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"Role of Indian celebrities in establishing Brand –Target Audience connectivity"An Exploratory study

Abstract

The marketing communication strategy employed by advertisers in 21st century using celebrities to connect with their target audience has attracted a lot of attention world wide. In developing economy like India the situation is no different.

This research paper is aimed at understanding first the role of Indian celebrities in Brand Building process. Secondly the study is focused at understanding the reason behind using celebrities in marketing communication. Finally exploratory research is undertaken to find the views of the target audience regarding the most familiar and popular Indian celebrities and determining their potential of becoming successful brand endorser in mass media.

The findings of the study shows that a familiar, popular and credible celebrity as rated by the target audience if used by companies in their marketing communication will play a positive role in connecting the brand with the target audience.

Introduction

Indian advertising has experienced a spectacular growth over the years on account of the **consumer boom**, coupled with the expansion of the print media and increased television coverage. In fact the **media explosion** has led to the advertising explosion in India.

Like the United States and other European countries, formal **market research** activities are carried out in a big way in India also in developing advertising messages to attain specific objectives. The concept of "**Total Plan**" has emerged today which refers to the harmonious combining of advertising with other elements of marketing mix with an object of marketing product with encouraging success.

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With brands becoming **me-too** in terms of features, quality, price etc. developing a **brand personality** and positioning it among the target audience became all the more challenging for advertisers.

Building brands is a long term exercise and of late companies in India are prepared to go the extra yard to sign leading Indian Celebrities for endorsing their brand in mass media. They are trying to use famous celebrities to establish the right connects with their target audience.

A **celebrity** is a person who is successful in his/her own profession, widely recognized in a society and have huge fan following and media attention.

It can be said that within a corresponding social group, celebrities generally differ from the social norm and enjoy a high degree of public awareness. Today's celebrities in Indian context are specially from **Bollywood** like Mr.Amitabh Bachchan, Mr. Shah Rukh Khan, Mr.Amir Khan etc. and Indian **cricketers** like Sachin Tendulkar, MS Dhoni, Yuvraj Singh, Saurav Ganguly etc.

Celebrity branding is a type of branding, or advertising, in which a celebrity uses his or her status in society to promote a product, service or charity. Celebrity branding can take several different forms, from a celebrity simply appearing in advertisements for a product, service or charity, to a celebrity attending PR events, creating his or her own line of products or services, and/or using his or her name as a brand.

At present there has been a trend towards celebrity **voice-overs** in advertising. Some celebrities have distinct voices which are recognizable even when they not present on-screen. **Mr. Amitabh Bachchan** in Indian context is one such example. This is a more subtle way to add celebrity branding to a product or service.

Beauty brands and fragrance houses have traditionally aligned themselves to celebrities. Sometimes that association surpasses the endorser's original claim to fame   and we see an actress make headlines not for her craft but for her endorsement. Sports stars are also essential endorsers for sports goods, clothing and other brands.

Celebrity endorsement comes at a **price.** It's a subject that never fails to stir debate. Sportsmen and Hindi Film Stars earn enormous amount of money through brand endorsements. Companies are also relying on famous celebrities to convey the right message to their target audience and celebrity advertising in mass media is creating a lot of noise world over.

Marketing Communication

The various types of planned messages used to build a brand is collectively known as marketing communication. It encompasses Advertising, Sales promotion, Personal selling, Public relations, Direct marketing, Events etc Media plays an important role in transferring Marketing Communication messages to the Target Audience. Communication plays an important role in Creating, Delivering, Managing and Evaluating brand messages that impact how customers perceive a brand.

Role of Advertising Media

In order to reach the target audience with their advertising message to inform and persuade them, companies are relying on the different mass media as their medium of communication. The world of media comprising of **Print media, Electronic media, Outdoor media as well as new and emerging media** is assuming greater importance in the business of advertising and helping advertiser and their advertising agency to successfully communicate their message to their target audience.

In any advertising campaign a **combination of media** is selected by the advertiser and

their advertising agency for two basic reasons. **First,** no one media is good enough to penetrate the entire target market and **secondly** features of one medium cannot be replicated by another. For **demonstrating** any product companies prefer **Television** but for **detailing** about any product Print media, especially **newspaper** is the best option available to advertiser.

Brand Building–A critical issue

Brand building is a long term exercise and it requires continuous and consistent communication with the Target Audience. In today's dynamic and competitive market situation companies should take in to consideration the following aspect in order to successfully build their brands–

♦ Awareness about Brand Name

♦ Expectation from a Brand

♦ Benefits to be derived from a Brand

♦ Feelings on using a Brand

♦ Brand Impression

Developing Brand Personality

Brand personality is very important criteria by which company's can set its brand apart. Features, Price can be matched by competitors but it's very difficult to duplicate brand personality. Brand personality is very important because the Target Audience is attracted towards brands which possess personality with which they can identify themselves. Appropriate brand personality can be created by selecting the right **Celebrity Endorser** to connect with the target audience.

Brand positioning challenges

Post liberalization, with the opening up of Indian economy the market is flooded with huge number of brands from abroad both in the **FMCG and Consumer Durable** segment.

The consumer in the street is left with large number of brands to choose from. Brands are becoming almost identical and consequently companies are leaving no stone unturned to position their brands differently compared to their competitors.

Positioning brands by virtue of **Price and Quality** is still very much evident in India. Positioning by **promptness of service** rendered is also practiced by certain brands judiciously.

Every brand is trying to create its own identity in the market and advertisers and their advertising agencies are trying to figure out and highlight the **Unique Selling Proposition (USP)** of the brand to their target audience in order to create their own identity and thereby gain competitive advantage.

Brands are relying on different **advertising appeals** be it rational or emotional in their advertising campaign to connect with their target audience. The advertiser's are highlighting **patriotism appeal, fun appeal, health appeal and fear appeal** etc. to persuade their target audience to try out their brand or stay with it.

Presently another **trend** is being noticed in advertising which has generated a lot of interest among one and all is the use of **Celebrities** as brand endorser to connect with the Target Audience.

Target Audience in Brand Building process

The target audience will be expecting answers to some fundamental questions at least implicitly if not explicitly about brands which may relate to –

♦ Who are you? (**Brand Identity**)

♦ What are you? (**Brand meaning**)

♦ What about you? What do I think and feel about you?(**Brand Response**)

♦ What about you and me? What kind of association and how much of a connection would I like to have with you? (**Brand Relationship**)

This may be considered as a "**Branding Ladder**". At first **brand identity** is to be established. **Meaning** cannot be established unless identity has been created. Similarly **Response** cannot occur unless right meaning has been developed and finally **Relationship** between the Target Audience and the Brand will develop only after proper responses have been elicited.

Role of celebrities in Building Brands

Celebrities are people who are successful in their own profession, who enjoy public recognition and have huge fan following and media attention. Celebrities have the following type of association with the Target Audience of a brand–

♦ **Psycho graphic Connect:** Stars are loved and adored by their fans and advertisers use stars to capitalize on these feelings to sway the fans towards their brand.

♦ **Demographic Connect:** Different stars appeal differently to various demographic segments (age, gender, income group, occupation etc.).

♦ **Mass Appeal:** Some stars have a universal appeal to generate interest among the masses.

Celebrities are used in advertisement because it is expected that celebrities have "**stopping power**". In other words, they can draw attention of the Target Audience to the advertising message in a much cluttered media environment.

Spokes person's **Credibility** is a very important factor which advertisers need to consider while deciding about a celebrity endorser. Three most often identified factors are –

♦ **Expertise–** Specialized knowledge the celebrity posses to back the claim.

♦ **Trustworthiness–** It refers to how objective and honest the source is perceived by the target audience.

♦ **Likability–** It relates to the attractiveness of the endorser. Qualities like humour, naturalness make an endorser more likable.

A person scoring highly on these **three factors** would be treated as a highly credible source. A well thought out celebrity endorsement can bring a relatively unknown brand to the limelight.

Hence, companies are considering and using celebrities in their marketing communication process to connect with their Target Audience in highly competitive and dynamic market environment.

Celebrity Endorsement Phenomenon in India

Celebrity endorsement in India started gaining prominence since 1980's. The introduction of television added a variable effective medium of communication. Celebrities are people who are recognized by a large group of people. Celebrities may convey a broad range of meanings, involving demographic, personality and lifestyle types.

One of the primary goals of advertising is the persuasion of customers, i.e., the active attempt to change or modify consumer's attitude towards brands. In this respect, the credibility of an advertisement plays an important role in convincing the target audience of the attractiveness of the company's brand.

Pursuing a celebrity endorsement strategy enables advertisers to project a credible image in terms of expertise, persuasiveness, trustworthiness, and objectiveness. Marketers

have been leveraging celebrity appeal for a long time.

One can still remember brands like Vimal, Thums-Up, Gwalior and Dinesh using star-appeal in the early days of mass advertising. There was a burst of advertising, featuring stars like Tabassum (Prestige Pressure-cooker), Jalal Agha (Pan Parag Pan-masaala) etc.

Present scenario in India

The dawn of the 21st century saw the phenomenon of celebrity endorsement gaining increasing prominence in our country. Multinationals as well as domestic companies are going the extra yard to sign up leading Hindi Film stars for endorsing their brands.
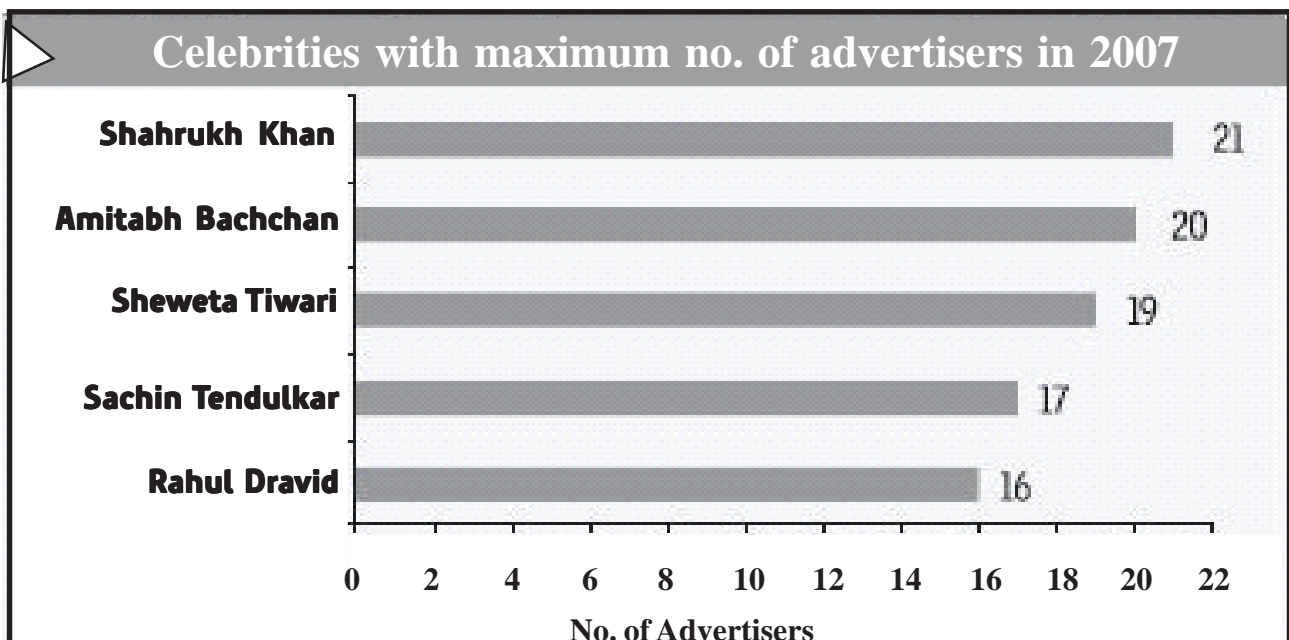
In recent times, we had the **Shah Rukh-Santro** campaign with the objective of overcoming the **hindrance** that an unknown Korean company (**Hyundai Motors**) faced in the Indian market. The objective was to earn faster brand recognition, association and emotional unity with the target group.

A study by **AdEx India**, a division of TAM Media Research, finds that there has been 49 per cent growth in celebrity endorsement ad volumes on TV during 2007 compared to 2006.

Film celebrities accounted for 81 per cent share of overall celebrity endorsement on TV during 2007, with male actors accounting for 50 per cent share and female actors 31 per cent. Sports and TV personalities followed the film celebrities in the endorsements race with 14 and 5 per cent share respectively. The table (Table 1) clearly shows the top Indian celebrities with maximum number of endorsements in 2007 as per a study conducted by AdEx India (A division of TAM Media research).

Table –1

Celebrities with maximum no. of advertisers in 2007

Celebrity	No. of Advertisers
Shahrukh Khan	21
Amitabh Bachchan	20
Sheweta Tiwari	19
Sachin Tendulkar	17
Rahul Dravid	16

Source: AdEx India (A Division of TAM Media Research)
Note: Figures are based on count of advertisers

Literature Review

As per **Atkins and Block (1983**) a research on effectiveness of celebrity endorsement

found that celebrities may be influential because celebrities are viewed as dynamic with both attractive and likeable qualities. In addition to this their name and fame is thought to attract attention to the product or service they are endorsing.

Another study by **Mc.Cracken (1989)** who is the Celebrity Endorser? Cultural Foundations of Endorsement process offer a new approach to celebrity endorsement. He criticized the **source credibility** and **source attractiveness** model and proposed the **meaning transfer model** as an alternative. The findings highlighted how meanings pass from celebrity to product and from product to consumer as per this model. The paper also mentions that according to this model the secret of celebrity endorsement is largely cultural in nature.

A study conducted by **Ohanian and Roobina (1990)** on construction and validation of a scale to measure celebrity endorsers' perceived Expertise, Trust worthiness and Attractiveness aimed at developing a scale for measuring celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. Accepted **psychometric scale-development** procedures were followed which meticulously tested a large pool of items for their reliability and validity. Further, use of this scale can improve the understanding of how consumers in different situations react to different sources and how source credibility influences purchase intentions.

The study also revealed that since the large sums of money is spent on celebrity advertising, advertisers should use the scale as an integral part of their effectiveness testing and tracking. The scale is simple to use and convenient for large-sample administrations. For segmentation strategies, the wisdom of using a celebrity and the spokesperson's

effectiveness for different demographic and psychographic consumer groups can be evaluated by applying this scale.

This concept also has applications beyond the use of celebrity spokespersons: the scale can be applied effectively in choosing the most appropriate "average consumer" as a spokesperson.

Finally, the dimensions of a celebrity endorser's credibility, along with consumer demographics and psychographics, can be used as potential predictors of attitude toward and intention to purchase a specific product.

As per Jagdish Agrawal & Wagner A. Kamakura (1995) a research on "The Economic worth of Celebrity Endorsers": An Event Study Analysis has typically focused on theories explaining how celebrity endorsements influence consumers' attitudes and intentions. The authors assess the impact of celebrity endorsement contracts on the expected profitability of a firm by using event study methodology.

The study also highlighted that Celebrity endorsement has become a prevalent form of advertising in the United States. Despite extensive literature on the effects of celebrity endorsements on consumers' brand attitudes and purchase intentions, little is known about the economic value of these endorsements.

The study revealed that the announcement of a celebrity endorsement contract, is usually widely made known in the business press, and is used as information by market analysts to evaluate the potential profitability of endorsement expenditures, thereby affecting the firm's expected return.

Announcements of 110 celebrity endorsement contracts were analyzed. Findings of the study indicate that, on average, the impact of these announcements on stock returns is positive and suggest that celebrity endorsement contracts are generally viewed as a worthwhile investment in advertising.

A study conducted by **Erdogan (1999) on** Celebrity Endorsement: A Literature Review focused how can companies select and retain the right' celebrity among many competing alternatives, and, simultaneously manage this resource, while avoiding potential pitfalls? This paper seeks to explore variables, which may be considered in any celebrity selection process. The study gave emphasis on **'Q'rating technique.**

This paper has identified factors from the academic literature which may have managerial importance for selecting celebrity endorsers. Notably, effectiveness of celebrity endorser is found to be moderated by several factors in the literature; celebrity attractiveness and credibility, product–celebrity match, message and product type, level of involvement number of endorsements by celebrities, target audience characteristics, and overall meanings (e.g. personality; values, standards) attached to celebrities.

Besides these factors, economic visibility of endorsers, regulative issues, compatibility with overall marketing strategy, and potential risks must be simultaneously also considered.

Mohan K. Menon et al.(**2001**) study on Celebrity Advertising: An assessment of its relative effectiveness examines difference between advertisement with celebrity and corresponding advertisement with non-celebrities. The paper in order to assess the relative effectiveness of celebrity advertisement, two types of advertising executions, Celebrity versus non-celebrity, were tested across print advertisement for six products: American Express, Apple Computers, Avon Cosmetics, Milk, Pepsi–Cola and Ray Ban Sunglasses. The sample comprised of students at south eastern University. Overall, the results from this study do not support the view that using celebrity advertisement is more believable or effective than non–celebrity advertisement for brands tested in this study.

According to **Sejung Marina Choi et al. (2005)** the study analyzed television commercials featuring celebrities from two different countries–the United States and Korea based on two different cultural dimensions. First **low versus high** context and secondly **individualism versus collectivism.** The findings highlighted that celebrities in the U.S advertisement's often **portrayed themselves** (i.e. they served as spokes person), while the majority of Korean celebrities acted in roles. Another interesting finding of the study was that many Korean celebrities appeared to promote more than one brand.

Though some research work on celebrity endorsement has been carried out in the United States and other western countries there is ample scope to explore this concept from different perspective especially in **Indian context**.

Moreover, most of the studies conducted so far focused on certain specific areas thus providing the scope for this aspect of determining the familiarity and popularity of Indian celebrities(Hindi Film Stars) applying the 'Q' score technique.

It is clearly evident from **previous research works** in the field of celebrity endorsement that applying the **'Q' score** technique to determine the familiarity and popularity of Indian celebrities based on feedback from the respondent from different demographic background will be very relevant and useful for companies and their advertising agencies while deciding about their marketing communication strategy.

Scope & Significance Of The Study

A likeable celebrity who is **familiar** and **popular** among the Target Audience, having the right connect in terms of demographic and psychographic parameters stands a better chance of connecting a brand to its target audience.

Hence 20 Indian celebrities were selected for the **exploratory study** to determine their potential of becoming successful brand

endorser in terms of their familiarity and popularity among the target audience.

During the course of **review of literature** it was clearly evident that there is ample **scope** of exploring this issue in India with Indian celebrities (especially with **Hindi Film Stars** from **Bollywood and Indian cricketers)**).

Never the less huge amount of money, reputation and other resource are at stake for both the companies and the celebrities. Therefore the entire concept and issues involved in Brand Building process using celebrities is very relevant and highly significant in today's context.

Research Objectives

The study is conducted with the following broad objectives in mind–

♦   Understand the role of Indian **celebrities** in **Brand Building process**.

♦   To explore the reason behind using **celebrities** to connect with the Target Audience.

♦   To find out the views of the Target Audience regarding the **familiarity** and **popularity** of the selected Indian celebrities.

♦   Finally ascertain the **potential** of the selected **Indian celebrities** in establishing Brand Target Audience connectivity.

Celebrity Selection parameters–

Selecting the right and appropriate celebrity for establishing brand target audience connectivity is really a challenging proposition. Emerging techniques and concepts like **FRED** Principle and **"Q" score** technique will be handy for advertisers in selecting the right celebrity for establishing brand target audience connectivity.

The various **parameters of challenges** faced by the advertiser and their advertising agencies

regarding celebrity selection may encompass the following aspects–

♦ Celebrity's fit with the Brand Image

♦ Celebrity Target Audience match

♦ Celebrity's **familiarity** among the Target Audience

♦ Celebrity's **popularity** among Target Audience

♦ Cost associated with getting a celebrity

♦ Celebrity credibility

FRED principle.

The concept can act as a guideline in helping companies get some idea to select the right celebrity depending on their target audience and brand positioning strategy.

F– Familiarity–It relates to the familiarity and level of awareness of the target audience about a particular celebrity and perceives the celebrity as emphatic, credible, trustworthy and reliable.

R– Relevance– There should be a two dimensional relevance first between the **Brand** and the **Brand endorser** and secondly between the **celebrity** and the **Target Audience**.

E-Esteem– The celebrity must be able to earn the respect, confidence and trust of the target audience by virtue of their performance on and off the field. Sachin Tendulkar, MS Dhoni, Shah Rukh Khan in Indian context are leading examples.

D-Differentiation– This relates to the perception of the target audience to see that the celebrity endorser is able to **break the clutter** by his /her presence and is able to add a different touch to the entire communication.

'Q' SCORE Technique–

The phenomenon of celebrity endorsement is spreading across the globe in a big way. Many marketers believe strongly in the value of celebrity in touching people and hence the amount of money paid to them continues to escalate. Companies are looking to hire celebrities who will attract viewers' attention and enhance the image of the company or brand.

The question of selecting the right celebrity for endorsement has attracted lot of attention world wide. Some companies rely on the **instinct and gut feeling** of their executives whereas others turn to research findings that measures a celebrity's appeal as well as other factors that will provide valuable insight into his or her warmth, trust and credibility among the target audience.

'Q' SCORE – To help choose the right Celebrity endorser.

'Q' Score is normally used by companies to select the right celebrity for endorsing their brand and finding the ranking of the celebrity as per the consumers' response.

The 'Q' score answers the question "how appealing is the person among those who do know him or her?" To help select the right celebrity endorser many companies and their ad agencies can rely on "Q" rating that are calculated by conducting surveys among the respondents.

The respondents are asked to indicate two things **firstly** – Whether they have seen / heard about the selected celebrities? **Secondly**, If yes– then the respondents are asked to rate the celebrities on a scale that includes–One of my Favourite, Very Good, Good, Fair, or Poor.

What does 'Q' rating indicate?

♦ The **Familiarity** score indicates the percentage of people who have heard of the celebrity.

♦ While "ONE OF MY FAVOURITE" score is an absolute measure of the appeal or **popularity** of the celebrity.

Calculating 'Q' ratings

'Q' rating is calculated by taking the percentage of respondents who indicate that a celebrity is "**ONE OF MY FAVOURITE" and dividing that number by the percentage of respondents who indicate that they have heard of that person.**

'Q' ratings are also broken down on the basis of various **demographic** parameters such as respondent's age, income, occupation, education and gender. This will give a clear idea to different companies and their advertising agencies about how a celebrity's popularity varies among different groups of consumers.

The 'Q' (quotient) rating reflects a celebrity's popularity among those who recognise the celebrity (Solomon 1996). Marketing Evaluations Inc, a US based firm, calculates roughly 1500 well-known figures' familiarity and likeability among consumers every year. The firm sends questionnaires to a demographically representative national panel of the US population. **This study focuses on finding the 'Q' score of Indian celebrities among respondent belonging to different demographic profile.**

Research Design

Exploratory study is conducted to get clarity of the objective by interacting with the respondents. Huge amount of money is spend on celebrity endorsement to reach the target audience belonging to different demographic profile therefore it is very important to find out the familiarity and popularity of the selected 20 Indian celebrities among the respondent.

First phase – Finding the **awareness and familiarity** of the 20 Indian celebrities among different respondent group such as

Students, Teachers, Business Men **Housewife** and respondent belonging to other occupations.

Second phase –In the second phase the **popularity** of the selected celebrities among the different respondent group was studied and with that overall ranking of the 20 celebrities were found out using **'Q' score** technique.

Based on the study objectives mentioned above the research methodology comprised of both Primary Research and Secondary Research activities as mentioned below–

Secondary Research

A list of 20 Indian Celebrities (Film Stars & cricketers) is prepared from the Hindi Film Industry in Mumbai who are endorsing multiple brands at present for the purpose of the study. Hindi Film Stars are selected for the study because of their huge **popularity and fan following** throughout the country. Similarly Indian **Cricketers** were selected who are endorsing different brands in mass media.

After formulating the research problem, next the research design was framed. A research design is the conceptual structure within which the research is to be conducted– it deals with the collection, measurement and analysis of data.

Sample Design

Primary Research is conducted to find out the consumer's response regarding the study objectives discussed earlier.

Sample Size– A Sample size of **100** individuals, both **male** and **female** in the age group between **18-45** years belonging to different category such as **Students, Teacher, Businessmen, House wife etc**. is considered.

Sampling Type–Judgmental and Convenience sampling is done to select the respondents.

Data Collection

Data is collected by **Personal Interview Method** from the respondent in **Kolkata**.

Research Instrument used for the study was a structured **Questionnaire**.

Data analysis and Interpretation – Primary data collected during the course of the study is analyzed using simple percentages and **'Q' score** of the selected celebrities were found out to determine the familiarity and popularity of the selected celebrities. This will give a clear idea about the Target audience's views about the 20 selected celebrities.

Findings

Findings' regarding the t**hird study objective** relating to the **familiarity** of the celebrity among the respondents shows that all the **Hindi Film Stars** from Bollywood have 100% familiarity among the respondents.

Similarly among **Cricketers** Sachin Tendulkar, MS Dhoni, Saurav Ganguly, Rahul Dravid, Yuvraj Singh and Harbajan Singh enjoy 100% familiarity among the respondents followed by Anil Kumble (99%), Virendra Sehwag (98%), Irfan Pathan (97%) and Ishant Sharma (95%). (**Table 2**)

Findings relating to **popularity** of the celebrities among the respondents shows that among **Hindi Film Stars Amitabh Bachchan** and **Shah Rukh Khan** both are having the maximum popularity (**47%**) followed by Amir Khan (41%), Rani Mukherjee (38%), Hrithik Roshan (33%), Salman Khan (20%), Aishwarya Rai Bachchan (19%), Preeti Zinta (17%), Juhi Chawla (12%) and Saif Ali Khan (11%) is having the least popularity among the film stars.

Similarly among the **Cricketers Saurav Ganguly (56%)** is enjoying the **maximum popularity** among the respondent followed by Sachin Tendulkar (49%), MS Dhoni and Yuvraj Singh (19%), Irfan Pathan (18%), Anil

Kumble (16%), Rahul Dravid (14%), Ishant Sharma and Virendra Sehwag (11%) and Harbajan Singh (9%) is having the least popularity. (**Table 3**)

Findings regarding the **fourth study objective** clearly bring to light the **'Q' score** of the **20 Indian Celebrities**. Among all the selected celebrities **Saurav Ganguly** is having the **highest 'Q' score (56)** followed by Sachin Tendulkar (49) and Amitabh Bachchan and

Shah Rukh Khan (47). Harbajan Singh (9) is having the least 'Q' score among all the celebrities although he is having 100% familiarity among the respondents. (**Table 4**)

Finally based on the **'Q' score** overall **ranking** of the 20 celebrities is done and **Saurav Ganguly** emerged as the top most celebrity (**rank1**) followed by Sachin Tendulkar (**rank 2**) and Harbajan Singh is having the lowest rank.(**Table 5**)

Table 2
Familiarity score of celebrities (among 100 respondents)

Sn.	Celebrities(Name)	Number of Respondent Familiar	Percentage (%)
1	Amitabh Bachchan	100	100
2	Shah Rukh Khan	100	100
3	Amir khan	100	100
4	Salman Khan	100	100
5	Hrithik Roshan	100	100
6	Saif Ali Khan	100	100
7	Rani Mukherjee	100	100
8	Preeti Zinta	100	100
9	Juhi Chawla	100	100
10	Aishwarya Rai Bachchan	100	100
11	Sachin Tendulkar	100	100
12	MS Dhoni	100	100
13	Rahul Dravid	100	100
14	Saurav Ganguly	100	100
15	Virendra Sehwag	98	98
16	Yuvraj Singh	100	100
17	Irfan Pathan	97	97
18	Harbajan Singh	100	100
19	Anil Kumble	99	99
20	Ishant Sharma	95	95

Table 3
Popularity score of celebrities (among 100 respondents)

Sn	Celebrities(Name)	Number of Respondent	Percentage (%)
1	Amitabh Bachchan	47	47
2	Shah Rukh Khan	47	47
3	Amir khan	41	41
4	Salman Khan	20	20
5	Hrithik Roshan	33	33
6	Saif Ali Khan	11	11
7	Rani Mukherjee	38	38
8	Preeti Zinta	17	17
9	Juhi Chawla	12	12
10	Aishwarya Rai Bachchan	19	19
11	Sachin Tendulkar	49	49
12	MS Dhoni	19	19
13	Rahul Dravid	14	14
14	**Saurav Ganguly**	**56**	**56**
15	Virendra Sehwag	11	11.2245
16	Yuvraj Singh	19	19
17	Irfan Pathan	18	18.5567
18	Harbajan Singh	9	9
19	Anil Kumble	16	16.1616
20	Ishant Sharma	11	11.5789

Table 4
showing the familiarity score, popularity score & 'Q' score of the celebrities
(Total number of respondents 100)

Sn.	Celebrities	Familiarity Score	Familiarity %	Popularity Score	Popularity %	'Q' Score
1	Amitabh Bachchan	100	100	47	47	47
2	Shah Rukh Khan	100	100	47	47	47
3	Amir khan	100	100	41	41	41
4	Salman Khan	100	100	20	20	20
5	Hrithik Roshan	100	100	33	33	33
6	Saif Ali Khan	100	100	11	11	11
7	Rani Mukherjee	100	100	38	38	38
8	Preeti Zinta	100	100	17	17	17
9	Juhi Chawla	100	100	12	12	12
10	Aishwarya Rai Bachchan	100	100	19	19	19
11	Sachin Tendulkar	100	100	49	49	49
12	MS Dhoni	100	100	19	19	19
13	Rahul Dravid	100	100	14	14	14
14	**Saurav Ganguly**	**100**	**100**	**56**	**56**	**56**
15	Virendra Sehwag	98	98	11	11.2245	11.456
16	Yuvraj Singh	100	100	19	19	19
17	Irfan Pathan	97	97	18	18.5567	19.136
18	Harbajan Singh	100	100	9	9	9
19	Anil Kumble	99	99	16	16.1616	16.329
20	Ishant Sharma	95	95	11	11.5789	12.184

Table 5
(Showing the Ranking of the celebrities based on their 'Q' Score)

Celebrities	'Q' Score	Ranking
Saurav Ganguly	**56**	**1**
Sachin Tendulkar	49	2
Amitabh Bachchan	47	3
Shah Rukh Khan	47	3
Amir khan	41	5
Rani Mukherjee	38	6
Hrithik Roshan	33	7
Salman Khan	20	8
Irfan Pathan	19.136	9
Yuvraj Singh	19	10
MS Dhoni	19	10
Aishwarya Rai Bachchan	19	10
Preeti Zinta	17	13
Anil Kumble	16.329	14
Rahul Dravid	14	15
Ishant Sharma	12.184	16
Juhi Chawla	12	17
Virendra Sehwag	11.456	18
Saif Ali Khan	11	19
Harbajan Singh	9	20

Limitation & Scope For Further Research

Just as any other research study, this study has got some limitations as mentioned below. The study is conducted with a sample of 100 respondents in Kolkata only and for the study only 20 Indian celebrities (Hindi Film Stars & Cricketers) were selected.

The study gives a clear direction for **further research** in this aspect of determining the familiarity and popularity of Indian celebrities in a much broader manner with celebrities from other walks of life and among larger sample size covering much broader geographic area.

Moreover role of Indian celebrities is establishing brand target audience connectivity has been explored from Marketing communication point of view and target audience point of view in this study. In future other aspect may also be explored.

Conclusion

The dawn of the 21st century saw a drastic change from the earlier "**seller market**" concept to the new and emerging "**buyer's market**" concept where the customer is the king.

Hence relating to the **third study objectives** of the research, the views of

the target audience were collected by undertaking an exploratory research with 20 selected Indian celebrities.

The outcome of the research study clearly brings to light the views of the target audience regarding the 20 selected Indian celebrities in terms of their **familiarity** and **popularity** among the Target Audience. Saurav Ganguly is rated by the target audience as the most popular celebrity followed by Sachin Tendulkar, Shah Rukh Khan & Amitabh Bachchan etc.

The study eventually highlighted both sides of the **brand building process** using Indian celebrities. On **one side** the company's own **marketing communications** and on the **other side** the **Target Audience's** expectation from the brand and their views about Indian celebrities as brand endorser.

The views of the target audience should be given due importance by the companies while deciding about their marketing communication strategy involving Indian celebrities.

The overall **ranking** of the 20 selected Indian celebrities in terms of their **familiarity** and **popularity** among the Target Audience is highlighted in this research paper.

This **ranking** will be extremely beneficial for the companies to select the right celebrity and judiciously use them in their **marketing communication** to successfully connect their brands to the target audience.

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Appendix (B)

Copy of the research instrument for calculating the 'Q' Score–
Q1 Have you heard or seen the following Celebrities? If Yes,
Q2 Please rate the celebrities (Tick any one of the five)

Name of the Celebrities	Yes/No (Q1)	One of my Favourite	Very Good	Good	Fair	Poor	Remarks
Amitabh Bachchan							
Shah Rukh Khan							
Amir khan							
Salman Khan							
Hrithik Roshan							
Saif Ali Khan							
Rani Mukherjee							
Preeti Zinta							
Juhi Chawla							
Aishwarya Rai Bachchan							
Sachin Tendulkar							
MS Dhoni							
Rahul Dravid							
Saurav Ganguly							
Virendra Sehwag							
Yuvraj Singh							
Irfan Pathan							
Harbajan Singh							
Anil Kumble							
Ishant Sharma							

*Prof. Supriyo Patra*Prof. Saroj Datta***

Name					
Gender	Male	Female			
Age (years)	(18–25)	(26–35)	(36–45)		
Occupation–	Students	Teacher	Business Men	House wife	Others
Income(p.m.Rs.) –	Less than5000	5001–15000	15001–25000		above25,000
Education	Up to Class X	Class XII	Graduation	PG	Ph.D.

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