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Impact of Celebrity-Endorsements on the Purchase Behaviour of the Consumers: A Study of Delhi NCR

Sneha Pandey¹ and Harsh Kumar²

¹Research Scholar, Master of Commerce, Amity College of Commerce and Finance, Amity University Uttar Pradesh.

²Associate Professor, Amity University Uttar Pradesh, Former Assistant Vice President, Yes Bank and Axis Bank. Email: hkumar7@amity.edu

ABSTRACT

The billions of dollars spent per year on celebrity endorsement contracts show that celebrities, like Aishwarya Rai, Amitabh Bachchan, M.S. Dhoni, Ranbir Kapoor, Ranveer Singh, Sonam Kapoor, Virat Kohli, etc., play a vital role for the advertising industry. These billions of dollars are spent on celebrity contracts each year by assuming that the benefits of using celebrities will exceed the costs.

Celebrities are people who enjoy public recognition by a large share of a certain group of people. Celebrity endorsement is a form of advertising campaign that includes a famous personality to help promote a product or service. Attributes like attractiveness, extraordinary lifestyle, charming personality or special skills are some examples and specific common characteristics enjoy a high degree of public awareness.

These celebrities are paid by the brands, in crores, for being their faces. Apart from possessing special attributes these celebrity endorsers mainly do well because of the reason that most of the people admire them for these attributes.

Marketers use different media vehicles to communicate with this target audience. The media vehicles which the target market of 18-47 years is very conversant which are television, magazines, newspapers, social networking sites, etc. Ad viewing by people has been increasing at an exponential rate over the last few years in India and abroad. Consequently, commercials appear to have a large impact upon the brand preference and purchase behaviour of people.

Purpose of Study: This study is aimed at measuring the impact of celebrity endorsers on the brand preference and the final purchase decision of the target customers. The study also measures that to what extent the people of a particular age group and gender fall for a particular attribute of the celebrity endorser which finally induces them to purchase the brand. The research aims to study the significant difference between an

attractive, trustworthy and a popular celebrity endorsers (namely, Sonam Kapoor for Colgate Visible White, Baba Ramdev for Patanjali Dant Kanti and Ranveer Singh for Colgate MaxFresh gel). If there is a significant difference between the three, then what is the reason for this difference and how does it reflect on the brand preference and purchase behaviour of a consumer. Apart from this, the questionnaire also seeks to find out for the most looked in for characteristics in the brands that is satisfactorily met by the brand. It is also aimed at finding about the perception of an endorser in the minds of the consumers and how does it impact on the consumer's brand preference for which they endorse.

Design/Methodology/Approach: The study was conducted in the National Capital Region of Delhi in India consisting of the following regions: Delhi, Noida, Gurgaon, Faridabad and Ghaziabad. The population in this region is fairly cosmopolitan. Also efforts were made to give fair representation to both genders.

Questionnaires were administered to 108 persons following between the ages of 18 years and 47 years, both extremes included.

The study was undertaken taking different toothpaste brands into consideration. The toothpaste market demonstrates visible discretionary choice in their purchase behaviour for the same.

Findings: The celebrity endorsers have significant impact upon the brand preference of the target audience. This brand preference thereafter positively impacts upon the purchase behaviour of the customers. This has been validated in a single product category of toothpaste which the target audience is very familiar with. Also, the toothpaste market is very wide. The customers of every age group and income group is very well aware of the commercials of toothpaste, hence, these were preferred to be shown to the customers.

Research/Limitations: The study was limited to the National Capital Region of Delhi which represents a small percentage of the population of India. For further research, it is recommended that the study covers all the four regions (East, West, North, and South) of India.

1. Only respondents in the age group of 18 – 47 years were examined.
2. A convenient sampling method was adopted. The region selected for the study is highly advanced in terms of economics and advertisements compared with other Indian cities.

Practical implications: In support of past research papers, the present study also shows the most frequently looked upon characteristics (attractiveness, popularity and trustworthiness) of a celebrity endorser that make him credible.

Originality/value: The present study is one of the first to empirically examine and confirm the impact of the traits of celebrity endorsers on consumers

Keywords: Celebrity endorsement, Celebrity attractiveness, Celebrity credibility, Celebrity meaning transfer, Brand image, Buying behaviour.

1. INTRODUCTION

1.1. What is Branding?

The process of branding involved in creating a unique name and image for a product in the consumers' mind, mainly through advertising campaigns with a consistent theme. It establishes a differentiated presence in the market and attracts and retains loyal consumers.

In principles of Marketing (Philip Kotler/Gary Armstrong) a brand is defined as a “name, term, sign symbol (or a combination of these) that identifies the maker or seller of the product” and differentiates him from its competitors.

As per Philip Kotler

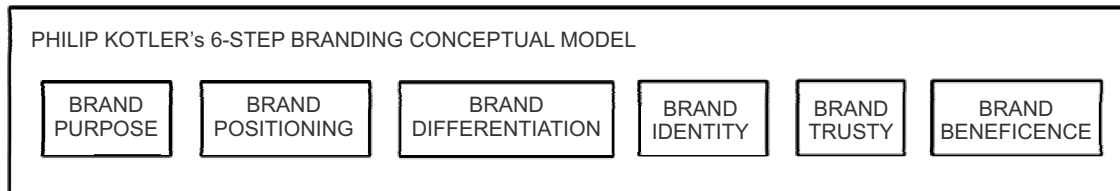


Figure 1

1.2. Why Branding?

As we know brand name helps an organisation differentiate itself from its competitors. In today's competitive world customers expect products to have branding. Customers often build up a relationship with a brand that they trust and will regularly purchase products from that brand. Some people will only purchase a particular brand even though there are acceptable alternatives on the market. For example Apple Inc. has a loyal customer base, which provides it with repeat business.

In today's world, there are so many brands in the market. And hence the consumers have a lot of alternatives for buying a particular product. So, everything depends upon the brand as to how it would make itself stand out from the crowd so that the consumers buy this brand and not from others.

Effective branding can elevate the product into something unique, instead of being just one commodity among many similar others. Differentiating from the competitors is particularly important in competitive markets.

There is a range of methods one can use to make his product stand out. This can be as simple as using a colour in your design or packaging which your competitors are not using and which creates an impression in the minds of consumers. Consumers choose products and services using emotional as well as pragmatic judgements. So, one can use the brand to create a real point of difference.

After a brand is formed, the real problem comes with its promotion because it is required by the brand to keep itself alive in the minds of consumers.

Advertising aims to influence audiences by informing or reminding them of the existence of the brand or at a higher level, persuading or helping the target audience differentiate a brand from other competing brands in the marketplace. A strong theory of advertising propounds that advertising can persuade/influence someone to buy a product that they have never previously purchased. Also, it helps in sustaining long-term purchase behaviour. Advertising is also designed to be capable of improving people's knowledge.

By and large, it is generally assumed that advertising works at a rational, logical and cognitive level. But that is possibly not true. Feelings and emotions do play an important role in advertising especially when advertising is used to build awareness levels and brand strength. It is also imperative that this should ultimately lead a consumer to purchase the said product. Advertising, for most part of it, is designed ultimately to lead a person towards purchase (Sujata Khandai, Bhawna Agrawal, 2012). The paper attempts to focus on one of the most common advertising techniques used today by well established brands, *i.e.* involving a celebrity endorser.

1.3. Who are Celebrity Endorsers?

Celebrities are people who enjoy public recognition by a large share of a certain group of people. Whereas attributes like attractiveness, extraordinary lifestyle or special skills are just examples and specific common characteristics cannot be observed, 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. (Schlecht, 2003)

Celebrity endorsement is a form of advertising campaign that includes a famous personality to help promote a product or service. For example, Amitabh Bachchan endorses for Swachh Bharat Mission. Manufactures of perfumes or clothing are some of the most common business users of classic celebrity endorsement techniques, like television ads and launch event appearances in the marketing of their products. For example, Sonam Kapoor endorses for L'Oreal Paris, Ranbir Kapoor at the launch of HnM in India or Aishwarya Rai to launch a Kalyan Jewellers store in Delhi. Customers can easily connect with the celebrity endorsers because they are familiar with them and also can associate some of their own traits as similar to these celebrities.

With celebrities vouching for or promoting their products, brands can increase awareness, trust and familiarity, which are important variables in the purchase decision-making process. Consumers feel more sympathetic towards a brand, if their products are promoted by a celebrity they admire or relate to. It's a simple psychological effect. Subconsciously people believe that purchasing a product that's promoted by a celebrity they admire, will allow them to emulate the celebrity's desired traits or attract similar people into their lives. They can easily associate the celebrities' success, beauty, athletic skill etc. with a particular product.

In this paper, basically, the three characteristics of celebrity endorser have been studied, namely, attractiveness, trustworthiness and popularity. And, its impact is noticed on the purchase behaviour of the consumers. To reduce the complexity of our study, only few brands of toothpaste have been chosen, namely, Colgate Visible White, Patanjali Dant Kanti and Colgate MaxFresh gel.

The reason for choosing these brands was that the celebrities in these ads display the three characteristics which were needed to be studied. Next, the impact of these celebrity endorsers on the purchase behaviour of the consumers was studied by administering questionnaire among 108 respondents through Google Docs, in the Delhi NCR. There were a total of 5 parameters over which their impact was recorded on the consumers. After summing up the responses from these 108 respondents, the data was analysed in the software, to reach at a significant conclusion.

2. LITERATURE REVIEW

1. "A research by Liu et al. (2007) suggests that brand promotion is one of the most effective and efficient advertising strategies currently available and that scientific enquiry has supported such claims (H. H. Friedman & L. Friedman 1979). It is not only their own product which gets benefited from the emphasis of the 'brand' within advertising, but the perception that the audience has on the 'brand' association with that of other products (Petty et al. 1983), thus the positive affirmations made towards one brand is likely to increase the negative substantiation for another alternative brand. It is approximated that almost 25% of predominant media commercials and advertisement are endorsed by celebrities (B. Z. Erdogan et al. 2001). It is estimated that about 10% of some commodity organisations budgets are spent on celebrity endorsement (Agrawal & Kamakura 1995). Celebrity endorsement is in fact, not a very new phenomenon, with research

indicating the use of ‘familiarity’ within advertising campaigns for approximately 200 years (Donald, 1956).”<https://essaywritingserviceuk.co.uk/advice-and-guidance/free-essays/celebrity-endorsement-and-the-effect-on-the-brand-a-literature-review/>

Marketers, long way back realised the necessity of celebrity-endorsed brands, hence the above mentioned review substantiates the celebrities’ impact on the consumers in some or the other manner.

“To quantify the value of a celebrity endorsed campaign one must be able to identify the contributing factors and counteract the impact of extraneous variables and from this, identify the direct impact of the celebrity presence on the sales of the product or brand. Agrawal and Kamakura (1995) found that overall; celebrity endorsement introduced positive assertion from consumers. In contrast, a research by Knittel and Stango (2009) explored the effect of the infamous Tiger Woods extramarital affairs and irregular behaviour with regards to his sponsorship firms, which indicated an estimated loss of between \$5 and \$12 billion when compared with firms who did not utilise Tiger Woods as a celebrity endorser.”<https://essaywritingserviceuk.co.uk/advice-and-guidance/free-essays/celebrity-endorsement-and-the-effect-on-the-brand-a-literature-review/>

Be it 1950s or 2000s, celebrity endorsed brands had and will be impacting the brands as well as the consumers in several ways.

As per a Taiwanese study, the consumers show greater recall of products that have been endorsed by celebrities – regardless of whether they are their actual fans or not. The human brain recognizes celebrities similarly to how it recognizes people we actually know. The effect is that, if consumers happen to be their fans, they place a higher value on products that celebrities are endorsing – it is as if they are receiving advice from a valued friend.

Mass media blows away the audience with celebrity images as the audiences get attracted with celebrities very easily. Different celebrities like famous sports persons, actors, music artists etc., are generally known to the audiences as they admire these personalities and often tend to develop an “illusion of intimacy” with them some people admire, and get infatuated with their favourite celebrities (McCutcheon et al.).

The celebrities’ effects might be unique because they are generally well known to many consumers. During their careers, the celebrities and the recognition and popularity they gain, makes them look much more attractive to consumers. Ultimately celebrities’ accomplishments, recognition and fame translate to celebrity credibility among the public. Celebrity endorsement is generally seen as a viable option by the brands to increase awareness, build credibility and promote products among their target customers.

A widely accepted fact is that celebrities provide credibility to the advertising claims and messages. With their wide profile, wide acceptance and wide recognition, unique qualities, these celebrities are perceived as more credible than non-celebrity endorsers, and they to exert greater influences on the brand preference of consumers and purchase intention (Atkin and Block; Freiden; Kamins; Kamins and Gupta; Kamins et al.; Ohanian, “Impact”; Petty and Cacioppo).

Once a new product is catapulted into the public eye, a brand can expect to attain higher retail sales. Asking a celebrity to endorse your product is a strategic move that can lead to superb payouts. An ad or tweet from a celebrity about your product may even peak retail sales overnight. Not only do celebrity endorsements work, but choosing the right celebrity for the job can lead to overwhelming product demand and significant profits for your business.

As per a study by Sternthal, Phillips, and Dholakia, celebrities generally tend to draw more attention towards advertisements in which they appear instead of ads having non-celebrity endorsers.

Consumers view some of the images depicted by the celebrities to be important to their personality and ideal self-image and then they land up purchasing brands which are endorsed by these celebrities. They do so in the hope that they might appear to be similar to these favourite celebrities by consuming these brands.

Use of celebrities as part of marketing communications strategy is a fairly common practice for major firms in supporting brand imagery. Firms invest significant monies in celebrities to endorse brands with endorser qualities such as attractiveness, likeability, and trustworthiness. They trust that these qualities operate in a transferable way, and, will generate desirable campaign outcomes.

3. MOTIVATION

The billions of dollars are spent on celebrity contracts each year by assuming that the benefits of using celebrities will exceed the costs. Accordingly, many researchers have studied the impact of celebrity endorsements on advertising effectiveness. Theories have already proved that the use of super stars in advertising generates a lot of publicity and attention from the public (Ohanian 1991). Celebrities embody unique images and transfer these representative images to the products they endorse (McCracken). Consumers are often observed to idolize celebrities and emulate their styles and behaviours.

So a need was felt to study whether the celebrity-endorsed brands really have any impact on the purchase behaviour of the consumers. If the brands are spending such huge amounts on celebrity endorsers, it is required that the basic idea behind having endorsers pays off by increasing their sales.

4. DATA AND METHODOLOGY OF STUDY

This study covers 108 respondents between eighteen and forty seven years (both the extremes included). The qualifying conditions include:

1. They should belong to a household which belongs to the upper-middle income segment.
2. The respondents can be students, working or households.

The reason why the age interval was defined is because people below the age of eighteen have limited processing skills and those above forty seven years of age usually don't get much influenced by the celebrity endorsers, they develop their own rationale which defines their purchase behaviour. The people from the above selected age group have a variety of strategies for storing and retrieving of information almost similar to the grown-up people.

The study was conducted in the National Capital Region of Delhi in India consisting of the following regions: Delhi, Noida, Gurgaon, Faridabad and Ghaziabad. The population in this region is fairly cosmopolitan. Also efforts were made to give fair representation to both genders.

The study was undertaken taking a product category i.e., toothpaste into consideration. Everybody uses toothpaste and it matters to all. Also, belonging to Delhi NCR, these respondents do get influenced by the celebrity endorsers' attractiveness, trustworthiness and popularity and demonstrate visible discretionary choice in their purchase behaviour for the brand.

The data was collected to see whether there was any significant difference between the celebrity endorsers and their impact on the consumer buying behaviour. The same was checked over five parameters namely, persuasion, seeking attention, belief in the celebrity, learning about the ad, regular purchase intention of consumers.

5. FRAMEWORK, HYPOTHESES AND MODEL TO EVALUATE THE INFLUENCE OF CELEBRITY ENDORSERS ON THE PURCHASE BEHAVIOR OF CONSUMERS BETWEEN THE AGE GROUP 18 TO 47 YEARS

5.1. Hypothesis

1. (Null Hypothesis 1)

H0: There is no significant difference among the impact of celebrity-endorsed brands on the consumer buying behaviour.

(Alternative Hypothesis1)

H1: There is a significant difference among the impact of celebrity endorsed brands on the consumer buying behaviour.

2. (Null Hypothesis 2)

H0: There is no significant difference among the purchase behaviour of the consumers due to their age and gender.

(Alternative Hypothesis 2)

H1: There is a significant difference among the purchase behaviour of the consumers due to their age and gender.

The research methodology is essentially an empirical one. 108 responses to a questionnaire have been solicited as part of a sample study, wherein consumer response and sensitivity towards the celebrity endorsed brands were analysed.

**Table 1
Descriptive Statistics**

Rating	95% Confidence Interval for Mean							
	N	Mean	Standard Deviation	Std. error	Lower r Bound	Upper r Bound	Minimum	Maximum
1	3	3.1512	.37098	.21418	2.2297	4.0728	2.73	3.44
2	3	3.3241	.18241	.10532	2.8709	3.7772	3.18	3.53
3	3	3.1605	.36365	.20995	2.2571	4.0638	2.74	3.38

Rating	95% Confidence Interval for Mean							
	N	Mean	Standard Deviation	Std. error	Lower r Bound	Upper r Bound	Minimum	Maximum
4	3	3.4599	.12224	.07057	3.1562	3.7636	3.35	3.59
5	3	2.9537	.31442	.18153	2.1727	3.7348	2.59	3.17
Total 1	15	3.2099	.30178	.07792	3.0428	3.3770	2.59	3.59

From table (a), we get the mean rating with standard deviation, of three different brands endorsed by three different celebrities. Though, we see differences in mean rating of celebrity endorsed brands in terms of such factors as, persuasion, attention seeking, learning about features and regular purchase, but we do not know that these differences in ratings are statistically significant or not. In order to see whether there is any statistically significant difference in ratings among three brands in terms of ratings given by the respondents, we go in for Completely Randomised Design (one-way ANOVA), as below:

Table 2
One-Way ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.441	4	.110	1.322	.327
Within Groups	.834	10	.083		
Total	1.275	14			

From the result shown above, we see that overall there is no statistically significant difference among the celebrity-endorsed brands in terms of the above mentioned factors as evident from the p -value (.327), which is greater than .05. If we want to see whether there is any significant difference in ratings among three celebrity-endorsed brands age-wise and gender-wise, we have to go in for Factorial Design (two-way ANOVA). From the output of factorial design, we see that out of two main effects, age and gender, age has a significant impact on rating of the respondents for the celebrity-endorsed brands, where gender does not have. The interaction effect of age and gender also does not have any significant impact on rating as evident from the p -values in the following table.

Table 3
Two-way ANOVA

Source	Type 3 Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	133.230	3	44.410	15.795	.000
Intercept	31749.606	1	31749.606	1.129E4	.000
Age	130.877	1	130.877	46.549	.000
Gender	1.434	1	1.434	.510	.475
Age* Gender	8.134	1	8.134	2.893	.089
Error	4557.633	1621	2.812		
Total	40156.000	1625			
Corrected Total	4690.863	1624			

1. R Square = .028 (Adjusted R Squared = .027)
2. Weighted Least Squares Regression – Weighted by Celebrity

6. FINDINGS

We were required to check whether there is any significant difference among these three celebrity endorsers in terms of the five above mentioned factors. The first null hypothesis was accepted because to test the significant difference between any two celebrities, we applied the Complete Randomised Design. The output we got indicated that there is no significant difference among the ratings of customers for these three celebrities.

But, as we know that younger people can get attracted easily towards the young, beautiful and charming celebrities like Sonam Kapoor and Ranveer Singh, we wanted to check whether there was any significant difference on the ratings of the respondents for the celebrity endorsement brand on the basis of their age and gender. The second hypothesis was rejected.

When the Factorial Design was applied (two-way ANOVA) to check whether there was any significant difference among the consumer buying behaviour due to their age and gender, it was found that the age is important in impacting the ratings of the consumers for celebrity endorsers whereas, gender was not at all important. But if we see the Interaction Effect, *i.e.*, the combined effect of the gender and age, it has no significant difference on the impact of consumer buying behaviour. But, individually it they do impact.

7. INTERPRETATION

From the survey conducted, data collected and the responses recorded, we came to know whether which among these three- attractiveness, trustworthiness and personality, matter the most to the consumers and influence their brand purchasing decision. The main reason for which the practitioners used celebrity endorsers was to increase awareness and achieve 'cut-through' as widely suggested in the literature. Brands apart from keeping, the Match-up hypothesis, Source Credibility model and the Meaning Transfer model, into consideration hire celebrity endorsers so that the consumers can connect themselves easily with the celebs and ultimately with the brand for which they endorse.

From the analysis and the findings above, we can say that a brand does not gain much on hiring a celebrity endorser for itself *i.e.*, celebrity endorsements does not impact the consumer buying behaviour much. The brands should focus on Vertical differentiation *i.e.*, the product quality should be enhanced rather than focussing on the Horizontal differentiation which includes focussing only upon the product colour, design, packaging, etc.

But, as we know that younger people can get attracted easily towards the young, beautiful and charming celebrities like Sonam Kapoor and Ranveer Singh, we wanted to check whether there was any significant difference on the ratings of the respondents for the celebrity endorsement brand on the basis of their age and gender. After the analysis, we found that age is important in impacting consumers' rating for celebrity endorsers, but gender does not play any significant role. Gender hardly impacts their rating.

Whereas, at times it is noticed that the younger generation does get impacted from a celebrity's attractiveness and popularity and this gets reflected in their purchase behaviour towards that brand for which these celebs endorse. Hence, we can say that the age does matter while displaying the preference for a celebrity but not the gender.

Apart from this, there can be some blocking factors that have an impact on the success of a celebrity-endorsed brands' preference on the consumers. These factors can be like if an ad is shown on DD National at a particular time and another ad is shown at a particular time on Zee TV, they would definitely impact the consumer purchase behaviour for a particular celebrity-endorsed brand.

8. CONCLUSIONS AND RECOMMENDATIONS

8.1. Conclusions

1. After the analysis, we can conclude that the Null hypothesis 1 was accepted because there is no significant difference among the impact of celebrity-endorsed brands on the consumer buying behaviour. There is actually no significant impact of celebrity endorsers upon the consumer rating, (in terms of their attractiveness, trustworthiness and popularity). The consumers today have become really smart and cannot be easily persuaded to purchase a brand just because a particular celebrity is endorsing that brand.
2. But, the second null hypothesis was rejected which indicated that the age does play a significant role while displaying brand preference after being impacted by the celebrity endorsers. This also indicated that the gender of the target audience does not matter while displaying preference for a celebrity-endorsed brand.

8.2. Limitations and Recommendations

1. The study suffers from a basic deficiency that the survey was conducted in National Capital Region of Delhi which represents a small percentage of the population of India. For further research, it is recommended that the study covers all the four regions (East, West, North, and South) of India.
2. Respondents in the age group of 18-47 years were only examined.
3. A convenient sampling method was adopted. The region selected for the study is highly advanced in terms of economics and advertisements compared with other Indian cities.
4. A further research is suggested to be undertaken to study other different features of a celebrity rather the above studies ones *i.e.*, trustworthiness, attractiveness and popularity.

9. ANNEXURE

9.1. Questionnaire

How does a celebrity endorser impact your purchasing behaviour

This is reference to the partial completion of a dissertation in the course M.Com in Amity College of Commerce & Finance, Amity University, Noida, Uttar Pradesh. I request you to spare some of your valuable time in filling up the questionnaire. I will be really grateful. Thank You.

*** Required**

1. Gender *

Mark only one oval.

Male

Female

2. E-mail Address *

3. Age *

Mark only one oval.

1932

3347

Please answer the questions that follow the Ad:



4. To what extent do you think Sonam Kapoor is able to persuade you to think that Colgate Visible White is a must for you to buy? *

Mark only one oval.

1 2 3 4 5

Strongly Disagree Strongly Agree

5. **To what extent do you think that she is looking beautiful and able to seek your attention in this particular Ad? ***

Mark only one oval.

1 2 3 4 5

Strongly Disagree Strongly Agree

6. **To what extent do you think she persuaded you to believe in what she claims for Colgate Visible White? ***

Mark only one oval.

1 2 3 4 5

Strongly Disagree Strongly Agree

7. **To what extent do you learn about the features of the brand after watching the Ad? ***

Mark only one oval.

1 2 3 4 5

Strongly Disagree Strongly Agree

8. **To what extent do you think she induces you to purchase this brand on a regular basis? ***

Mark only one oval.

1 2 3 4 5

Strongly Disagree Strongly Agree

9. **What qualities among the following are being satisfactorily met by Colgate Visible White? ***

Mark only one oval.

- Sparkling White Teeth
- Fresh Breath
- Strong gums
- Strong teeth
- Cavity protection

Please answer the questions that follow the Ad:



10. To what extent do you think Baba Ramdev is able to persuade you to think that Patanjali Dant Kanti is a must for you to buy? *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

11. To what extent do you think that he is trustworthy and able to seek your attention in this particular Ad? *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

12. To what extent do you think he persuaded you to believe in what he claims for Patanjali Dant Kanti? *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

13. To what extent do you learn about the features of the brand after watching the Ad? *

Mark only one oval.

<hr/>						
	1	2	3	4	5	
<hr/>						
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

14. To what extent do you think he induces you to purchase this brand on a regular basis? *

Mark only one oval.

<hr/>						
	1	2	3	4	5	
<hr/>						
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

15. What qualities among the following are being satisfactorily met by Patanjali Dant Kanti ? *

Mark only one oval.

<input type="radio"/> Sparkling white teeth	<input type="radio"/> Fresh breath
<input type="radio"/> Strong gums	<input type="radio"/> Strong teeth
<input type="radio"/> Cavity protection	

16. Please answer the questions that follow the Ad:



17. To what extent do you think Ranveer Singh is able to persuade you to think that Colgate Max Fresh Cooling Crystals is a must for you to buy? *

Mark only one oval.

<hr/>						
	1	2	3	4	5	
<hr/>						
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

18. **To what extent do you think that he is a popular and familiar face and is able to seek your attention in this particular Ad? ***

1 2 3 4 5

Strongly Disagree Strongly Agree

Mark only one oval.

19. **To what extent do you think he persuaded you to believe in what he claims for Colgate Max Fresh Cooling Crystals? ***

Mark only one oval.

1 2 3 4 5

Strongly Disagree Strongly Agree

20. **To what extent do you learn about the features of the brand after watching the Ad? ***

Mark only one oval.

1 2 3 4 5

Strongly Disagree Strongly Agree

21. **To what extent do you think he induces you to purchase this brand on a regular basis? ***

Mark only one oval.

1 2 3 4 5

Strongly Disagree Strongly Agree

22. **What qualities among the following are being satisfactorily met by Colgate MaxFresh Cooling Crystals? ***

Mark only one oval.

Sparkling white teeth Fresh breath

Strong gums Strong teeth

Cavity Protection

Powered by



10. ANNEXURE

10.1. Responses

https://docs.google.com/forms/d/1oISBXGB6t_m2td1b76eFrx82WF4H8G0TSsHRPUy0jk/edit

3/4/2017 10:00:57	Female	pandey.sneha1994@gmail.com	18-32	4	5	4	5	4	3	3	3	5	3	Strong gums	5	5	5	4	Fresh breath
3/5/2017 10:00:57	Female	Rachnapostbox@gmail.com	33-47	1	1	1	1	1	1	1	1	2	3	Cavity protection	2	3	2	4	Fresh breath
3/6/2017 10:00:57	Male	ashmitahuja118@gmail.com	18-32	5	5	4	3	3	5	4	5	4	4	Strong teeth	4	4	4	3	Fresh breath
3/7/2017 10:00:57	Female	bhavna.kaul23@gmail.com	18-32	3	3	2	2	3	3	3	2	3	3	Fresh breath	3	3	3	3	Fresh breath
3/8/2017 10:00:57	Male	Pandey2600@gmail.com	33-47	3	4	3	4	3	4	4	3	4	3	Strong teeth	4	3	4	3	Fresh breath
3/9/2017 10:00:57	Female	Suruchinain9@gmail.com	18-32	4	4	3	3	3	3	2	2	5	2	Strong teeth	4	4	4	3	Fresh breath
3/4/2017 15:27:36	Female	Ektakasana47@gmail.com	18-32	4	5	4	4	4	4	4	4	4	4	Strong teeth	4	4	4	4	Fresh breath
3/4/2017 15:45:46	Female	msdishaverma@gmail.com	18-32	4	4	4	4	3	3	3	3	3	3	Cavity protection	5	5	5	5	Strong teeth
3/4/2017 15:53:51	Male	kumar.94sarlesh@gmail.com	18-32	2	2	1	2	2	2	4	3	4	4	Cavity protection	2	2	2	3	Sparkling white teeth
3/4/2017 16:04:30	Female	suman66pandey@gmail.com	33-47	4	5	4	5	4	4	4	5	5	3	Strong teeth	3	3	5	4	Fresh breath
3/4/2017 16:53:04	Female	shivanipandey5666@gmail.com	33-47	1	2	3	2	1	4	3	5	5	5	Strong gums	3	2	3	2	Fresh breath
3/4/2017 17:34:09	Female	iishasharma007@gmail.com	18-32	2	3	3	3	3	2	3	3	3	3	Strong gums	3	3	3	3	Sparkling white teeth
3/4/2017 19:24:21	Male	pandey.parvesh@gmail.com	33-47	1	2	1	2	1	4	5	5	5	5	Strong teeth	1	1	2	2	Fresh breath
3/4/2017 20:04:03	Male	pandey.avinash.1992@gmail.com	18-32	4	4	4	4	4	4	4	4	4	4	Strong teeth	4	4	4	4	Fresh breath
3/4/2017 20:10:20	Female	Silkyarora136@gmail.com	18-32	1	1	1	1	1	1	5	5	5	5	Strong teeth	4	4	3	3	Fresh breath
3/4/2017 20:32:45	Male	saryesh1049@gmail.com	33-47	3	2	3	4	4	3	4	3	4	3	Strong teeth	4	3	3	4	Strong teeth
3/4/2017 20:43:40	Male	Zephyryourself@gmail.com	18-32	3	2	2	2	2	2	4	3	4	3	Strong gums	4	3	5	3	Fresh breath
3/4/2017 21:10:50	Male	Neweraenator@gmail.com	33-47	2	4	2	3	3	3	3	4	4	4	Strong teeth	3	3	2	2	Fresh breath
3/5/2017 9:31:35	Female	Aparnapandey1993@gmail.com	18-32	3	4	3	3	3	3	4	3	4	3	Fresh breath	3	4	3	3	Fresh breath

3/5/2017 12:06:05	Female	Aastharao18@gmail.com	18-32	5	5	5	5	5	5	3	2	3	1	1	Fresh breath	4	5	5	3	5	Sparkling white teeth
3/5/2017 13:54:43	Female	rebeccalevi101@gmail.com	18-32	4	2	3	4	Fresh Breath	4	4	2	3	3	3	Strong gums	5	2	3	2	4	Strong gums
3/5/2017 20:20:13	Female	Get2nks@gmail.com	18-32	2	3	3	2	Strong teeth	4	4	4	4	4	4	Strong gums	2	2	2	2	1	Strong teeth
3/5/2017 21:37:11	Male	aditya.adi.pandey03@gmail.com	18-32	2	2	2	3	Sparkling White Teeth	3	4	4	4	4	3	Strong teeth	4	5	4	3	3	Fresh breath
3/5/2017 21:42:11	Female	Sudhabhargwaj31.sb@gmail.com	33-47	1	1	1	1	Sparkling White Teeth	1	1	1	1	1	1	Sparkling white teeth	1	1	1	1	1	Sparkling white teeth
3/5/2017 21:55:43	Female	Anuaraadec@gmail.com	33-47	3	4	3	5	Sparkling White Teeth	4	4	4	4	4	4	Strong teeth	2	3	2	2	2	Fresh breath
3/5/2017 22:04:30	Female	Priyanka@reachbarrels.com	18-32	1	5	2	5	Strong teeth	5	5	5	5	5	5	Strong gums	2	5	1	1	1	Sparkling white teeth
3/5/2017 22:22:56	Female	shectalsami321@gmail.com	18-32	4	5	3	2	Sparkling White Teeth	4	3	3	3	3	3	Fresh breath	3	3	4	4	4	Fresh breath
3/5/2017 22:24:08	Female	sheenak2212@gmail.com	18-32	3	3	3	4	Sparkling White Teeth	5	5	4	4	4	4	Strong gums	4	4	4	4	5	Fresh breath
3/5/2017 22:44:38	Female	Radhashukla4@yahoo.com	18-32	1	2	3	4	Fresh Breath	1	1	1	1	1	1	Sparkling white teeth	4	1	4	4	4	Fresh breath
3/5/2017 23:02:38	Male	abhishekkalra16@yahoo.co.in	18-32	1	1	1	1	Strong teeth	2	3	3	1	2	2	Cavity protection	3	4	3	4	3	Fresh breath
3/5/2017 23:05:45	Female	Ipsita.behera1@gmail.com	18-32	3	2	4	3	Fresh Breath	4	4	3	3	3	3	Strong gums	3	3	3	3	3	Fresh breath
3/5/2017 23:07:03	Male	Kalra.ashish753@gmail.com	18-32	4	3	3	4	Sparkling White Teeth	4	4	5	3	4	4	Fresh breath	3	4	3	4	4	Fresh breath
3/5/2017 23:53:29	Female	Pallavi_pal@hotmail.com	18-32	3	4	4	4	Sparkling White Teeth	5	5	5	5	5	5	Cavity protection	4	4	4	4	4	Fresh breath
3/6/2017 19:30:12	Female	Mummitra@gmail.com	33-47	1	1	1	1	Cavity protection	2	4	3	2	2	2	Strong gums	1	1	1	1	1	Cavity Protection
3/7/2017 22:35:37	Male	Postboxsudhir@gmail.com	33-47	1	4	2	3	Sparkling White Teeth	1	1	1	1	1	1	Cavity protection	4	4	4	4	4	Strong teeth
3/8/2017 14:54:50	Female	renuyadav2208@gmail.com	18-32	4	5	3	4	Sparkling White Teeth	5	5	5	5	5	5	Strong gums	5	4	4	4	4	Fresh breath
3/8/2017 22:12:28	Male	pulkit.agarwal2597@gmail.com	18-32	3	4	3	5	Sparkling White Teeth	3	4	4	5	4	4	Strong gums	4	3	4	3	3	Fresh breath
3/8/2017 22:13:02	Male	adi.avasthi420@gmail.com	18-32	1	3	3	2	Sparkling White Teeth	2	4	4	4	3	3	Strong teeth	2	3	2	2	2	Sparkling white teeth
3/8/2017 22:20:14	Female	ambica.singh2109@gmail.com	18-32	3	2	2	4	Sparkling White Teeth	2	2	2	2	2	2	Strong teeth	4	4	3	4	4	Fresh breath
3/8/2017 22:23:04	Female	Niharikauppal97@gmail.com	18-32	2	4	2	3	Strong teeth	1	2	2	3	1	1	Strong gums	3	4	3	3	2	Fresh breath
3/8/2017 22:40:05	Male	anuragguota970707@gmail.com	18-32	2	3	3	3	Strong teeth	5	4	4	4	3	4	Sparkling white teeth	3	4	4	5	4	Strong teeth

3/8/2017 22:43:58	Female	kaurjasot205@gmail.com	18-32	3	3	2	3	3	4	3	4	3	3	3	3	3	3	3	3	3	3	3	3	Fresh breath
3/8/2017 22:47:59	Female	jsejab987@gmail.com	18-32	2	3	2	4	2	2	1	4	5	2	2	3	3	2	2	3	3	3	3	3	Fresh breath
3/8/2017 22:49:31	Female	Sharmanikita 2296@gmail.com	18-32	3	3	3	3	3	4	2	5	2	3	2	4	3	2	3	2	3	3	3	3	Strong teeth
3/8/2017 22:54:03	Male	guppichopra09@gmail.com	18-32	5	5	5	5	5	Cavity protection	5	5	5	5	5	5	5	5	5	5	5	5	5	5	Cavity Protection
3/8/2017 22:54:34	Female	kanshu97@gmail.com	18-32	4	4	3	3	2	Cavity protection	1	1	1	2	1	3	3	2	3	3	3	3	3	2	Fresh breath
3/8/2017 23:07:00	Female	Itsa2396@gmail.com	18-32	1	1	1	1	1	Sparkling White Teeth	1	2	3	3	3	2	5	2	3	2	3	2	3	2	Fresh breath
3/8/2017 23:19:35	Female	madhulikasingsh279@gmail.com	18-32	3	4	3	3	2	Sparkling White Teeth	2	2	2	1	1	3	3	3	3	3	3	3	3	3	Fresh breath
3/8/2017 23:37:44	Female	jasvinderkaur1138@gmail.com	18-32	4	5	5	5	4	Cavity protection	5	5	5	5	5	4	5	4	5	4	5	4	4	4	Strong teeth
3/8/2017 23:44:57	Female	lavanyamathur.lm@gmail.com	18-32	2	4	2	5	2	Fresh Breath	4	5	5	5	5	4	4	4	4	4	4	4	4	4	Fresh breath
3/8/2017 23:47:23	Female	Tanumathur24@gmail.com	18-32	1	2	2	3	1	Sparkling White Teeth	2	3	1	2	1	2	3	2	3	2	3	2	3	2	Fresh breath
3/9/2017 9:58:28	Female	ghmhmi@gmail.com	33-47	1	1	1	3	1	Sparkling White Teeth	1	1	1	2	1	1	1	1	2	1	2	1	2	1	Fresh breath
3/9/2017 12:28:59	Male	harshkumar33333@gmail.com	33-47	2	2	1	4	1	Fresh Breath	5	4	4	2	4	3	1	1	1	1	1	1	1	1	Fresh breath
3/9/2017 13:10:13	Female	Deepti14arora@gmail.com	33-47	2	4	3	4	3	Fresh Breath	5	5	5	5	4	3	2	2	2	2	2	2	2	2	Fresh breath
3/9/2017 13:26:17	Female	Usharma@amity.edu	33-47	3	3	4	3	2	Sparkling White Teeth	4	4	5	3	3	3	4	4	4	4	4	4	4	4	Fresh breath
3/9/2017 18:27:59	Female	shagunsaini28@gmail.com	33-47	4	5	3	3	3	Sparkling White Teeth	4	3	4	4	3	3	4	4	3	3	3	3	3	3	Fresh breath
3/9/2017 18:39:46	Male	jindalrachna@gmail.com	33-47	1	3	2	2	2	Sparkling White Teeth	1	1	1	1	1	1	2	2	2	2	2	2	2	2	Fresh breath
3/9/2017 21:20:04	Male	samsanth@hotmail.com	33-47	1	1	1	1	1	Sparkling White Teeth	1	1	1	1	1	1	2	2	2	2	2	2	2	2	Fresh breath
3/9/2017 21:23:03	Male	vinodchopra1951@gmail.com	33-47	4	4	2	3	3	Sparkling White Teeth	1	1	1	1	1	1	4	4	4	4	4	4	4	4	Fresh breath
3/9/2017 21:26:06	Male	mtvaswani@hotmail.com	33-47	1	1	1	4	1	Sparkling White Teeth	1	1	1	4	1	1	1	4	1	1	4	1	4	1	Fresh breath
3/9/2017 21:28:16	Male	nirmal0953@gmail.com	33-47	4	5	4	4	4	Sparkling White Teeth	4	4	4	4	4	4	4	4	4	4	4	4	4	4	Fresh breath
3/9/2017 21:30:57	Female	prajagopalan24@gmail.com	33-47	3	3	3	4	3	Sparkling White Teeth	5	5	5	5	5	5	4	4	4	4	4	4	4	4	Fresh breath
3/9/2017 21:35:05	Female	rajashree257@gmail.com	33-47	3	3	3	3	3	Sparkling White Teeth	5	5	5	5	5	5	4	3	4	3	4	3	4	3	Fresh breath
3/9/2017 21:39:32	Male	lekh_raj7@gmail.com	33-47	2	3	2	4	2	Sparkling White Teeth	4	5	5	4	5	4	5	4	3	4	3	4	3	4	Fresh breath

3/9/2017 21:43:33	Female	shellybatra89@gmail.com	33-47	2	2	2	4	2	Sparkling White Teeth	3	3	3	4	3	Strong gums	3	2	2	4	2	Fresh breath
3/9/2017 21:45:41	Male	mukeshbatra85@yahoo.com	33-47	3	3	4	4	3	Sparkling White Teeth	3	4	4	4	3	Strong teeth	2	2	2	4	2	Fresh breath
3/9/2017 21:48:49	Female	sweet_hema@gmail.com	33-47	3	2	2	4	2	Sparkling White Teeth	3	3	2	4	2	Strong gums	3	4	2	4	2	Fresh breath
3/9/2017 21:51:23	Female	bhanotupasana@gmail.com	33-47	2	2	2	4	2	Sparkling White Teeth	4	4	5	4	4	Strong gums	2	2	2	4	2	Fresh breath
3/9/2017 21:53:22	Male	deepaksbhanot@gmail.com	33-47	2	1	1	3	2	Sparkling White Teeth	4	4	4	4	4	Strong teeth	2	2	2	4	2	Fresh breath
3/9/2017 21:55:47	Male	ranjanbhanot@gmail.com	33-47	3	3	3	3	3	Sparkling White Teeth	4	4	5	4	4	Strong gums	3	3	4	3	2	Fresh breath
3/9/2017 21:58:12	Female	kamimbhanot70@gmail.com	33-47	1	1	1	3	1	Sparkling White Teeth	2	1	1	3	1	Strong teeth	2	2	1	3	2	Fresh breath
3/9/2017 22:00:42	Female	securityconcepts@hotmail.com	33-47	3	3	3	3	2	Sparkling White Teeth	5	5	5	5	5	Strong gums	4	4	4	5	4	Fresh breath
3/9/2017 22:02:52	Female	insightpragya@gmail.com	33-47	4	4	4	5	4	Sparkling White Teeth	5	5	5	5	5	Strong teeth	5	4	4	5	4	Fresh breath
3/9/2017 22:04:30	Female	pragyachat@yahoo.com	33-47	5	5	5	5	5	Sparkling White Teeth	3	2	3	4	3	Strong gums	5	5	5	5	5	Fresh breath
3/9/2017 22:08:18	Female	actikidz61@gmail.com	33-47	4	4	3	4	3	Sparkling White Teeth	2	2	2	4	2	Strong gums	4	3	3	4	3	Fresh breath
3/9/2017 22:11:05	Male	security_guru@gmail.com	33-47	1	1	1	3	1	Sparkling White Teeth	2	2	2	2	2	Strong gums	4	4	4	5	4	Fresh breath
3/9/2017 22:12:51	Female	drabhac@gmail.com	33-47	3	3	3	4	3	Sparkling White Teeth	5	5	5	5	5	Strong gums	4	4	4	4	4	Fresh breath
3/9/2017 22:14:48	Male	drmanojpr@gmail.com	33-47	3	2	2	4	2	Sparkling White Teeth	5	5	5	5	5	Cavity protection	4	4	4	4	4	Fresh breath
3/9/2017 22:16:39	Male	paarth007@yahoo.com	33-47	4	5	4	4	3	Sparkling White Teeth	2	2	2	2	2	Strong teeth	4	4	4	4	3	Fresh breath
3/9/2017 22:19:57	Male	amit.stservices@gmail.com	33-47	2	2	2	2	2	Sparkling White Teeth	3	3	3	3	3	Strong gums	4	4	4	4	4	Fresh breath
3/9/2017 22:21:34	Male	mourya801@gmail.com	33-47	2	2	2	2	2	Sparkling White Teeth	4	4	4	4	4	Strong gums	3	3	3	5	3	Fresh breath
3/9/2017 22:23:23	Male	abhiwinner091@gmail.com	33-47	3	5	3	5	3	Sparkling White Teeth	4	3	4	4	3	Strong teeth	5	5	5	5	5	Fresh breath
3/9/2017 22:27:08	Male	manishprabhakar79@gmail.com	33-47	3	3	3	3	3	Sparkling White Teeth	4	4	4	4	4	Strong teeth	3	3	3	3	3	Strong gums
3/9/2017 22:29:47	Male	singhprashant9@yahoo.co.in	33-47	2	2	2	2	2	Sparkling White Teeth	5	5	5	5	5	Strong gums	2	4	2	4	2	Fresh breath
3/9/2017 23:35:55	Male	akg.akhilgupta@gmail.com	33-47	3	3	3	3	3	Sparkling White Teeth	4	4	5	4	5	Strong gums	3	3	4	4	3	Fresh breath
3/9/2017 23:37:13	Male	anchit.dayal@gmail.com	33-47	3	3	3	4	3	Fresh Breath	3	2	3	2	2	Strong gums	3	3	3	3	3	Fresh breath
3/9/2017 23:38:44	Male	bmehra004@gmail.com	33-47	2	2	2	2	2	Sparkling White Teeth	3	3	3	4	3	Strong teeth	3	3	3	3	3	Fresh breath
3/9/2017 23:44:52	Female	taranakhan2011@gmail.com	33-47	1	1	1	1	1	Sparkling White Teeth	3	3	3	4	3	Strong gums	4	4	4	4	4	Fresh breath

3/9/2017 23:46:33	Female	ekta_mysterious1209@yahoo.co.in	33-47	2	2	3	2	2	2	4	5	5	5	5	5	3	3	2	4	2	Fresh breath	
3/9/2017 23:50:07	Female	pragyansinikar@gmail.com	33-47	4	4	4	5	3	2	4	2	4	2	4	5	5	5	5	5	5	5	Fresh breath
3/10/2017 00:07:42	Female	asthajais23@gmail.com	33-47	2	2	3	2	3	3	4	3	4	3	3	4	4	3	4	4	3	3	Fresh breath
3/10/2017 01:15:36	Female	kirandu02@gmail.com	33-47	1	2	2	4	2	4	4	4	4	4	4	3	3	3	3	3	3	3	Fresh breath
3/10/2017 02:21:31	Female	vikita.sharma@gmail.com	33-47	3	3	3	3	3	3	3	2	2	2	2	2	2	2	2	2	2	2	Fresh breath
3/10/2017 03:38:51	Female	eshitajain1@gmail.com	18-32	4	5	5	5	4	4	3	3	3	3	3	5	5	5	5	5	5	5	Fresh breath
3/10/2017 04:10:10	Female	pallavi.football@gmail.com	18-32	4	4	4	4	4	4	4	2	2	2	2	5	5	5	5	5	5	5	Fresh breath
3/10/2017 04:42:28	Male	dontfeardadishere@gmail.com	18-32	2	3	2	3	2	3	2	2	2	2	2	5	5	5	5	5	5	5	Fresh breath
3/10/2017 04:45:43	Female	stut027@gmail.com	18-32	4	5	4	4	3	4	4	3	2	2	2	4	4	4	4	4	4	4	Fresh breath
3/10/2017 04:47:04	Male	siddhant22@gmail.com	18-32	2	4	3	4	3	4	3	2	2	2	2	5	5	5	5	5	5	5	Fresh breath
3/10/2017 04:48:10	Female	diks.sh@gmail.com	18-32	5	5	5	5	5	5	5	5	4	1	4	4	4	4	4	4	4	4	Fresh breath
3/10/2017 04:49:40	Female	tanumathur24@gmail.com	18-32	3	4	3	4	3	4	3	2	2	2	2	5	5	5	5	5	5	5	Fresh breath
3/10/2017 05:02:04	Female	deekshagupta.97@gmail.com	18-32	4	4	4	4	4	4	4	2	2	2	2	4	4	5	5	5	3	3	Fresh breath
3/10/2017 05:03:43	Female	karishma.popli93@gmail.com	18-32	3	3	3	3	3	3	3	5	5	3	3	5	5	5	5	2	3	3	Fresh breath
3/10/2017 05:04:50	Female	anushka.attri@gmail.com	18-32	3	3	3	3	4	3	3	2	2	2	2	5	5	5	5	5	5	5	Fresh breath
3/10/2017 05:06:14	Female	poojachopra64@gmail.com	18-32	4	4	5	4	3	4	3	2	2	4	2	4	4	4	4	4	4	4	Fresh breath
3/10/2017 05:07:44	Female	csakshi27@gmail.com	18-32	3	5	3	4	3	4	3	2	2	3	2	4	4	4	4	4	4	4	Fresh breath
3/10/2017 05:09:06	Female	pinksp09@gmail.com	18-32	4	5	3	4	3	4	3	5	5	5	5	5	5	5	5	5	3	3	Fresh breath
3/10/2017 1:00:43	Male	gauravranadse@gmail.com	18-32	4	5	3	4	2	4	2	5	3	4	3	4	5	4	4	4	3	3	Fresh breath
3/10/2017 1:07:39	Male	pandey2600@yahoo.com	33-47	3	3	2	3	1	3	1	4	5	4	4	4	4	4	4	4	3	3	Fresh breath

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