

The standardised indirect (mediated) effect of perceived fit on attitude towards brand is 0.211 (medium). When perceived fit goes up by 1 standard deviation, attitude towards brand goes up by 0.211 standard deviations. Perceived value partially mediates the influence of perceived fit on attitude towards brand. The present study

confirms that perceived value partially mediates the influence of perceived fit on the attitude towards brand of Indian consumers. Indian consumers perceiving the match between celebrity and the endorsing FMCG brands can increase the value associated with the FMCG brand, further persuading them to form positive attitudes.

The standardised indirect (mediated) effect of symbolic appeal on attitude towards brand is 0.354. When symbolic appeal goes up by 1 standard deviation, attitude towards brand goes up by 0.354 standard deviations. PV partially mediates the influence of symbolic appeal on attitude towards brand. The present study proves that perceived value partially mediates the influence of symbolic appeal on consumer attitude towards brand.

The present study proves that among all the celebrity endorsement process variables, celebrity symbolic appeal has the highest (large) mediated effect of perceived value on attitude towards brand. The study confirms that the Indian consumer's value is increased if the celebrity is found to be more appealing in endorsing FMCG brands. The celebrity trustworthiness, celebrity expertise, perceived fit and symbolic appeal increases the value perceptions of Indian consumers involved in celebrity endorsed FMCG brands. Consumer value perceptions are increased by believing that celebrity endorsed FMCG brands are good value for money, acceptable pricing, consistent and acceptable quality thereby persuading consumers to form positive attitudes.

The model fit indices values for Model B are shown in table 4.23. CMIN/DF (minimum discrepancy per degree of freedom) value obtained as 3.577 and it is considered as acceptable. RMR (root mean-square residual) value is 0.05, so it is considered as acceptable.

Table 4.23: Model Fit Indices values for Model B

Model Fit Measures	CMIN/DF	RMR	GFI	AGFI	CFI	RMSEA
Accepted Values	<5	<0.06	>0.9	>0.9	>0.9	<0.08
Model B Values	3.577	0.05	0.924	0.906	0.945	0.055

Source: Data analysis

The present study determined AGFI (adjusted goodness of fit index), GFI (goodness of fit index) and CFI (comparative fit index) values as 0.924, 0.906 and 0.945 respectively and values near to 1 indicates the model as perfect fit. RMSEA (root mean squared error approximation) is 0.042 which indicates that it is considerably acceptable. So, the proposed model considering the impact of celebrity credible sources such as trust, expertise and attractiveness along with celebrity perceived fit and symbolic appeal on consumer perceived value leading attitude towards brand of Indian FMCG consumers is feasible with the goodness of fit indices values.

4.9.4 Model C: Effects of celebrity endorsement process on consumer perceived benefit leading to attitude towards brand

Model C depicts the effect of the celebrity endorsement process on perceived benefit leading to attitude formation. The coefficient paths in Model C with path coefficients are shown in table 4.24.

Table 4.24: Coefficient of paths in Model C with effect sizes

Paths	Effect Sizes(f^2)	Remarks
CT→PB	0.218	Moderate
CE→PB	0.153	Small
CA→PB	0.008	No effect
PF→PB	0.174	Small
SA→PB	0.323	Moderate
PB→ATB	0.336	Moderate

Note: CT = Celebrity trustworthiness, CE = Celebrity expertise, CA = Celebrity attractiveness, PF = Perceived fit, SA = Symbolic appeal, PB = Perceived benefit, ATB = Attitude towards brand

Source: Data analysis

Celebrity symbolic appeal and celebrity trustworthiness has moderate effect size on perceived benefit; perceived fit and celebrity expertise has small effect size on perceived benefit. Symbolic appeal has a high effect size and no effect of celebrity attractiveness on perceived benefit. Perceived value also has a moderate effect size on attitude towards brand.

4.9.4.1 Hypotheses Testing for Model C

Hypotheses testing for model C are presented in table 4.25. The hedonic and utilitarian benefits were undertaken for measuring perceived benefits for the present study.

Table 4.25: Results of Hypotheses Testing with Path Coefficients for Model C

Hypotheses	Paths	Coefficients (β)	CR	Result
H _{1c}	CT→PB	0.31***	5.12	Supported
H _{2c}	CE→PB	0.20**	4.97	Supported
H _{3c}	CA→PB	0.03 ^{ns}	0.737	Not supported
H _{4c}	PF→PB	0.25**	6.13	Supported
H _{5c}	SA→PB	0.67***	12.32	Supported
H _{6c}	PB→ATB	0.68***	13.04	Supported

Note: CT = Celebrity trustworthiness, CE = Celebrity expertise, CA = Celebrity attractiveness, PF = Perceived fit, SA = Symbolic appeal PB = Perceived benefit, ATB = Attitude towards brand, CR = Critical ratio, ns= not significant, ***p<0.001, **p<0.01.

Source: Data analysis

Celebrity trustworthiness positively influences the perceived benefit of Indian FMCG consumers with C.R. = 5.12, β = 0.31 at $p < 0.001$; thus, H_{3a} was supported. The consumers believe the FMCG brands endorsed by celebrities with higher trust value influence to perceive the benefits of brands in a better manner.

Celebrity expertise positively influences the perceived benefit of Indian FMCG consumers with C.R. = 4.97, β = 0.20 at $p < 0.01$; thus, H_{3b} was supported. For Indian consumers the skilled and qualified celebrities are most prominent in convincing the benefits of FMCG brands. The influence of celebrity attractiveness on perceived benefit of Indian FMCG consumers was not significant with C.R. = 0.737, β = 0.03, $p = 0.84$; thus, H_{3c} was not supported. The celebrity attractiveness has no influence on Indian consumer perceived benefits.

Celebrity perceived fit with FMCG brands positively influences perceived benefit of Indian FMCG consumers with C.R. = 6.13, β = 0.25 at $p < 0.01$; thus, H_{4a} was supported. The celebrity matching with FMCG brands influence Indian consumers to feel excited about the brand as a part of hedonic benefits.

Celebrity symbolic appeal while promoting FMCG brands positively influences perceived benefit of Indian FMCG consumers with C.R. = 12.32, $\beta = 0.67$ at $p < 0.001$; thus, H_{5a} was supported. The celebrity image of being non controversial influences Indian consumers to use the celebrity endorsed brand as a component of utilitarian benefit.

Perceived benefit significantly influences the attitude towards brand of Indian FMCG consumers with C.R. = 13.04, $\beta = 0.68$ at $p < 0.001$; thus, H_{6a} was supported. The hedonic and utilitarian benefits perceived by Indian consumers on the celebrity endorsed brand influence the consumers to frame a positive attitude towards brands.

In figure 4.12 it was evident that out of celebrity credibility attributes celebrity trustworthiness was showing the strongest relationship on perceived benefit with $\beta = 0.31$. It indicates that Indian FMCG consumers prefer the celebrity with high trust value as a credible information source while evaluating the utilitarian and hedonic benefits associated with brands.

Symbolic appeal was having the strongest relationship on perceived benefit with $\beta = 0.68$ compared to all other attributes of the celebrity endorsement process. The celebrity appeal while endorsing Indian FMCG brands influence consumers the most on perceived benefits compared to any other celebrity endorsement process attributes. The celebrity attractiveness had no influence on consumer perceived benefit. The predictive power of the Model C was evaluated using squared multiple correlation values of endogenous variables in the model. It is estimated that the predictors of perceived benefit explain 65.7 percent of its variance. In other words, the error variance of perceived benefit is approximately 34.3 percent of the variance of perceived benefit itself.

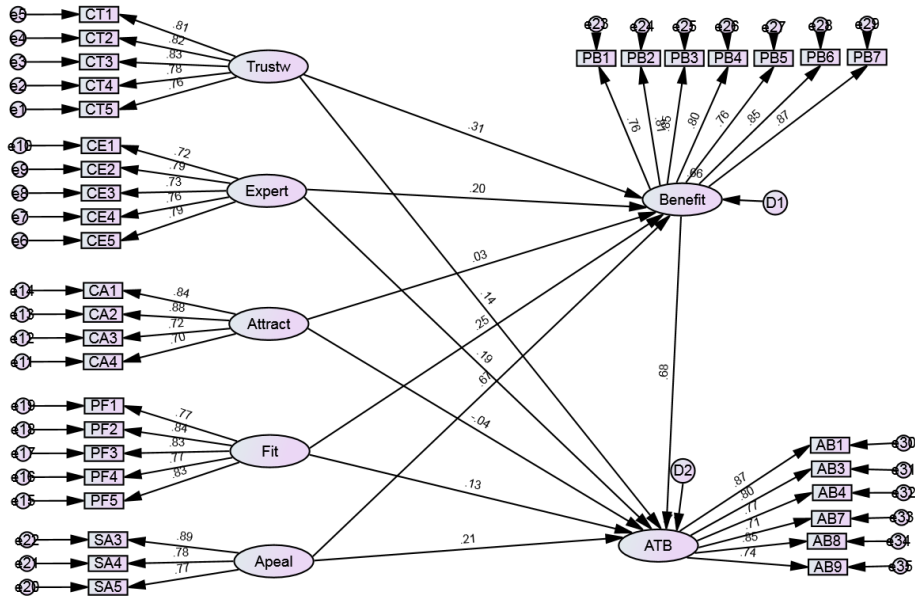


Figure 4.13: Model C representing effects of celebrity endorsement process on consumer perceived benefit in attitude formation

For Model C the predictors of perceived benefits were celebrity trustworthiness, celebrity expertise, perceived fit and symbolic appeal. It is estimated that the predictors of attitude towards brand explain 71.1 percent of its variance. In other words, the error variance of attitude towards brand is approximately 28.9 percent of the variance of attitude towards brand itself. The predictor of attitude towards brand was celebrity trustworthiness, celebrity expertise, perceived fit and symbolic appeal and perceived benefit.

4.9.4.2 Mediation Effect of Perceived Benefit

The mediating role of perceived benefit is studied while exploring the effect of celebrity endorsement on attitude towards brand. The influence of celebrity endorsement process on attitude formation will be more relevant if it is measured through consumer perceived benefit as a mediating variable. Hence the present has measured the mediating effect of perceived benefit by determining indirect effect sizes as shown in table 4.26.

Table 4.26: Mediation Effect for Model C

Paths	Total Effect	Direct Effect	Indirect Effect	Mediation
CT→PB→ATB	0.428***	0.245***	0.213***	Medium
CE→PB→ATB	0.285**	0.102**	0.183***	Medium
PF→PB→ATB	0.338**	0.156**	0.182***	Medium
SA→PB→ATB	0.747***	0.364***	0.383***	Large

Note: CT= Celebrity trustworthiness, CE= Celebrity expertise, CA= Celebrity attractiveness, PF= Perceived fit, SA= Symbolic appeal, PV= Perceived benefit, ATB= Attitude towards brand, ***p<0.001, **p<0.01.

Source: Data analysis

The standardised indirect (mediated) effect of celebrity trustworthiness on attitude towards brand is 0.213 (medium). If celebrity trustworthiness goes up by 1 standard deviation, attitude towards brand increases by 0.213 standard deviation. Perceived benefit partially mediates the influence of celebrity trustworthiness on attitude towards brand.

The standardised indirect (mediated) effect of celebrity expertise on attitude towards brand is 0.183 (medium). If celebrity expertise goes up by 1 standard deviation, attitude towards brand increases by 0.183 standard deviations. Perceived benefit partially mediates the influence of celebrity expertise on attitude towards brand. The outcome of the study proves that perceived benefit partially mediates the influence of source credibility attributes such as celebrity trustworthiness and celebrity expertise on the attitude towards brand of Indian consumers. The mediated effect of perceived benefit on attitude formation for celebrity trustworthiness is high when compared to celebrity expertise. If Indian consumers trust the celebrity endorsing FMCG brands then they could sense the benefits of FMCG brands, further influence to construct the positive attitude towards the celebrity endorsed FMCG brands.

The standardised indirect (mediated) effect of perceived fit on attitude towards brand is 0.182 (medium). If perceived fit goes up by 1 standard deviation, attitude towards brand increases by 0.182 standard deviation. The present study confirms that perceived benefit partially mediates the influence of perceived fit on the attitude towards brand of Indian consumers. Indian consumers perceiving the match between

celebrity and the endorsing FMCG brands portray the benefits associated with the FMCG brand, further persuading them to form positive attitudes.

The standardised indirect (mediated) effect of symbolic appeal on attitude towards brand is 0.383 (large). If symbolic appeal goes up by 1 standard deviation, attitude towards brand increases by 0.383 standard deviations. The present study confirms that perceived benefit partially mediates the influence of symbolic appeal on attitude towards brand.

The present study proves that out of all the celebrity endorsement process variables, celebrity symbolic appeal has the highest (large) mediated effect of perceived benefit on attitude towards brand. If the celebrity is found to be more appealing in endorsing FMCG brands then it was confirmed that the utilitarian and hedonic benefits of FMCG brands are perceived effectively. The celebrity trustworthiness, celebrity expertise, perceived fit and symbolic appeal increases the benefit perceptions of Indian consumers involved in celebrity endorsed FMCG brands. Consumers perceive benefit by believing that celebrity endorsed FMCG brands could make them feel delighted, excited and relaxed.

Table 4.27: Model Fit Indices values for Model C

Model Fit Measures	CMIN/DF	RMR	GFI	AGFI	CFI	RMSEA
Accepted Values	<5	<0.06	>0.9	>0.9	>0.9	<0.08
Model C Values	3.5	0.052	0.927	0.911	0.923	0.054

Source: Data analysis

The model fit indices values for Model C are shown in table 4.27. CMIN/DF (minimum discrepancy per degree of freedom) value obtained as 3.5 and it is considered as acceptable. RMR (root mean-square residual) value is 0.052, so it is considered as acceptable. The present study determined AGFI (adjusted goodness of fit index), GFI (goodness of fit index) and CFI (comparative fit index) values as 0.927, 0.911 and 0.923 respectively and values near to 1 indicates the model as perfect fit. RMSEA (root mean squared error approximation) is 0.054 which indicates that it is considerably acceptable. So, the proposed model considering the impact of

celebrity credible sources such as trust, expertise and attractiveness along with celebrity perceived fit and symbolic appeal on consumer perceived benefit leading attitude towards brand of Indian FMCG consumers is feasible with the goodness of fit indices values.

4.9.5 Final Model: Effects of celebrity endorsement process on consumer product evaluation in attitude towards brand and purchase intention

Final model depicts the effect of the celebrity endorsement process on consumer product evaluation in attitude formation and purchase intention. The coefficient of path with effect sizes is represented in table 4.28.

Table 4.28: Coefficient of paths with effect sizes

Paths	Effect Sizes (f^2)	Remarks
CT→CPE	0.281	Moderate
CE→CPE	0.115	Small
CA→CPE	0.003	No effect
PF→CPE	0.195	Small
SA→CPE	0.323	Moderate
CPE→ATB	0.356	Moderate

Note: CT= Celebrity trustworthiness, CE= Celebrity expertise, CA= Celebrity attractiveness, PF=Perceived fit, SA= Symbolic appeal, CPE=Consumer product evaluation, ATB= Attitude towards brand

Source: Data analysis

Celebrity symbolic appeal and celebrity trustworthiness has moderate effect size on consumer product evaluation, perceived fit and celebrity expertise has small effect size on consumer product evaluation. Symbolic appeal of celebrities has the higher effect size on consumer product evaluation. Also there was no effect of celebrity attractiveness on consumer product evaluation. Consumer product evaluation also has a moderate effect size on attitude towards brand.

4.9.5.1 Hypotheses Testing for Final Model

The hypothesis testing for the final model is presented in table 4.29. To analyse the impact of celebrity endorsement process on consumer product evaluation, the study

considered perceived risk, perceived value and perceived benefit as a single construct. Celebrity trustworthiness positively influences the consumer product evaluation of Indian FMCG consumers with C.R. = 6.12, $\beta = 0.33$ at $p < 0.001$. So, H₁ is supported which indicates that there is significant influence of celebrity trustworthiness on consumer product evaluation. The study proved that if the consumer perceives the celebrity as believable and dependable then the consumer tends to evaluate the celebrity endorsement brands positively. The results support the findings of Frimpong et al. (2019) that celebrity trustworthiness positively influences the perceived quality of consumers. Also the present study contradicts with the findings of Adi (2015) that celebrity trustworthiness had no influence on the consumer perception but in the context of corporate image.

Table 4.29: Results of Hypotheses Testing with Path Coefficients

Hypotheses	Paths	Coefficients (β)	CR	Result
H ₁	CT→CPE	0.33***	6.12	Supported
H ₂	CE→CPE	0.18**	4.97	Supported
H ₃	CA→CPE	0.01 ^{ns}	0.21	Not supported
H ₄	PF→CPE	0.28**	6.03	Supported
H ₅	SA→CPE	0.72***	12.32	Supported
H ₆	CPE→ATB	0.66***	11.04	Supported
H ₇	ATB→PI	0.76***	13.09	Supported

Note: CT = Celebrity trustworthiness, CE = Celebrity expertise, CA = Celebrity attractiveness, PF = Perceived fit, SA = Symbolic appeal, CPE = Consumer product evaluation, ATB = Attitude towards brand, CR = Critical Ratio, ns = not significant, *** $p < 0.001$, ** $p < 0.01$.

Source: Data analysis

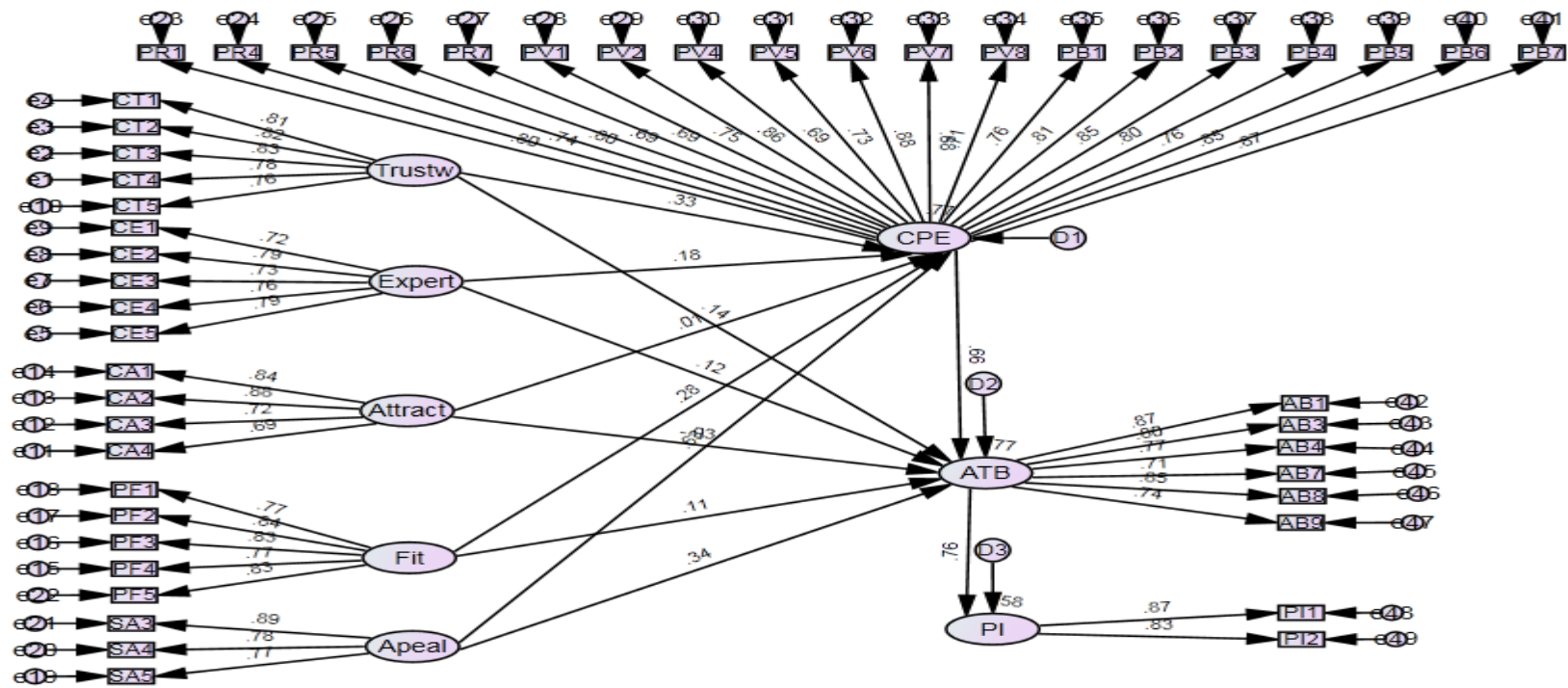
Celebrity expertise positively influences the consumer product evaluation of Indian FMCG consumers with C.R. = 4.97, $\beta = 0.18$ at $p < 0.01$. So, H₂ is supported which indicates that there is significant influence of celebrity expertise on consumer product evaluation. The study confirmed the celebrity knowledge, skill and experience in endorsing FMCG brands influence Indian FMCG consumers to positively evaluate the risk, value and benefit associated with celebrity endorsed FMCG brands. The results of Munasinghe et al (2019) study supports the findings of the present study in claiming that celebrity expertise positively influences consumer perception but not in the context of product evaluation. The influence of celebrity attractiveness on

consumer product evaluation was not significant with $C.R. = 0.21$, $\beta = 0.01$ at, $p = 0.566$. So, H_3 is not supported which indicates that there is no significant influence of celebrity attractiveness on consumer product evaluation. The present study contradicts with the findings of Frimpong et al. (2019) that celebrity attractiveness has a positive influence on consumer perceived quality whereas for this study the celebrity attractiveness has no influence on consumer product evaluation.

Celebrity perceived fit with FMCG brands positively influence the consumer product evaluation of Indian FMCG consumers with $C.R. = 6.03$ $\beta = 0.28$ at $p < 0.01$. So, H_4 is supported which indicates that there is significant influence of perceived fit on consumer product evaluation. The present study proves the positive influence of celebrity and FMCG brands influence the consumer product evaluation process. The findings of Baxter et al. (2015) study supports the claims of present study that the match between spokesperson and the product attributes positively influence the consumer perceptions, but did not consider risk, value and benefit.

Celebrity symbolic appeal while promoting FMCG brands positively influence the consumer product evaluation of Indian FMCG consumers with $C.R. = 12.32$, $\beta = 0.72$ at $p < 0.001$. So, H_5 is supported which indicates that there is significant influence of celebrity symbolic appeal on consumer product evaluation. The celebrity appeal of celebrity while endorsing FMCG brands positively influences the Indian consumers to evaluate the risk, value and benefit associated with brands. The present study supports the claims of Liu and Liu (2019) through determining the celebrity symbolic appeal as the most influencing celebrity endorsement feature for Indian FMCG consumers.

The consumer product evaluation significantly influences the attitude towards brand of Indian FMCG consumers with $C.R. = 11.04$, $\beta = 0.66$ at $p < 0.001$. So, H_6 is supported which indicates there is a significant impact of consumer product evaluation on consumer attitudes. The present study proved the positive association of Indian consumer product evaluation on attitude towards brands. The findings of the study are in line with the findings of Nystrand and Olsen (2020).



Source: Data analysis

Figure 4.14: Effects of celebrity endorsement process on consumer product evaluation in attitude towards brand and purchase intention

The attitude towards brand significantly influences the purchase intention of Indian FMCG consumers $C.R. = 13.09$, $\beta = 0.76$ at $p < 0.001$ thus H_7 was supported. The Indian consumers with a favourable attitude towards celebrity endorsed brands have a positive influence towards purchase intention and it supports the findings of Ha and Lam (2017) and Arora et al., (2019).

Figure 4.14 revealed that out of celebrity credibility attributes celebrity trustworthiness was showing the strongest relationship on CPE with $\beta = 0.33$. Further the study estimated that out of celebrity credibility attributes celebrity trustworthiness was showing the strongest relationship on attitude towards brand with $\beta = 0.14$ followed by expertise $\beta = 0.12$ and no influence of celebrity attractiveness. The study of Wang and Scheinbaum (2018) supports the findings of the present study that among the source credibility components celebrity trustworthiness was most influential to influence the brand attitude. The results of the present study contradicts with the findings of Gilal et al. (2020) that out of all the three dimensions of celebrity source credibility, celebrity attractiveness has a strong influence followed by celebrity expertise and no influence of celebrity trustworthiness on the brand attitudes. The outcomes of the present study accomplish the strongest relationship between celebrity trustworthiness and consumer product evaluation followed by celebrity expertise but no influence of celebrity attractiveness. It indicates that the believability and integrity of celebrity perceived by Indian consumers will have greater influence on consumer product evaluation for FMCG brands thereby leading to positive attitudes towards brand. Also celebrity attractiveness does not influence Indian consumers in evaluating the celebrity endorsed FMCG brands.

The predictive power of the Final Model was evaluated using squared multiple correlation values of endogenous variables in the model. It is estimated that the predictors of consumer product evaluation explain 76.9 percent of its variance. In other words, the error variance of consumer product evaluation is approximately 23.1 percent of the variance of consumer product evaluation itself. For Final Model the predictors of consumer product evaluation were celebrity trustworthiness, celebrity expertise, perceived fit and symbolic appeal. It was estimated that the predictors of

attitude towards brand explained 76.8 percent of its variance. In other words, the error variance of attitude towards brand was approximately 23.2 percent of the variance of attitude towards brand. For Final Model the predictors of attitude towards brand were celebrity trustworthiness, celebrity expertise, perceived fit, symbolic appeal and consumer product evaluation.

4.9.5.2 Mediation Effect of Consumer Product Evaluation

The mediating role of consumer product evaluation is studied while exploring the effect of celebrity endorsement on attitude towards brand. The influence of celebrity endorsement process on attitude formation will be more relevant if it is measured through consumer product evaluation as a mediating variable. Therefore the present has measured the mediating effect of consumer product evaluation by determining indirect effect sizes as shown in table 4.30.

Table 4.30: Mediation Effect

Paths	Total Effect	Direct Effect	Indirect Effect	Mediation
CT→CPE→ATB	0.433***	0.215***	0.218***	Medium
CE→CPE→ATB	0.283***	0.114***	0.169***	Medium
PF→CPE→ATB	0.479***	0.277***	0.202***	Medium
SA→CPE→ATB	0.774***	0.395***	0.379***	Large

Note: CT = Celebrity trustworthiness, CE = Celebrity expertise, CA = Celebrity attractiveness, PF = Perceived fit, SA = Symbolic appeal, CPE = Consumer product evaluation, ATB = Attitude towards brand, PI = Purchase intention, ***p<0.001, **p<0.01

Source: Data analysis

The standardized indirect (mediated) effect of celebrity trustworthiness on attitude towards brand is 0.218. If celebrity trustworthiness goes up by 1 standard deviation, attitude towards brand increases by 0.218 standard deviation. Consumer product evaluation partially mediates the influence of celebrity trustworthiness on attitude towards brand. The standardized indirect (mediated) effect of celebrity expertise on attitude towards brand is 0.169. If celebrity expertise goes up by 1 standard deviation, attitude towards brand increases by 0.169 standard deviations. Consumer product evaluation partially mediates the influence of celebrity expertise on attitude towards brand. The outcome of the study proves that consumer product evaluation partially

mediates the influence of source credibility attributes such as celebrity trustworthiness and celebrity expertise on the attitude towards brand of Indian consumers. The mediated effect of Consumer product evaluation on attitude formation for celebrity trustworthiness is high when compared to celebrity expertise. If Indian consumers sense the believability and honesty of the celebrity in endorsing FMCG brands then they tend to evaluate the risk, value and benefit associate with these brands, further persuade to build the positive attitude towards the celebrity endorsed FMCG brands.

The standardized indirect (mediated) effect of perceived fit on attitude towards brand is 0.202. If perceived fit goes up by 1 standard deviation, attitude towards brand increases by 0.202 standard deviations. The present study confirms that consumer product evaluation partially mediates the influence of perceived fit on the attitude towards brand of Indian consumers. Indian consumers perceiving the match between celebrity and the endorsing FMCG brands can reduce the risk, increase value and benefits associated with the FMCG brands, further persuading them to form positive attitudes.

The standardized indirect (mediated) effect of symbolic appeal on attitude towards brand is 0.379. If symbolic appeal goes up by 1 standard deviation, attitude towards brand increases by 0.379 standard deviations. The present study confirms that consumer product evaluation partially mediates the influence of symbolic appeal on attitude towards brand.

The present study proves that among all the celebrity endorsement process variables, celebrity symbolic appeal has the highest (large) mediated effect of consumer product evaluation on attitude towards brand. The study confirms perceived risk, perceived value and perceived benefits of FMCG brands are evaluated effectively if the celebrity is found to be more appealing in endorsing FMCG brands. The celebrity trustworthiness, celebrity expertise, perceived fit and symbolic appeal increases the consumer product evaluation attributes of Indian consumers involved in celebrity endorsed FMCG brands.

The model fit indices for the final model is represented in table 4.31. CMIN/DF (minimum discrepancy per degree of freedom) value obtained as 3.54 and it is considered as acceptable. RMR (root mean-square residual) value is 0.051, so it is

considered as acceptable. The present study determined AGFI (adjusted goodness of fit index), GFI (goodness of fit index) and CFI (comparative fit index) values as 0.93, 0.91 and 0.9 respectively and values near to 1 indicates the model as perfect fit. RMSEA (root mean squared error approximation) is 0.045 which indicates that it is considerably acceptable.

Table 4.31: Model Fit Indices

Model Fit Measures	CMIN/DF	RMR	GFI	AGFI	CFI	RMSEA
Accepted Values	<5	<0.06	>0.9	>0.9	>0.9	<0.08
Model Values	3.54	0.051	0.93	0.91	0.9	0.045

Source: Data analysis

So, the proposed model considering celebrity trustworthiness, celebrity expertise, celebrity attractiveness, perceived fit, symbolic appeal perceived fit and symbolic appeal while endorsing FMCG brands and their impact on consumer product evaluation leading attitude formation of Indian FMCG consumers is feasible with the goodness of fit indices values.

4.10 CHAPTER SUMMARY

Chapter 4 deals with data analysis and interpretation, and this was done using the IBM SPSS-AMOS 23.0. Consequently, the socio-demographic details were collected; later on descriptive statistics analysis was performed. The correlation analysis of the study constructs was derived to examine the strength of the relationship between two or more variables. The results of reliability and validity of the study constructs as well as confirmatory factor analysis were presented. The test of hypotheses proposed among exogenous and endogenous variables were analysed and the interpretations were recorded. The hypothesized model was analysed by SEM using SPSS-AMOS. The conceptual model proposed through the study was sustained by the data. The chapter also considered the effect size of the model (f^2), and squared multiple correlations (R^2). The Goodness of Fit (GoF) of the proposed model was measured and model fit criteria were fulfilled.

CHAPTER 5

FINDINGS AND CONCLUSIONS

CHAPTER 5

FINDINGS AND CONCLUSIONS

5.1 CHAPTER OVERVIEW

On the basis of the results of the study in the preceding chapter, this chapter discusses the findings and conclusion of the present study. Section 5.2 summarises major findings of the study. Other findings are specified in Section 5.3. The conclusion of the study is derived in Section 5.4. The recommendations are provided in Section 5.5. Theoretical implications of the study are presented in Section 5.6. Practical implications of the study are highlighted in Section 5.7. Limitations of the study are presented in Section 5.8. The chapter concludes by providing direction for future research that is presented in Section 5.9.

Positivist research paradigm was undertaken in the present study for the purpose of generalising the research findings. The research approach applied for the study is both deductive and inductive reasoning. The study implemented a descriptive approach for knowing the truth pertaining to consumer attitude formation as a result of the effect of the celebrity endorsement process through the consumer product evaluation. The study has implemented a survey as a research strategy under quantitative research methods for measuring the effectiveness of the celebrity endorsement process in India. An assessment of the relationship between different factors of the celebrity endorsement process predicting consumer product evaluation of FMCG brands leading to attitude formation has been studied. To execute the research objectives, seven main hypotheses were stated and tested empirically. The data was collected from consumers across tier I metro cities in India and the study was cross-sectional. The data collected was accounted for multivariate data analysis and interpretation was performed accordingly.

The study incorporated some of the theoretical models namely, the tri component model, the matchup model, the meaning of transfer model and customer value for consumer market model as the theoretical background.

SPSS- AMOS software has been adopted to assess the construct validity for the measurement model. SPSS-AMOS involves the complete assessment of confirmatory factor analysis, constructs reliability, convergent validity and discriminant validity

pertaining to all the constructs considered for the study. The assessment of the structural model has been performed to examine the predictive power and strength of the relationships between the endogenous (celebrity endorsement process variables) and exogenous variables (consumer product evaluation variables, attitude towards brand and purchase intention) during the process of hypothesis testing.

Assessment of the structural model includes critical ratio values and level of significance. The structural model depicts path coefficients, squared multiple correlation values (R^2) and estimation of the effect size of the model (f^2). The analysis supported study measures involved structural model and successfully developed celebrity endorsement influencing consumer product evaluation in the attitude formation model for the Indian FMCG brands.

5.2 MAJOR FINDINGS OF THE STUDY

A practical approach to discuss and recapitulate the findings is to revisit the research objectives and relate the results to them. The study resulted in Model A, Model B, Model C and Final Model.

5.2.1 Findings on Testing of Hypotheses

The findings of all the hypotheses are presented in this section. Also explicates each hypothesis with critical ratio (C.R.), path estimates (β) and significant level (p).

5.2.1.1 Celebrity Trustworthiness (CT) and Consumer Product Evaluation (CPE)

Celebrity trustworthiness had a significant and positive influence on perceived risk with C.R. = 5.12, $\beta = 0.23$ at $p < 0.001$; thus, H_{1a} was supported. This indicates that celebrity trustworthiness has a positive influence on the risk perceptions of Indian FMCG consumers.

It was evident that there was a significant positive influence of celebrity trustworthiness on perceived value with C.R. = 6.89, $\beta = 0.25$ at $p < 0.001$; thus, H_{1b} was supported. It implies that celebrity trustworthiness had a positive influence on the perceived value of Indian FMCG consumers.

Celebrity trustworthiness had a significant and positive influence on perceived benefit with C.R. = 5.12, $\beta = 0.31$ at $p < 0.001$; thus, H_{1c} was supported. It indicates that celebrity

trustworthiness has a positive influence on the perceived benefits of Indian FMCG consumers.

There was a strong, significant and positive influence of celebrity trustworthiness on consumer product evaluation with C.R. = 6.12, $\beta = 0.33$ at $p < 0.001$. So, H_1 was supported. There was a huge effect of celebrity trustworthiness on consumer product evaluation as a whole (i.e., combination of perceived risk, perceived value and perceived benefit) on Indian FMCG consumers.

5.2.1.2 Celebrity Expertise (CE) and Consumer Product Evaluation (CPE)

Celebrity expertise positively influences perceived risk with C.R. = 3.97, $\beta = 0.14$ at $p < 0.01$; thus, H_{2a} was supported. This indicates that celebrity expertise has a positive influence on the risk perceptions of Indian FMCG consumers.

Celebrity expertise positively influences perceived value with C.R. = 3.59, $\beta = 0.18$ at $p < 0.01$; thus, H_{2b} was supported. It implies that celebrity expertise positively influences the perceived value of Indian FMCG consumers.

Celebrity expertise positively influences perceived benefit with C.R. = 4.97, $\beta = 0.20$ at $p < 0.01$; thus, H_{2c} was supported. It confirms that the celebrity expertise positively influence the perceived benefit of Indian FMCG consumers

Celebrity expertise had high, significant and positive influence on consumer product evaluation with C.R. = 4.97, $\beta = 0.18$ at $p < 0.01$. So, H_2 was supported. There was a medium effect of celebrity expertise on consumer product evaluation as a whole (i.e., combination of perceived risk, perceived value and perceived benefit) on Indian FMCG consumers.

5.2.1.3 Celebrity Attractiveness (CA) and Consumer Product Evaluation (CPE)

The influence of celebrity attractiveness on perceived risk was not significant with C.R. = 0.268, $\beta = 0.02$ at $p = 0.53$; thus, H_{3a} was not supported. The attractiveness of celebrities while endorsing FMCG brands does not have any influence on the risk perception of Indian FMCG consumers.

The influence of celebrity attractiveness on perceived value was not significant with C.R. = 0.40, $\beta = 0.02$ at $p = 0.366$; thus, H_{3b} was not supported. The attractiveness of

celebrities while endorsing FMCG brands does not have any influence on the perceived value of Indian FMCG consumers.

The influence of celebrity attractiveness on perceived benefit was not significant with $C.R. = 0.737$, $\beta = 0.03$, $p = 0.84$; thus, H_{3c} was not supported. The attractiveness of celebrities while endorsing FMCG brands does not have any influence on the perceived benefit of Indian FMCG consumers.

The influence of celebrity attractiveness on consumer product evaluation was not significant with $C.R. = 0.21$, $\beta = 0.01$ at $p = 0.566$. So, H_3 is not supported. There was no effect of celebrity attractiveness on consumer product evaluation (i.e., combination of perceived risk, perceived value and perceived benefit) on Indian FMCG consumers.

5.2.1.4 Perceived Fit (PF) and Consumer Product Evaluation (CPE)

Celebrity perceived fit with FMCG brands positively influences perceived risk with $C.R. = 5.135$, $\beta = 0.25$ at $p < 0.01$; thus, H_{4a} was supported. It indicates that celebrity perceived fit with the FMCG brands positively influences the risk perceptions of Indian FMCG consumers.

Celebrity perceived fit with FMCG brands positively influences perceived value with $C.R. = 6.07$, $\beta = 0.22$ at $p < 0.01$; thus, H_{4b} was supported. It indicates that celebrity perceived fit with FMCG brands positively influences the perceived value of Indian FMCG consumers.

It was evident that celebrity perceived fit with FMCG brands positively influences the perceived benefit of Indian FMCG consumers with $C.R. = 6.13$, $\beta = 0.25$ at $p < 0.01$; thus, H_{4c} was supported. It indicates that celebrity perceived fit with FMCG brands positively influences the perceived benefit of Indian FMCG consumers.

Celebrity perceived fit with FMCG brands had a strong, significant and positive influence on the consumer product evaluation with $C.R. = 6.03$, $\beta = 0.28$ at $p < 0.01$. So, H_4 is supported. Celebrity relevance with FMCG brands has a medium effect on consumer product evaluation (i.e., combination of perceived risk, perceived value and perceived benefit) on Indian FMCG consumers.

5.2.1.5 Symbolic Appeal (SA) and Consumer Product Evaluation (CPE)

Results showed that celebrity symbolic appeal positively influences perceived risk with C.R. = 12.328, $\beta = 0.64$ at $p < 0.001$; thus, H_{5a} was supported. The symbolic appeal aspect of celebrities while endorsing FMCG brands has a strong positive influence on the risk perceptions of Indian FMCG consumers.

It was evident that celebrity symbolic appeal positively influences perceived value with C.R. = 13.35, $\beta = 0.63$ at $p < 0.001$; thus, H_{5b} was supported. The symbolic appeal of celebrities while endorsing FMCG brands has a strong positive influence on the perceived value of Indian FMCG consumers.

Celebrity symbolic appeal has a positive influence on perceived benefit with C.R. = 12.32, $\beta = 0.67$ at $p < 0.001$; thus, H_{5c} was supported. The symbolic appeal of celebrities while endorsing FMCG brands has a strong positive influence on the perceived benefit of Indian FMCG consumers.

Celebrity symbolic appeal had strong, significant and positive influence on consumer product evaluation with C.R. = 12.32, $\beta = 0.72$ at $p < 0.001$. So, H_5 is supported. Symbolic appeal of celebrities while endorsing FMCG brands has a huge effect on consumer product evaluation (i.e., combination of perceived risk, perceived value and perceived benefit) on Indian FMCG consumers.

5.2.1.6 Consumer Product Evaluation (CPE) and Attitude Towards Brand (ATB)

The study result confirmed there was a significant influence of perceived risk on attitude towards the brand with C.R. = 13.04, $\beta = 0.63$ at $p < 0.001$; thus, it indicates that H_{6a} was supported. The results portray that risk perceptions of Indian FMCG consumers have a positive impact on attitude towards FMCG brands.

The study result confirmed there was a significant influence of perceived value on attitude towards brand C.R. = 13.97, $\beta = 0.65$ at $p < 0.001$; thus, H_{6b} was supported. The perceived value of Indian FMCG consumers has a positive impact on their attitude towards FMCG brands.

The study result confirmed there was a significant influence of perceived benefit on attitude towards the brand with C.R. = 13.04, $\beta = 0.68$ at $p < 0.001$; thus, H_{6c} was supported. The perceived benefit of Indian FMCG consumers has a positive impact on attitude towards FMCG brands.

There was a strong, positive and significant influence of consumer product evaluation on attitude towards the brand with C.R. = 11.04, $\beta = 0.66$ at $p < 0.001$. So, H_6 is supported which indicates there is a huge effect of consumer product evaluation on consumer attitudes of Indian FMCG consumers.

5.2.1.7 Attitude Towards Brand (ATB) and Purchase Intention

Attitude towards brand had a strong, positive and significant influence on purchase intention with C.R. = 11.89, $\beta = 0.76$ at $p < 0.001$ thus H_7 was supported. There is a high influence of attitudes towards brands on the purchase intention of Indian FMCG consumers.

5.3.8 Other Findings

Socio-demographic variables were analysed to know the socio-demographic profile of samples and their preferences for celebrity-endorsed FMCG brands. The percentage of males (59.1%) is higher compared to the female population (40.9 %). The respondents for the study aged from 21 (in years) to 50 (in years) of which 39.6% belong to the age group 26-30 (in years). The employment status recorded that the majority of the respondents work in the private sector forming 52.6 percent. Nearly 37.1% of respondents belong to the income level Rs.40,001-Rs.60,000.

Though Patanjali is a hair care brand in India endorsed by Baba Ramdev, it has been preferred by 21.2% of FMCG consumers in the study. Patanjali products include different combinations of hair oils, hair serums, hair colourants, hair shampoo, hair conditioner and hair masks which are claimed to be ayurvedic. The main reason behind preferring Patanjali to them is it is a natural product with no chemicals. For hair care brands the consumers mostly prefer female celebrities (54.2%) to male celebrities (45.8%). The most suitable type of celebrity for endorsing hair care brands according to Indian FMCG consumers is Movie Actor/Actress (61.7%), followed by Television Actor/Actress (23.3%).

Nearly 42.8 percent of the respondents preferred Colgate for their oral care products. When it comes to oral care brands the Indian FMCG consumers mostly prefer female celebrities (54.6%) to male celebrities (45.4%). The most suitable type of celebrity for endorsing oral care brands according to Indian FMCG consumers is Politicians (35.5%).

Almost about 38.80 percent of the respondents preferred Nestle for their food and beverages products. For Food and Beverages brands consumers prefer female celebrities (51.4%) slightly more than male celebrities (48.6%). The most suitable type of celebrity for endorsing food and beverages brands according to Indian FMCG consumers is Sports Person (74.6%).

5.3 CONCLUSIONS

5.3.1. Celebrity Source Credibility and Consumer Product Evaluation

Celebrity source credibility for the study consists of three dimensions namely, celebrity trustworthiness, celebrity expertise and celebrity attractiveness. The influence of celebrity source credibility on Indian FMCG consumer product evaluation was undertaken in the study.

Consumers recognize celebrity trustworthiness through the dependability, honesty, reliability, sincerity and convincing power of celebrities in endorsing FMCG brands. Consumer's reliability on celebrities reduces the risk perceptions of consumers involved in celebrity-endorsed FMCG brands by creating an acceptable social image, good impression on other people and social approval. Celebrity sincerity, honesty and convincing power enhance the value of celebrity-endorsed FMCG brands by appearing to be a good value for money and consistent quality. Celebrity convincing power in promoting FMCG brands persuade consumers to feel delighted, excited and relaxed.

Consumers distinguish celebrity expertise through the experience, knowledge, skill and qualification of celebrities for promoting FMCG brands. The consumers believe the celebrities as experienced users of the product and the claims made by them in advertisements are factual. These celebrity-endorsed advertisements persuade consumers to use the brands endorsed by celebrities by generating acceptable social appearances and bringing a good impression on others. Celebrities spotted in endorsing FMCG brands are considered qualified and knowledgeable by consumers; it persuades them to believe the prices of the products are acceptable and designed well to fulfil their requirements. Celebrity qualifications (movie actor/actress, sportsman and experts) convince the consumers to use the FMCG brands endorsed by celebrities and make them experience the excitement by consuming them.

Celebrity attractiveness is perceived on the basis of classy, beautiful/handsome and the elegance of celebrity in endorsing FMCG brands. An attractive celebrity cannot reduce the consumer perception of risk, enhance value and increase benefit aspects of Indian consumer product evaluation pertaining to FMCG brands.

Among the three celebrity source credibility dimensions, celebrity trustworthiness was found to be the most influential credible source for product evaluation of Indian FMCG consumers compared to celebrity expertise. Consumer product evaluation partially mediates the relationship between celebrity trust, expertise and attitude formation. Indian FMCG consumers are generating an attitude towards FMCG brands based on the consumer product evaluation which in turn is influenced by celebrity trustworthiness and celebrity expertise. Bhatt et. al. (2013) study revealed that celebrity trustworthiness had high influence on attitude towards brand followed by celebrity expertise second highest influence on brand attitudes and no influence of celebrity attractiveness. The results of the present study supports the findings of the study conducted by Bhatt et. al. (2013).

5.3.2 Celebrity Perceived Fit and Consumer Product Evaluation

The celebrity matchup is determined through the perceived fit between celebrity and their relevance with the endorsed Indian FMCG brands. Celebrity matchup with the brand is perceived by Indian consumers when attractive celebrities with good looks/appearances tend to endorse style enhancing products/brands as well as the personal care products/brands. The influence of celebrity perceived fit with FMCG brands on consumer product evaluation leading to attitude formation was studied.

The rapport between the brands and the endorsed celebrity reduces the risk perceptions of the Indian FMCG consumers by attaining social approval as well as building an acceptable image in society. The attractive celebrities endorsing FMCG brands persuade the consumers to judge whether the brands are of good value for money or not. The usage of the FMCG brands is perceived through the gender of the celebrities so the consumers accept the celebrity-endorsed FMCG brands based on the gender of the celebrity. The popular celebrity endorsing well known FMCG brands can convince the consumer to pay more for the brands and feel that brands perform consistently. The consumers feel pleased to use the brands endorsed by celebrities who fit very well with the FMCG brands. Consumers would enjoy the brands that are endorsed by celebrities perceived to be matching with FMCG brands. The study concluded that consumers evaluate the risk,

value and benefits associated with celebrity-endorsed FMCG brands through the fit/match between celebrities and the FMCG brands. Subsequently form the attitudes about the performance and effectiveness of the products.

Consumer product evaluation partially mediates the relationship between celebrity perceived fit and attitude formation. The study concludes that consumers evaluate the celebrity fit with FMCG brands prior to attitude formation. The study of Baxter (2015) confirmed the phonetic fit between the spokesperson name and the product attributes positively influences the consumer perceptions of celebrity credibility, which ultimately results in positive product based evaluations based on product attributes. Arora (2021) confirmed the positive influence of celebrity brand congruence on brand attitudes. The results of the present study supports supports the findings of Baxter (2015) and Arora (2021) that celebrity match up positively influences consumer attitude towards brands.

5.3.3 Celebrity Symbolic Appeal and Consumer Product Evaluation

During the endorsement process, celebrities transfer meanings through symbolic appearances to the endorsed FMCG brands. Symbolic appeal varies from celebrity to celebrity and it's not uniform among the celebrities. Indian FMCG consumers tend to persuade through appearances (status, gender, class, personality, age and lifestyle) to frame their opinions on the celebrity-endorsed FMCG brands.

Consumer's likeability on celebrities reduces the risk perceptions associated with celebrity-endorsed FMCG brands by improving the way users of these brands are perceived. Consumers choose FMCG brands endorsed by celebrities with a non-controversial public image since they feel these brands are acceptable and have consistent quality. The consumer following the celebrity as a role model influences them to evaluate the performance of the brands in a positive manner. Consumers enjoy and feel delighted by using the celebrity-endorsed FMCG brands as they consider these celebrities to be their role models. The cultural context is also transferred through celebrities while evaluating the products and forming attitudes on celebrity-endorsed FMCG brands. In India, celebrities are admired extensively and the celebrity-endorsed brands have elevated responses. The study concludes that the symbolic appeal of celebrities during FMCG brand endorsement influences Indian consumers to evaluate risk perceptions, values and benefits associated with the brands.

Consumer product evaluation partially mediates the relationship between celebrity symbolic appeal and attitude formation. The results of the study portray that symbolic appeal has the highest positive influence on each of the consumer product evaluation attributes like perceived risk, perceived value, perceived benefit and consumer product evaluation. Thus the study concluded on the fact that celebrity symbolic appeal for promoting Indian FMCG brands appeared to be the most important predictor of consumer product evaluation in attitude formation.

In the celebrity endorsement process, the consumers perceive that celebrities' aura directly gets transferred to the products (Yen and Teng 2015). Friere et. al. (2018) suggested that endorsement of celebrities with charisma is determined as an effective strategy. Baker et. al. (2017) study confirms there is an influence of celebrity meanings on consumer perceptions as well as attitudes towards brands. The result of the present study sustains the findings of studies conducted by Yen and Teng (2015), Friere et. al. (2019) and Baker et. al. (2017) that consumer attitudes get persuaded by celebrity symbolic appeal.

5.3.4 Celebrity Endorsement Influencing Consumer Product Evaluation in Attitude Formation Model

Celebrity endorsement is an effective advertising strategy utilised by marketers with huge investments for generating expected returns in terms of sales. The celebrity endorsement process basically involves five main factors namely, celebrity trustworthiness, celebrity expertise, celebrity attractiveness, celebrity perceived fit and celebrity symbolic appeal. As the celebrities are considered to be an information source by Indian consumers, the celebrity credibility plays a crucial role in product evaluation process prior to attitude formation. To address this gap study has explored the mediating role of consumer product evaluation while analysing the effect of celebrity source credibility has on attitude formation. Celebrities with high trust value followed by expertise while endorsing were most preferred as an information source by Indian consumers for evaluating FMCG brands. Celebrity attractiveness has been considered in the study initially, but the results of the study showed Indian consumers do not consider attractive celebrities as an

information source for evaluating FMCG brands and it has not been considered in the proposed model.

The celebrity match with the brands is another factor for Indian consumers to evaluate the usage and benefits of the endorsed brands and persuade them in forming positive attitudes. The symbolic appeal of celebrity is a prime factor of the celebrity endorsement process while endorsing FMCG brands on consumer product evaluation pertaining to Indian FMCG consumers.

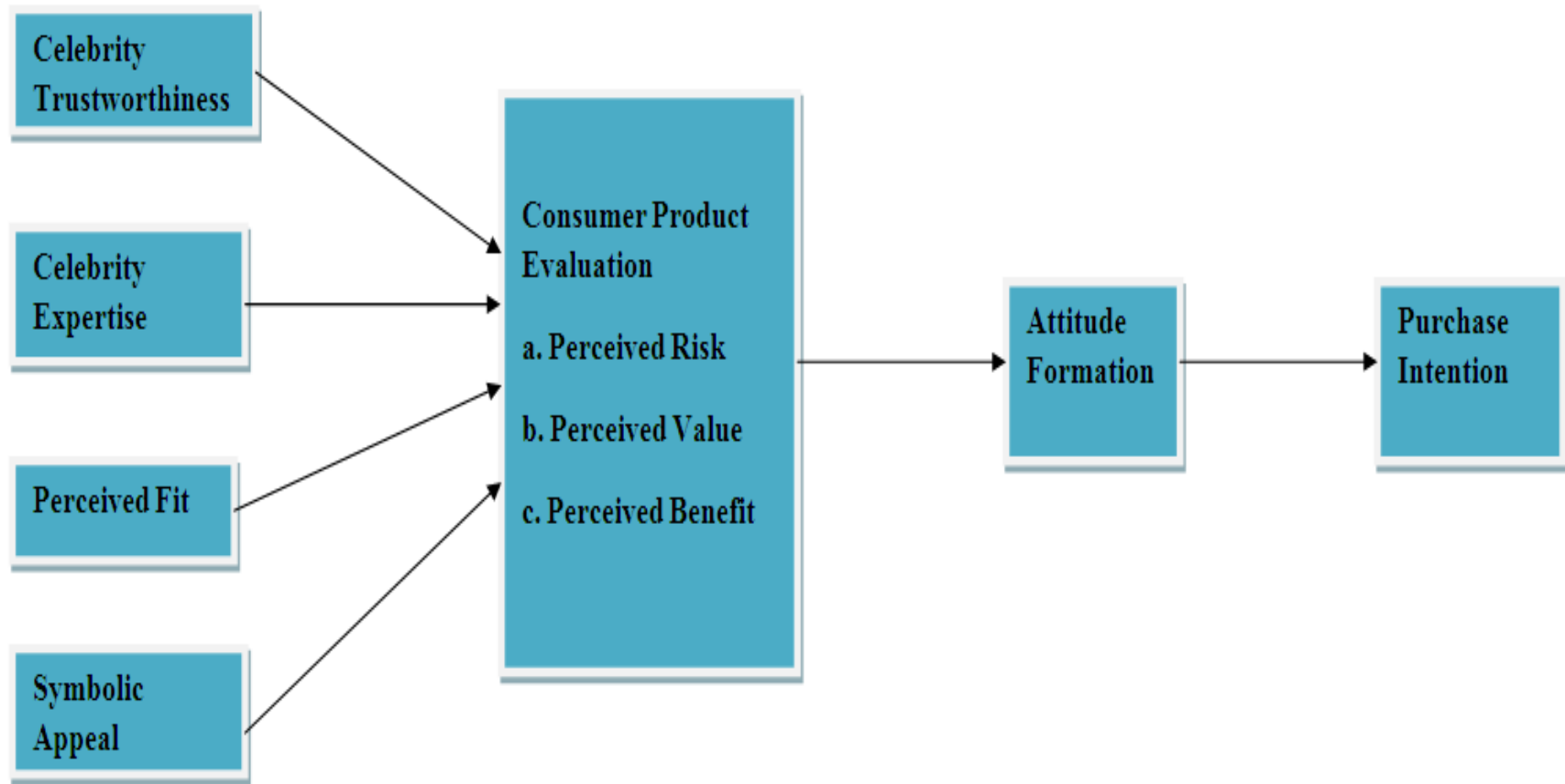


Figure 5.1: Celebrity Endorsement Influencing Consumer Product Evaluation in Attitude Formation Model

for Indian FMCG Brands

The symbolic appeals of celebrities persuade consumers to perceive the positive cognitive responses (risk, value and benefit) as well as affective responses (attitude towards brand and purchase intentions). The consumer tends to believe the celebrities as their role model and thereby prefer the brands suggested by the celebrities in advertisements. Figure 5.1 depicts the visual representation of celebrity endorsement influencing consumer product evaluation in the attitude formation model for Indian FMCG brands. Consumer product evaluation found to be an important predictor of consumer attitude formation, thereby leading to purchase intention.

The model provides a holistic view on the important antecedents of consumer product evaluation and attitude formation. The proposed model could be of more optimal to marketers on making the right choice on celebrities endorsing FMCG brands in India. All the three consumer product evaluation attributes perceived risk, perceived value and perceived benefit have a positive influence on attitude towards brand and consumer product evaluation as a whole construct also positively influences attitude towards the brand. Purchase intention is also positively influenced by attitudes towards the brand. Whenever a consumer forms positive favourable attitudes towards brand then there is a high chance of purchasing the product.

5.4 RECOMMENDATIONS

FMCG brands are considered as low involvement products, where the price of the products is affordable; consumers tend to buy the products instantly for instant purposes. In most instances, consumers tend to engage themselves in impulsive buying processes, especially for FMCG products. Celebrities play a vital role in influencing consumers while making these kinds of impulsive buying decisions. Marketers must consider some of the key elements while selecting celebrities for endorsing FMCG brands in India. Few considerable suggestions are derived from the findings of the present study. These could be beneficial for the marketers to acquire the benefits of an effective celebrity endorsement strategy.

1. Celebrity trustworthiness had the highest impact on the Indian FMCG consumer product evaluation and attitude formation out of source credibility dimensions. Hence

the marketers must consider the honesty, integrity and sincerity of the celebrities while conveying information about FMCG brands in the advertisements. The convincing power of celebrities influences the consumers to evaluate the risks involved, value aspects as well as benefits of the FMCG brands endorsed by them. This positively affects the consumer attitude formation of celebrity-endorsed FMCG brands. So, the FMCG marketers should design the endorsement process by employing celebrities who can convince Indian consumers of FMCG brands in the advertisements. The study recommends that marketers consider the celebrities perceived by consumers to be sincere, honest and dependable while endorsing FMCG brands in India.

2. Celebrity expertise had the second-highest influence on consumer product evaluation and attitude formation of Indian FMCG consumers among all the source credibility dimensions. The marketers should consider the celebrity skill, qualification and knowledge of the endorser while delivering information about FMCG brands in the advertisements. The Indian FMCG consumers consider the celebrities as the expert and experienced users of the FMCG brands and on the basis of that, they tend to evaluate and form the attitudes on FMCG brands. Hence the study recommends marketers to consider the expertise aspect of celebrity as the second important credible source while employing the endorser for FMCG brands in India.

3. Celebrity attractiveness does not have any influence on the consumer product evaluation and attitude formation of Indian FMCG consumers. Celebrity attractiveness is the least consideration for Indian FMCG consumers. The study's findings suggest that while preferring celebrities to endorse FMCG brands, the advertisers can ignore the attractiveness feature of celebrities. The marketers are suggested to not to consider the attractiveness of celebrity as a major aspect while employing the celebrities endorsing FMCG brands in India.

4. The celebrity features matching with brand features influence the consumers to evaluate the products positively leading to forming brand attitudes. The match could be in terms of similarity, the style enhancing products are endorsed in an enhanced manner by celebrities considered as style icons. The celebrity gender also plays an

important role in assuming the usage of FMCG products and perceiving benefits. Hence, marketers must employ celebrities (male/female) who can reveal the usage of products in an enhanced manner. The study recommends marketers assign popular celebrities to endorse the well established (popular) FMCG brands for gaining affective responses (attitudes).

5. The impact of symbolic appeal on perceived risk, perceived value, perceived benefit have established the most extensive relationship compared to any other celebrity endorsement process attributes for Indian FMCG consumers. So, the marketers must believe the appeal of celebrities as most important while considering the celebrity-endorsed FMCG brands in India. Celebrities play an imperative role in persuading consumers in India. Celebrities transfer some of the symbolic properties in the endorsement process. Out of all the celebrity endorsement process elements the symbolic appeal established the highest influence on consumer product evaluation and attitude towards the brand. So, the marketers must consider the celebrities with excellent looks/appearances and also with a non-controversial public image for endorsing Indian FMCG brands to ensure positive outcomes.

6. The consumer's perception is an important determinant of attitude formation and purchase intentions for Indian consumers. The present study suggests the advertisers must consider celebrities for endorsing FMCG brands who can reduce the risk perception, increase the product value and elevate the benefits of consumers. This further influences the consumer to frame positive attitudes and purchase the celebrity endorsed FMCG brands.

5.5 THEORETICAL IMPLICATIONS

The many studies in the past have explored celebrity endorsement on advertisement perceptions, but not on the consumer perception. So, the present study has emphasised consumer perception as a component of consumer product evaluation. This study also explored the area of consumer perception by studying the impact of the celebrity endorsement process on consumer product evaluation. Celebrity credibility plays a crucial role whenever a consumer is engaged in impulsive buying behaviour, especially FMCG. There were no studies performed on the effect of celebrity

endorsement on each of the dimensions of consumer product evaluation. The thesis has contributed to the area of celebrity endorsement and consumer product evaluation which is very less explored. The thesis helps to understand how the consumers tend to evaluate the celebrity-endorsed FMCG brands.

The study has confirmed the impact of both peripheral cues (celebrities) and central cue (perceived risk, perceived value and perceived benefit) on consumer attitudes as well as buying behaviour for the low involvement product category (FMCG). The study has contributed theoretically using well-known models, the tri component model, PATER model, match up model, meaning of transfer model and ELM.

This study explored the area of consumer perception by studying the impact of the celebrity endorsement process on consumer product evaluation. Celebrity credibility plays a crucial role whenever a consumer is engaged in impulsive buying behaviour, especially FMCG. The results of the study revealed that the influence of celebrity trustworthiness was highest on consumer product evaluation compared to celebrity expertise and celebrity attractiveness. The celebrity source credibility framed through celebrity trustworthiness and celebrity expertise ignores the celebrity attractiveness. Indian consumers do not prefer celebrity attractiveness as an information source while evaluating the risk, benefit and value of celebrity endorsed brands. So, the present study proposes celebrity credibility attributes as celebrity trustworthiness and celebrity expertise by eliminating celebrity attractiveness. In the past, a study conducted by Frimpong et al. (2019) confirmed the positive influence of celebrity trustworthiness on perceived quality and purchase intentions. Whereas the present study established the positive influence of celebrity trustworthiness and expertise on consumer perceived risk, perceived value and perceived benefit. Thus the study has bridged the gap by confirming celebrity trustworthiness and celebrity expertise source credibility as the most influencing attribute of celebrity on Indian consumer perceptions leading to attitude formation for FMCG brands.

The findings of the study exposed that celebrity match with FMCG brands was having a significant influence on consumer product evaluation leading to attitude formation of Indian FMCG consumers. The thesis adds to the existing knowledge of consumer

behaviour studies by including the significance of celebrity perceived fit in the celebrity endorsement process.

The thesis has explored the importance of celebrity symbolic appeal in endorsing FMCG brands and analysing how it could influence consumer product evaluation and attitude formation. The symbolic properties associated with the celebrity will be transferred to the brand which in turn can influence consumer perceptions of products/brands. The thesis also revealed that symbolic appeal of celebrities during the FMCG brands endorsement process emerged as the most important antecedent of consumer product evaluation leading to attitude formation. Thus the thesis bridges the gap by studying the influence of symbolic appeal on consumer product evaluation by providing a holistic view of the celebrity endorsement process.

Previous studies confirmed the association between consumer perception and attitude formation (Fazio. et al. 1994; Li and Yun, 2015). The direct influence of celebrity credibility (Wang and Scheinbaum 2018; Gilal et al. 2020), celebrity perceived fit (Fleck et al. 2012; Arora et. al. 2021) and celebrity symbolic appeal (Liu and Liu 2019) on attitude formation was explored but not through consumer perception. The present study has bridged the gap by exploring the mediated effect of consumer product evaluation.

The outcome implied that the influence of celebrity credibility on attitude formation had appealing results after measuring through consumer perception as an intervening variable. Celebrity trustworthiness and celebrity expertise both are the main source credibility attributes that helps Indian consumers to form positive attitudes after evaluating celebrity endorsed FMCG brands on the basis of the risk, benefit and value involved in it. The celebrity perceived fit implies that the relevance/congruence of celebrity with the endorsed FMCG brands facilitate consumers to form favourable attitudes after assessing the brands based on the risk, value and benefit aspects. The present study explored that celebrity meanings associated with the endorsed FMCG brands persuades the Indian consumers for framing positive attitudes more effectively after evaluating brands on the basis of risk, value and benefit.

The thesis has bridged the gap of cultural context by studying the effect of the celebrity endorsement process on Indian FMCG consumer behaviour. The effect of celebrity endorsements differs based on the cultural backgrounds of the particular country. In India, celebrities are idolised extensively compared to western countries. The study has explored the effect of celebrity endorsement on each of the dimensions of consumer product evaluation.

The thesis hence has contributed to the body of knowledge by studying the impact of both peripheral cues (celebrities) and central cues (perceived risk, perceived value and perceived benefit) on the consumer attitudes and buying behaviour for the low involvement product category (FMCG). The thesis paves the way for more studies that deliberates on more psychological constructs which can be further explored to recognize the effect of the celebrity endorsement process on consumer behaviour.

5.6 PRACTICAL IMPLICATIONS

The study's findings suggest that while selecting the celebrities to endorse FMCG brands, the advertisers can ignore the attractiveness attribute of celebrity in India for hair care brands, oral care brands and food and beverages brands. The present research will be beneficial for many companies in designing appropriate advertising strategies. The study has provided insights on consumers' persuasion process of celebrity endorsement by evaluating products, thereby leading to positive attitudes towards brand and purchase intention. The companies must consider the celebrity trustworthiness and symbolic appeal mainly while deciding on celebrities for endorsing FMCG brands in India because the result of the study found these attributes more influential. For FMCG brands in India, the marketers must consider the symbolic appeal (status, class, gender, age, personality and lifestyle) of celebrities as the most important attribute to influence the consumer product evaluation leading to attitude formation. The findings of the study revealed that companies must employ celebrities with high trustworthiness. So that the consumer perceives low risk associated with FMCG brands, high perceived value and also perceive more benefits from consuming the celebrity-endorsed FMCG brands. As many studies and reports confirmed about the huge investment by companies in promoting the products; the

outcome of the study can imply companies to frame a successful and profitable promotional strategy for the products/brands. This study could be beneficial to the companies to decide upon advertising expenditure by appointing the precise celebrities to promote FMCG brands. The study emphasize on consumer welfare by providing inputs to the customers for deciding on their purchases while spending on the FMCG brands. It will be advantageous for the society if large number of customers make right decisions on their spending by the study.

5.7 LIMITATIONS OF THE STUDY

Every social science research work is exposed to certain shortcomings. The present study is also likely to comprise a few limitations. The limitations of the study are listed as:

1. The study is limited to the select FMCG product categories. In the present study, the effect of the celebrity endorsement process on consumer product evaluation of Indian FMCG consumers was undertaken.
2. The study focused on the effect of celebrity endorsement on product evaluation in attitude formation of FMCG consumers residing in tier 1 metro cities of India.
3. As the study has adopted a mixed sampling technique, the study might have faced the problem of validity and legitimating from the representative sample.

5.8 SCOPE FOR FUTURE RESEARCH

The study can be extended on a few unexplored segments that have not been undertaken in the present study.

1. The study is limited to only low involvement (FMCG) products; further, the researcher can consider high involvement products (consumer durables) considering the same variables.
2. The study could be further conducted on the rural Indian consumers to explore whether the consumer perception on celebrity endorsers and their influence on product evaluation differ from the present study.

5.9 CONCLUDING NOTE

Lux is the brand introduced in 1924 with caption “beauty soap of the stars”. Consumers believed that they gained the status when they purchase the brand used by star. Later, Doris Day endorsed equipment for harvesting and Pierce Brosnan endorsed Pan Bahar were few examples which made consumer to think on the credibility of celebrity that these celebrities really use the brands they endorse or they are doing it just for the sake of money. In the words of Virat Kohli "We are actually on the cusp of making some big changes on that front. Things that I've endorsed in the past, I won't take names, but something that I feel that I don't connect to anymore. If I myself won't consume such things, I won't urge others to consume it just because I'm getting money out of it." The claim made by Virat Kohli again built the confidence in Indian consumers that celebrities are also having a sense of responsibility while selecting the brands they endorse. Advertising Standards Council of India (ASCI) has provided guidelines for Indian celebrities that “celebrity should do due diligence to ensure that all description, claims and comparisons made in the advertisements they appear in or endorse are capable of being objectively ascertained and capable of substantiation and should not mislead or appear deceptive.

Nowadays celebrities are very conscious on the claims made by them in advertisements. This actually facilitates consumer to believe the celebrity as an appropriate information source providing the detailed description on the endorsed brands. The objective of the study was to explore the influence of five celebrity endorsement processes on consumer product evaluation leading to attitude formation. Except celebrity attractiveness all other celebrity attributes like trustworthiness, expertise, perceived fit and symbolic appeal had a positive influence on consumer product evaluation as well as attitude formation. Celebrity symbolic appeal emerged as the most influencing celebrity endorsement process feature. The outcome of the study intended that the marketers must consider the celebrity endorsement as an imperative advertising strategy for FMCG product categories to gain the brand positioning and brand differentiation for Indian consumers.

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APPENDICES

APPENDIX

Survey Questionnaire

I am Raksha Deshbhag from National Institute of Technology Karnataka, Surathkal. I am doing PhD in the area of “**Effect of Celebrity endorsement**”. I will be very much grateful for your valuable time and effort that you will be putting while filling the questionnaire. I am very grateful for your cooperation and valuable inputs.

SECTION A- GENERAL INFORMATION

Please tick \checkmark the appropriate boxes regarding the details.

1. Gender

1. Male

3. Transgender

2. Female

2. Age(in years)

1. 18 - 25

4. 36 - 40

7. 51 - 55

2. 26 - 30

5. 41- 45

8. 56 - 60

3. 31 - 35

6. 46 - 50

3. Employment status:

1. Self Employed

4.Private Sector

2 .Government Sector

5. House Wife

3. Student

4. Total monthly family income:

1. Less than Rs. 20,000 3. . Rs 40,001- Rs. 60,000 5. Rs. 80,001-Rs. 1,00,000

2. Rs. 20,001- Rs. 40,000 4. Rs. 60,001 –Rs. 80,000 6. Rs. 100,001 & above

SECTION – B

Note: FMCG stands for Fast Moving Consumer Goods. Such as

1. Hair care products (Shampoo, hair conditioner, hair colorants, hair oil, hair styling products)

2. Oral Care Products (toothpaste, mouth wash, tooth brush, tongue cleaner, mouth freshener)

3. Food and Beverages (Health beverages, staples/cereals, bakery products, snacks, chocolates, ice cream, tea/coffee/soft drinks, processed fruits and vegetables, dairy products, and branded flour)

5. Please tick the gender of celebrities you would like to see in promoting each category of FMCG brands?

Gender of Celebrity	Hair care	Oral Care	Food and Beverages
1. Male			
2. Female			

6. Please tick the type of celebrities you would like to watch in each category of FMCG brand advertisements?

Celebrity Characteristics	Hair care	Oral Care	Food and Beverages
1. Television Actor/Actress			
2. Politicians			
3. Sports Person			
4. Movie Actor/Actress			
5. Entrepreneur cum Endorser			

7. Rank the following celebrity characteristics you prefer the most in celebrities while promoting each category FMCG brands?

(1 for most preferred..... 5 for least preferred)

Celebrity Characteristics	Hair care	Oral Care	Food and Beverages
1. Celebrity Looks/ Appearance			
2. Celebrity Voice			
3. Celebrity experience about using brand			
4. Celebrity Popularity			
5. Celebrity public Image			

8. Tick the most preferred brand by you in hair care?

- | | | | |
|--------------------------------------|--------------------------|-----------------------|--------------------------|
| 1. Loreal | <input type="checkbox"/> | 4. Head and Shoulders | <input type="checkbox"/> |
| 2. Dabur | <input type="checkbox"/> | 5. Pantene | <input type="checkbox"/> |
| 3. Patanjali | <input type="checkbox"/> | 6. Garneir | <input type="checkbox"/> |
| 7. Any other (please specify): _____ | | | |

9. Tick the most preferred brand by you in oral care?

- | | | | |
|------------------|--------------------------|--------------|--------------------------|
| 1. Colgate | <input type="checkbox"/> | 2. Patanjali | <input type="checkbox"/> |
| 3. Dabur | <input type="checkbox"/> | 4. Ayush | <input type="checkbox"/> |
| 5. Sensodyne | <input type="checkbox"/> | 6. Anyother | |
| (Specify): _____ | | | |

10. Tick the most preferred brand by you in Food and beverages?

- | | | | |
|------------------|--------------------------|--------------|--------------------------|
| 1. Nestle | <input type="checkbox"/> | 2. Britannia | <input type="checkbox"/> |
| 3. Parle | <input type="checkbox"/> | 4. Lipton | <input type="checkbox"/> |
| 5. Chings | <input type="checkbox"/> | 6. Anyother | |
| (Specify): _____ | | | |

Please express your level of agreement /disagreement for the following statements by ticking appropriate choices on FMCG brands. (Strongly Disagree.....Strongly Agree)

No.	Statements	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
11	The celebrities seen in FMCG advertisements are dependable.					
12	The celebrity's honesty could be sensed while promoting FMCG brands.					
13	I can rely on celebrities promoting FMCG brands.					
14	The celebrities are sincere in endorsing FMCG brands.					
15	The celebrities involved in promoting FMCG brands are trustworthy.					
16	The celebrities are convincing in promoting FMCG brands.					
17	The celebrities endorsing FMCG brands are expert.					
18	The celebrities endorsing FMCG brands are experienced user of the product.					
19	The celebrity knows completely about the FMCG brands being endorsed by them.					
20	The celebrities are treated as qualified person to promote the FMCG brands.					
21	The celebrities shown in advertisements are skilled person to promote the FMCG brands.					
22	Celebrities promoting FMCG brands are attractive.					
23	The celebrities seen in FMCG advertisements are classy.					
24	Celebrities look beautiful/handsome in FMCG advertisements.					
25	Celebrity's elegance could be sensed in FMCG advertisements.					
No.	Statements	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
26	Celebrities shown in FMCG advertisements are sexy.					
27	The celebrities are considered to be style icon to promote FMCG brands.					
28	The rapport between brands and celebrities are seen in promoting FMCG brands.					
29	The celebrity fits very well with the endorsed FMCG brands.					
30	The attractive celebrities are the best for endorsing hair care, oral care and food brands in FMCG.					
31	The usage of the product could be perceived through gender of celebrity shown in FMCG advertisements.					

32	The popular celebrities can endorse well known FMCG brands better.					
33	I could see the meaningful link between the celebrity and majority of FMCG brand being endorsed.					
34	I am aware of the FMCG brands because of the celebrity endorsing it has big fan following.					
35	The celebrity performance track record can be reflected on the endorsing FMCG brand.					
36	I prefer particular FMCG brand because I like the celebrity endorsing it.					
37	I choose the FMCG brand because of celebrity endorser's noncontroversial public image.					
38	Sometimes I consider the celebrity as a role model endorsing certain FMCG brands.					
No.	Statements	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
39	I feel the FMCG brands endorsed by celebrities would help me to build the acceptable image in the society.					
40	I need some more information about the FMCG brands other than endorsement by celebrities.					
41	To figure out about the FMCG brands I need to try it several times instead of endorsement by celebrities					
42	FMCG brands endorsed by celebrities would help me to build good Impression on other people.					
43	FMCG brands endorsed by celebrities would give me a social approval.					
44	Celebrity endorsed FMCG brands improve the way I am perceived.					
45	The use of FMCG brands endorsed by celebrities would help me to feel acceptable.					
46	FMCG brands endorsed by celebrities appear to be good value for money.					
47	The price of FMCG brands endorsed by celebrities is very acceptable.					
48	Celebrity endorsed FMCG brands are designed well.					
49	The FMCG brand endorsed by celebrities has consistent quality.					
No.	Statements	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
50	I would like to pay more for the FMCG brand because of the celebrity endorsing it.					
51	FMCG brands endorsed by celebrities have an acceptable standard of quality.					
52	I feel FMCG brands would perform consistently because of celebrities endorsing it.					

53	The celebrities endorsing FMCG brand would make me want to use it.					
54	The celebrities endorsing FMCG brand is one that makes me delightful about the brand.					
55	The FMCG brand endorsed by celebrities would make me feel exciting about the brand.					
56	I would feel relaxed while using FMCG brands endorsed by celebrities.					
57	It is fun to use the FMCG brand endorsed by celebrities.					
58	I would enjoy using FMCG brands endorsed by celebrities.					
59	The use of FMCG brands endorsed by celebrities would make me feel good.					
60	FMCG brands endorsed by celebrity would give me pleasure in using it.					
61	I attain the positive emotional response through usage of celebrity endorsed FMCG brands.					
No.	Statements	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
62	The use of celebrity endorsed FMCG brands makes difference in my life.					
63	I am distressed when I am unable to purchase/use celebrity endorsed FMCG brand.					
64	I evaluate the FMCG brands endorsed by celebrities based on perceived performance of the product.					
65	I am confident about the effectiveness of FMCG brands endorsed by celebrities.					
66	I trust the FMCG brand endorsed by celebrities.					
67	I feel the celebrities contribute to the reputation of FMCG brand.					
68	I would not expect any kind of problems in the FMCG brands endorsed by celebrities.					
69	I feel the celebrity endorsed FMCG brand is of consistently high quality					
70	I would be willing to buy the FMCG brands endorsed by celebrities.					
71	I would recommend buying the FMCG brands endorsed by celebrities to my family and friends.					
72	I would not buy the FMCG brands endorsed by celebrities.					

Thank you

ANNEXURES

BIO DATA

Name: Mrs. Raksha R. Deshbhag

Address: Janani house

Chowdeshwari Nagara Road

Ayyappa Nagara

Sirsi

Sirsi-581401

Email: raks.desh@gmail.com

EDUCATIONAL QUALIFICATIONS

- MBA (Marketing and Finance) from Kousali Institute of Management Studies, KUD, Dharwad
- B Com from M.E.S. Commerce College, Sirsi, Karnataka

ELIGIBILITY

- Qualified **UGC – NET** by University Grant Commission (UGC), New Delhi (September, 2012)
- Qualified **K-SET** by Mysore University accredited by University Grant Commission (UGC), Mysore (May, 2012)

WORK EXPERIENCE

Lecturer at Government First Grade College, Sirsi (August 2010- April 2013)

WORKSHOPS ATTENDED

- JMP Academic workshop on “Statistical Discovery for Management is using JMP” on 10 to 14 May 2021 at National Institute of Technology Surathkal
- One week short term course on “Basics of Management Research” organised by Department of Humanities, Social Sciences and Management, National Institute of Technology Srinagar from 27th to 31st August, 2020
- Workshop on “Conducting Meaningful Research” organised on July 26,2019, Indian Institute of Management, Indore

JOURNAL PUBLICATION

- Deshbhag, R. R., and Mohan, B. C. (2020). “Study on influential role of celebrity credibility on consumer risk perceptions”. *Journal of Indian Business Research*. (“emerald publishing” Scopus)
- Raksha Deshbhag, and Bijuna, C. M. (2018). “Influence of Celebrity Credibility on Consumer Product Evaluation and Attitude Formation – A Conceptual Framework”. *Journal of Management and Marketing Review*, Volume 3 (1-4) Jan to Dec 2018.

CONFERENCES ATTENDED

- Presented paper titled “Study on the influential role of celebrity credibility on risk perceptions of Indian consumers” IIM-Indore Summer Marketing Information Systems Conference July 26-28, 2019 Summer Marketing in Digital Age.
- Presented a paper titled “Influence of Celebrity Credibility on Consumer Product Evaluation and Attitude Formation – A Conceptual Framework” 7th Global Conference on Business and Social Sciences 2018 conducted by GATR, Malaysia on August 20-21st, 2018

CONFERENCE PROCEEDINGS

- Book of Abstracts 2019, IIM-Indore Summer Marketing Information Systems Conference July 26-28, 2019 Summer Marketing in Digital Age published by emerald publishing house ISBN - 978-1-78635-428-0 paper titled “ Study on the influential role of celebrity credibility on risk perceptions of Indian consumers”
- Proceedings of the 7th Global Conference on Business and Social Sciences on "Contemporary Issues in Management and Social Sciences Research" with International Standard Book Number (ISBN) ISBN: 978-967-13147-0-8 paper titled “Influence of Celebrity Credibility on Consumer Product Evaluation and Attitude Formation – A Conceptual Framework”