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The Impact of Celebrity Endorser Type and Source Credibility on the Advertising Attitudes and Purchase Intentions of Indian Rural Consumers

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The University of Southern Mississippi

THE IMPACT OF CELEBRITY ENDORSER TYPE AND
SOURCE CREDIBILITY ON THE ADVERTISING ATTITUDES AND
PURCHASE INTENTIONS OF INDIAN RURAL CONSUMERS

by

Sidharth Muralidharan

Abstract of a Dissertation
Submitted to the Graduate School
of The University of Southern Mississippi
in Partial Fulfillment of the Requirements
for the Degree of Doctor of Philosophy

May 2012

ABSTRACT

THE IMPACT OF CELEBRITY ENDORSER TYPE AND SOURCE CREDIBILITY ON THE ADVERTISING ATTITUDES AND PURCHASE INTENTIONS OF INDIAN RURAL CONSUMERS

by Sidharth Muralidharan

May 2012

India is among the fastest growing economies in the world and has the second largest population out of which 70% are considered rural. The rural consumer has witnessed a lifestyle shift wherein they have become brand conscious, consumption of media content has increased and a rising income has opened up possibilities never experienced before. Understanding the love for cinema, celebrity endorsement has become a popular marketing strategy being employed by advertisers in India. The purpose of this study was to find out which celebrity endorser type (national, regional or non-celebrity) was the most effective on rural consumer's attitude toward the ad, brand, and purchase intention for high and low involvement products. The influence of source credibility attributes on attitudes and purchase intention were also studied. A 3X2 between-subjects design was implemented and a rural sample consisting of members of the nonprofit organization, *Kudumbashree*, was selected. The findings showed that, overall, non-celebrity endorsers were the most effective for high and low involvement products. In terms of credibility, trustworthiness had the most significant influence on attitudes and purchase intentions. Marketing implications are discussed.

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A Dissertation
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May 2012

DEDICATION

This dissertation is in loving memory of my late uncle 'Aiyatten' and to the *Kudumbashree* mission.

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CHAPTER I

INTRODUCTION

Background of the Problem

Apart from advertising agencies, there has not been substantial research being conducted by academia on the effect of advertising in less affluent markets like the rural scene (Munshi, 1998). The rural landscape, especially in India, is slowly changing with the advent of globalization and the rural consumer is now more open to change and accepting of the era of progression (Mathias, 1968). In terms of economic strength and size, India's gross domestic product (GDP) is 2.2 trillion dollars and has the second largest population in the world with 1.2 billion people. The rural population is spread across 627,000 villages constituting around 70% of the total population (Bhatia, 2000; Balakrishnan, 1978). Most importantly, the spending power of the rural consumer, especially, the middle-class rural Indians is increasing at an alarming rate (Rao & Natarajan, 1996). The recent economic downturn did cause a minor setback in urban India, but rural India with its firm foundation in agriculture has yet to see the effects. The Nielsen Company's Executive Director and Vice President, Prasun Basu, says that "the rural consumer is no longer merely experimenting with urban products because of a phase of prosperity – rather, she is reveling in it and indulging unabashedly, providing gratification to her senses and her self-esteem" (Nielsen, 2010, para 9). Schuman (2010) points out that Asia's two emerging powers, namely India and China, will be the powerful economies of the future gradually overtaking the United States. In terms of advertising expenditure, the Asia-Pacific region with the help of India and China will overtake Western Europe as the world's second largest advertising market in the not too

distant future (Tungate, 2007). India's emerging rural population coupled with the expectation of it to be the next economic superpower along with China has made the country an advertiser's goldmine. If this is the case, then academia should be in the forefront trying to analyze the ever-changing characteristics of the rural consumer and chronicle their rise in a contemporary consumer society. Jha (1988) acknowledges this by mentioning that a growing need for a large quantity of micro-level studies is required to understand the rural consumer.

Significance of the Study

It is important to note that traditional media still faces many problems in rural areas like lack of good roads, poor infrastructure, illiteracy, and tightening ad revenue, but in spite of this setback television's increasing presence in rural households and its effectiveness in promoting products cannot be ignored. Earlier, the medium with the widest reach in rural areas in order of prominence were films, radio, and the press (Balakrishnan, 1978) but due to technological advances and rising rural income, television has now dominated the rural scene (Bhatia, 2000). According to a study conducted by The Nielsen Company (2010), Direct-to-Home (DTH) television connections in rural India are more than double that of urban and have grown dramatically. Advertisers have slowly started to target this burgeoning market but would have to specialize rather than standardize their marketing strategies to be region specific because every state in India has a unique culture and language. Indians and their love for celebrities are legendary, and one of the well-known strategies being used currently and gaining immense popularity among advertisers in India is celebrity endorsements. This study emphasizes on celebrity endorsements because celebrities to a certain degree can

transcend beyond cultural barriers and connect with the rural consumer. A majority of the limited studies done in the past on Indian celebrities were from Bollywood which translate into national celebrities. National celebrities are those who are well-known to a large part of the national population while regional celebrities are those who are famous among the citizens of a specific region (Jain et al., 2010). National celebrities, especially Bollywood stars, have a wider reach but states in the far south identify with regional celebrities more so than those from Bollywood, mainly due to less or negligible exposure. So far, studies on the effectiveness of celebrity endorser type on rural consumers do not exist in the celebrity endorser literature which further enhances the study's relevance in the field of international advertising.

Purpose of the Study

The purpose of this study was to examine the effectiveness of celebrity endorser types in TV commercials of high involvement and low involvement products in a rural setting. As mentioned earlier, each state in India is culturally unique, so, for this study, the rural women from the South Indian state of Kerala were selected as the sample mainly due to the state's high literacy level and high monthly per capita consumer expenditure (MPCE). The study incorporated two theories, namely the Elaboration Likelihood Model (ELM) (Petty & Cacioppo, 1980) and the source credibility model (Hovland et al., 1953). The ELM model was used to study the interaction effects of celebrity endorser type (national, regional and non-celebrity) and product involvement (low vs. high) on attitudes and purchase intentions. In addition, the researcher tested the influence of source credibility on rural consumer's attitude toward the ad (A_{ad}), attitude toward the brand (A_b) and purchase intention (PI) across celebrity endorser types and

levels of involvement. In terms of importance, the timeliness of this study and the results may help add to the ELM and source credibility literature, especially celebrity endorser type. Secondly, the researcher strived to answer the key question: which celebrity endorser type—national, regional or non-celebrity endorser of the same brand is more effective? Lastly, in the field of international advertising, the study will help MNCs and Indian advertisers to re-think their strategy of using celebrity endorser type in future advertising campaigns targeting rural consumers in India.

CHAPTER II

LITERATURE REVIEW

Rural Markets and the Rural Consumer

The Social and Rural Research Institute (1991) defines a rural area as a “non-urban area with a population under 5000 inhabitants and a population density less than 400 people per square kilometer” (Bhatia, 2000, p. 9). The rural landscape consisted of 575,000 villages but to the marketer or advertiser, only 42,000 villages are of primary importance due to the fact that only 42,000 villages have a population above 2000 (Balakrishnan, 1978). As a reminder the current count is 627,000 villages (Bhatia, 2000), so, the number of villages valuable to advertisers and marketers would have definitely increased. There are different variations in the classifications of the rural population (Mamoria & Joshi, 1962; Unnithan, 1976). According to Gaikwad (1972), the rural population can be classified into six categories, namely: 1) *Proprietors of land*- comprises of money lenders, traders, zamindars who have acquired lots of land and plantations; 2) *Rich farmers*- cultivators who usually belong to the dominant caste of the area; 3) *Small peasants*- who own uneconomic land holdings; 4) *Tenant farmers*- who work in rented lands and uneconomic land holdings of proprietors and small peasants respectively; 5) *Agricultural laborers*- who work in the lands of the landlords and rich farmers; and 6) *Artisans and others*- also includes the unemployed. Balakrishnan (1978) gives an in-depth look at these categories with regards to their life-styles. The landlords who belong to the first category are not part of the rural population but are more in tune with the urban lifestyle due to them owning properties in cities and large towns. Rich farmers on the other hand are more a part of the rural population. Their social economic

status and education are comparatively higher and they are influential in their communities. Also, cultivators control 66% of the total assets in rural India. These two categories are due to their financial stability have a very strong affinity towards an urban lifestyle. The rest of the categories constitute 62% of the total rural population and their needs are basic in that they revolve around food and clothing. It is noteworthy that cultivators, who fall under the second category, form the dominant distribution of rural households based on occupation, comprising of 72% of all rural households.

With the advent of globalization and doors opening to foreign investment, the Indian market has undergone drastic changes. The onslaught of foreign MNCs, especially US-based has reduced the number of Indian-owned businesses (Rao, 2000). Now these MNCs are the largest advertisers in India (Pashupati & Sengupta, 1996). The remaining few national brands survived mainly because they were either brand leaders, had a niche market, or had a price advantage (Rao, 2000). Many reasons have contributed to the growing interest in 'rural markets' which can be defined as those places that have a population below 20,000 including villages and semi-urban areas and are characterized by a low population density, poor infrastructure, and an un-integrated communications system (Sarma & Rao, 1972). Agricultural productivity in certain areas of the country, favorable terms of trade for the rural producer, intense urban competition and increase in the involvement of government and NGOs to uplift the rural consumer are some of the primary reasons that have forced marketers to shift their focus towards rural markets (Rao, 1973; Sharma, 2006). This growing interest has driven 75% of national and foreign companies to work with rural marketing organizations to help them penetrate the rural market and learn to adapt to the rural consumer (Rao, 2000, p. 3570).

Rao (1973) explains that the two defining characteristics of a rural consumer are youth and literacy. The target rural consumer is below 30 years of age, and according to the 1951 Census of India the overall literacy rate of the rural population was 12% while the urban population was 35%. The 2001 census showed a dramatic increase in literacy rates with 59% for rural population and 80% for urban. But from the census collected since 1951 to 2001, it is important to note that even though both urban and rural areas showed an increase in literacy rates, rural areas comparatively showed greater advances in literacy than urban areas. Anderson and Ishwaran (1965) summarized the findings of urban sociologists describing the characteristics of the urbanite as one who is more of a risk-taker, innovator, cautious, witty, time-use conscious, less traditional, and less family bound compared to rural people. Scholars have observed that the attitudes of middle class rural consumers are slowly changing and will soon more or less resemble those of the urban consumers due to an increasing disposable income (Bhatia, 2000; Pashupati & Sengupta, 1996). A 10% decline of rural people Below the Poverty Line (BPL) was observed indicating the emergence of a more affluent rural consumer (Gupta, 2005). In terms of spending power, a majority of rural households will earn an annual income of 22-45,000 Rupees or \$489-1000 by the year 2006-2007 (Pandey, 2005). Based on per-capita expenditure, there “are more ‘rich’ consumers in rural India than in urban India” (Balakrishnan, 1978, p. M-75). Even in terms of disposable incomes, rural consumers trump their urban counterparts in sheer numbers (Rao & Natarajan, 1996). So, one could understand that a new burgeoning of middle-class rural consumers are now slowly emerging known as the transitioning rural consumer.

Muthumani and Thangavel (2008) studied the perceptions of Indian rural and urban mobile phone users. Findings relevant to the study showed that rural mobile phone users depended on their friends and relatives as sources of awareness regarding mobile phones and related services while newspapers and magazines came in second. Also, print media and personal contacts helped to influence their purchase intentions for mobile phone services. Word-of-mouth seemed to be the most effective promotional tool advertisers can use, but the effectiveness of print media cannot be denied. Rural consumers are not brand loyal compared to their urban counterparts; if a particular brand does not satisfy their needs then the occurrence of brand switching is highly likely. In another study conducted to understand rural consumers, Bishnoi and Sharma (2009) studied the effect of TV commercials on purchase intentions among Indian rural and urban teenagers. Findings showed that commercials did have a positive effect on the buying decisions of rural than urban consumers. They found that TV commercials were helpful in making purchase decisions, enhanced their involvement and rural consumers preferred TV advertised products. These studies indicate that rural consumers are gradually more accepting of the urban lifestyle and also more attuned to various products in the urban market. The next section deals with the kind of products rural areas consume and what categories they are classified under.

For a successful rural campaign, advertisers should take steps in understanding the behavior and attitudes of the rural consumer (Mathias, 1968). Balakrishnan (1978) explains that there are two schools of thought regarding rural marketing. The first school of thought believed that urban advertising and marketing strategies can be standardized and executed in rural markets. But many failed attempts later, prominent differences

between the urban and rural markets were studied which gave birth to the second school of thought which was different and more specialized approaches in marketing was very much needed to successfully cater to the rural market. Advertisers have to understand the local language and social and cultural backgrounds to effectively execute a successful ad campaign (Sharma, 2006). The beliefs that rural consumers prefer “cheap and generic brands” are rapidly becoming obsolete (Bhatia, 2000, p. 36) which could be attributed to higher income and greater awareness of available brands in the market through print and broadcast media. In order to increase their consumer base, MNCs started to target the rural areas, thus, the “sachet culture” was born where premium brands like *Godrej*, *Cadbury*, *Nestle*, *Colgate*, etc. provided their wide range of products in smaller packages at a lower cost (Dubey & Patel, 2004, p. 146). These products are also known as Fast Moving Consumer Goods (FMCGs) and are characterized by frequent purchase, low involvement, and low cost (Majumdar, 2004). A study conducted by Nielsen (2010) showed that India’s rural FMCG market is predicted to grow to \$100 billion by 2025, quickly surpassing their urban counterparts. Regarding the kinds of products that a rural consumer would usually use are low-priced products like soaps, cigarettes, toiletries, talcum powders, cheap razors, bicycles, etc. (Rao, 1973). According to Kumar (2003) national brands like *Lifebuoy*, *Nirma* detergent, *Fair & Lovely* cream, *Colgate* toothpaste, *A-1* and *Red Label* tea, and *Lux* and *Velvette* shampoos are some of the leading brands that were able to penetrate the rural markets (p. 49). Rao (1973) observes that due to the abundance in regional Indian languages, brand logos and brand colors are more identifiable marks to rural consumers than brand names. The next section deals with

Indian cinema, its origins and foray of celebrities from the glitzy world of cinema to lucrative advertising.

Origins of Indian Cinema

India was introduced to motion picture technology in 1896 by France's Lumiere brothers (Jones, et al., 2005). Films made during these times were religious in nature and were based on Indian mythology. Gaining independence from the British in 1947 gave Indian cinema a new lease on life and the popular themes revolved around realism (Chakravarty, 1993). Very soon Indian cinema became "India's sole model of national unity" (Chakravarty, 1993, p. 80). In the 1920s, the Hollywood style studio system entered Indian cinema and very soon Bombay became the nation's film capital while regional capitals included Chennai in the south and Kolkata in the east. The image of a hero was defined in the 1930s and film directors and producers selected those who had screen presence, exuded machismo, and had a good command over the national language, Hindi. In the 1950s and 1960s, early Indian directors focused on messages that would resonate with the underprivileged. According to Chakravarty (1993) most of the movies like *Awara* (1951), *Sujata* (1959), and *Bandini* (1963) carried a socio-political message. Mehboob Khan's *Mother India* (1956) portrayed the hardships of a rural woman and her family after India's independence. The film was nominated for an Oscar in 1958 (Jones, et al., 2005).

Since the 1970s, Bollywood, which is the popular face of Indian cinema, got its name from the word combination of the city of 'Bombay', now called Mumbai, and 'Hollywood' (Jones, et al., 2005). According to Rajadhyaksha (2003), Bollywood is a distinct entity in the Indian film industry; he says, "Bollywood is not the Indian film

industry, or not the film industry alone” (p. 27). Indian directors in 1970s and 1980s started catering to a large underprivileged audience viewing them as the primary consumers of Indian cinema (Rao, 2007). Characters who were portrayed in these films reflected the anguish and problems faced by the non-elite audiences. A classic example was the movie *Zanjeer* which was released in 1973 and the protagonist was a young, honest police officer played by the hugely popular Bollywood actor, Amitabh Bachchan. The character’s name was Vijay and the basic premise of the film was about how a small-time police officer fought against corrupt politicians and big businesses. The film’s recurring themes of poverty, unemployment and crime made it a blockbuster hit and the angry young man phenomenon was closely associated with the sufferings of the non-elite audiences.

With technological advances in movie making, satellite television, a rising middle class, and the realization of a large Non-Resident Indian (NRI) population living abroad, the movies that came out in the 1990s and the beginning of the 21st century saw a shift from traditional to westernized themes. Kripalani (2006) acknowledges this trend and points out that “early decades of Indian film encouraged national integration, contemporary films tend to promote global integration” (p. 198). Also, with a liberalized economy the large metropolitan cities started to see an increase in multiplexes which pushed producers to make movies that catered to the sensibilities of the urban audience (Rao, 2007). The cost of tickets in multiplexes is way more expensive than movie theaters in smaller towns. Bollywood has been considered the largest film industry in the world and the Indian Entertainment and Media Report in 2006 shows that India produced 1090 films while the United States produced 607. Rao (2007) mentions that there are few

films that taste success in both urban and rural areas. Movies like *Yuva* (2004) did well in rural areas because the themes of youth politics, especially in colleges, going against seasoned and corrupt politicians were appreciated. In an ethnographic research study conducted on non-elite audiences of India and their consumption of Bollywood movies showed that subjects, who were interviewed, identified with the entertainment value of Bollywood but also preferred having a social message attached to it (Rao, 2007). The author goes on to add that “Bollywood producers/directors and small-town viewers and rural audiences are parting ways” (p. 73).

Product Placements in Indian Cinema

Product placements in Bollywood are a recent phenomenon and *Coca-Cola* was the first to use this strategy in a Bollywood film *Taal* (1999) (Kripalani, 2006). From then on, future movies had products that were either part of the film’s script or set in the background. The author mentions that the end goal of the advertisers is to successfully associate their brands with a certain lifestyle or celebrity personality. Khatri (2006) explains that advertisers in India are spending crores of Indian Rupees (1 crore is equivalent to 10 million dollars) in celebrity endorsements. Kahn (2002) explains that multinational corporations are willing to spend large amounts of money to Bollywood producers for placing their brands in the movie. Furthermore, *Coca-Cola* paid \$670,000 for the movie *Yaadein* (2000) which constituted 20% of the movie’s production costs. Brit (2002) explains that even though rural consumers are devoid of television sets, they still throng movie theaters highlighting the importance of product placements in movies.

Under the context of globalization, a study was conducted by Nelson and Devanathan (2006) on product placements in Bollywood movies. The authors observed

the effects of film involvement and brand consciousness on brand recall. Brand consciousness was defined as when consumers use brands as sources of information in their purchasing decisions (Sproles & Kendall, 1986). Brand recall, on the other hand, is the ability of the consumer to correctly recall the brand from memory after being exposed to the related product category (Rossiter & Percy, 1987). Eighty-six subjects participated in the study and they were exposed to a blockbuster Bollywood movie called *Aankhen* (2002). The subjects were then given a self-administered survey that measured the independent variables: film involvement and brand consciousness and the dependent variables: brand recall and attitude towards product placements. The Bollywood movie contained eleven brands, out of which only two were of Indian origin. Findings showed that film involvement had a negative effect on brand recall but brand consciousness had a positive effect on recall. Also, brand consciousness helped to enhance the realism of the movie but had no relation to attitude toward product placements, thus emphasizing to advertisers the importance of making the brand blend in with the movie script.

The power of television and Indian cinema cannot be ignored as it is the platform from which trends, style and social values are propagated and emulated by its audience (Kripalani, 2006). The Indian Entertainment and Media Outlook for 2010 by PricewaterhouseCoopers (2010) showed that television, with a national penetration rate of 60%, had the lion's share of the entertainment and media industry at 46%, followed by print at 28% and films at 16%. Based on the same report, advertising accounted for 0.53% of India's total GDP unlike those of developed countries like United States (1.08%) and Japan (0.90%). This shows that there is great scope for advertisers in India

and to capitalize on this, advertisers and Indian celebrities have joined hands to endorse various products.

National and Regional Celebrity Endorsers

A different trend is now being seen where Bollywood film directors are now eyeing direction of TV commercials. Leading directors like Ashutosh Gowariker, Shaad Ali, and Vidhu Vinod Chopra have directed commercials for *Coca-Cola*, *Pepsi*, and *ICICI Bank* respectively (Balakrishnan, 2003). Even the celebrities themselves have found endorsing in commercials a profitable venture. Bollywood heartthrob, Hrithik Roshan, explains that “a film takes about two years to get released. In an ad, the time spent is less, and the pay-off more immediate” (para 4). National creative director for McCann-Erickson, Prasoon Joshi points out that lines used in commercials are becoming more popular than ones used in movies. Taking all movie, TV and sports personalities from the ‘Hindi’ language into consideration, AdEx India—a division of TAM Media Research, showed that in 2010 alone 85% of the celebrity endorsements belonged to Bollywood where 44% of the endorsements went to actresses and actors had 41%. In 2007, this overall percentage was 81% in 2007, showing a growth rate of 4%. Sharan (2010) explains that celebrity endorsements in India are beyond saturation and quotes Darshana Bhalla, CEO of MATES, celebrity management practice of Madison World, who says, “Celebrity-brand association is a huge field and a lot remains to be achieved. We in India have not touched the tip of the iceberg, compared to Hollywood” (para 1).

Bollywood is not the only film industry in India that has mass appeal. Actually, regional film stars are quickly becoming popular endorsers of FMCGs in South India and West Bengal (Bhushan, 2011; Sharan, 2010). The author quotes celebrity management

firm Kwan's Managing Director, Anirban Das Bhabha who says that "this is the single largest trend in celebrity endorsements now. It's tactical and returns on investment are quicker" (Bhushan, 2011, para 3). Another reason for its popularity is that Indian states are unique wherein most of them have their own language and culture, so, regional celebrities thrive more than national celebrities from Bollywood (Jain et al., 2010). Despite its wide reach, there are still many people in South Indian states like Kerala, Tamil Nadu and Andhra Pradesh who are not exposed to Bollywood as much and regional actors charge less fees compared to their Bollywood counterparts making regional celebrities a more viable venture. Using regional celebrities to endorse products have shown to strengthen brand associations and brand recall. Using an integrated approach, big brands like Procter and Gamble's *Head & Shoulders* shampoo are being endorsed by Bollywood actress Kareena Kapoor at a national level and South Indian actress Anushka Shetty for regional purposes. Indian Tobacco Company's (ITC) marketing head for personal care products Nilanjan Mukherjee says, "the key reason for regional brand ambassadors, we believe, is to establish a relationship between the brand ambassador and consumers who can relate to the former with ease" (Bhushan, 2011, para 17). The only study that looked at the effectiveness of national and regional celebrities was done by Jain et al. (2010) and the authors have mentioned the dearth in scholarly articles that studied regional celebrities. This study helps to build on the previous research to give an in-depth look at celebrity type in a rural setting.

CHAPTER III

THEORETICAL FRAMEWORKS

There are two theoretical frameworks used in the study. First, to study the main effects of celebrity endorser type on ad and brand attitudes and purchase intentions and interaction effects with product involvement, the Elaboration Likelihood Model (ELM) will be used. Second, in order to understand the influence of source attributes like expertise, attractiveness, and trustworthiness on attitudes and purchase intentions, the source credibility model will be used. The following paragraphs start with basic concepts like involvement and attitudes and how they tie into the ELM model. Then the researcher delves into the source credibility model and its appropriateness for the study is elucidated.

Attitudes

Attitudes, according to Mitchell and Olson (1981), are “an individual’s internal evaluation of an object such as a branded product” (p. 318). Fishbein and Ajzen (1975) defined attitudes as “a function of one’s salient beliefs at a given point in time” (p. 222), where salient beliefs are those called upon during a particular situation. Attitudes play a dominant role in the purchase decisions of consumers and also help to decide if an emerging trend will last or not (Batra, Myers, & Aaker, 1996). According to past research, attitude toward the advertisement (A_{ad}), attitude toward the brand (A_b), and purchase intention (PI) are the main variables studied to check the effectiveness of advertising (Heath & Gaeth, 1994; Kalwani & Silk, 1982; MacKenzie & Lutz, 1989). Attitude toward the advertisement (A_{ad}), according to Lutz (1985), is defined as the “predisposition to respond in a favorable or unfavorable manner to a particular

advertising stimulus during a particular exposure occasion” (p. 46). Lutz explained that the attitude toward the advertisement depended on the consumer’s exposure to a particular advertisement at that exact time, but the attitude toward the advertisement does not have an effect on the general attitude toward advertising. Mitchell and Olson (1981) defined attitude toward the brand as the consumer’s overall evaluation of the brand (good or bad). Purchase intention is defined as how likely the consumer would be to buy the product (Lutz et al., 1983). Fishbein (1963) noted that attitude formation and change were mediated only by beliefs, but Mitchell and Olson (1981) discovered that attitude toward the advertisement can also be considered as a mediator. They studied attitude toward the advertisement and its effects from a standpoint that did not include cognitive variables. Later, the role of feelings and its effect on ad and brand attitudes were studied. Studies have been done on the influence of attitude toward the advertisement (A_{ad}) on attitude toward the brand (A_b) and purchase intentions (PI) (Lutz, MacKenzie, & Belch, 1983; MacKenzie, Lutz, & Belch, 1986; Mitchell & Olson, 1981; Shimp, 1981). A study by Kumar, Lee, and Kim (2009) studied the effect of individual characteristics and brand-specific variables of American brands versus local brands in India on purchase intentions. Findings showed that in order to achieve a sense of uniqueness, Indians had favorable attitude towards the American brand as it symbolized high quality and positive emotional value. A positive attitude towards the American brand translated into negative attitudes toward local Indian brands. Overall, emotional value and not utility was the important predictor of purchase intentions. The authors suggest using Indian celebrities to endorse local brands in order to evoke positive attitudes and purchase intentions.

Role of Involvement

Involvement is an important construct in the field of advertising, Bowen and Chaffer (1974) defined involvement as when the consumer evaluates the benefits he or she gets from the product. In 1981, Bloch defined involvement as the “amount of interest, arousal or emotional attachment” elicited by a product in an individual (p. 413). For advertisements, involvement was seen as the relevancy of the ad to the consumer to solve a pending problem (Wright, 1974); for products, involvement was connected to a person’s needs or values (Howard & Sheth, 1969); and for purchase intentions, involvement was defined as a level of interest for an issue without reference to a specific position. This can be explained as an interest to buy a brand without looking at its position in the market or at the competition (Hupfer & Gardner, 1971). Rossiter, Percy, and Donovan (1984) analyzed product involvement’s effect on the A_{ad} - A_b relationship and found that when low involvement products were used, A_{ad} had a stronger effect on A_b . Conversely, a study by Thorson and Page (1990) showed that product involvement had no effect on the A_{ad} - A_b relationship. In order to clarify these conflicting results Phelps and Thorson (1991) conducted another study and the authors found that product involvement had no significant effect on the A_{ad} - A_b relationship. This finding supported the previous study of Thorson and Page (1990) and shows that A_{ad} has an equal influence on A_b for both low involvement and high involvement products.

Elaboration Likelihood Model (ELM)

Petty, Cacioppo, and Schumann (1983) have identified that the vast literature on the role of involvement and its effect on attitude change takes one of two routes—the central or the peripheral. The central route is activated when the consumer is exposed to

an advertisement which requires him or her to increase cognition in order to process the information that is deemed relevant to his or her attitudinal position. Information here could be either issue or product attributes (Hovland et al., 1953) or issue or product beliefs (Ajzen & Fishbein, 1980). Attitude changes through the central route are found to be more lasting and carry over to behavioral changes. The peripheral route is taken when the consumer focuses on the peripheral cues of the advertisement. Less cognition is required here and attitude change is brought out by emphasizing not on product relevant attributes but on cues such as an attractive celebrity (Mitchell & Olson, 1981; Petty & Cacioppo, 1980). Attitude changes by the peripheral route are temporary and do not assist in predicting behavior. Thus consumers are broadly classified into two categories namely those who are avid information seekers and those who are cognitive misers.

In order to understand the effects of involvement on consumer attitudes and behavior, the Elaboration Likelihood Model (ELM) introduced by Petty and Cacioppo (1981) will be adopted in the study. According to the ELM, the decision of which route of persuasion would be taken depended on whether “the elaboration likelihood of the communication situation was high or low” (Petty, Cacioppo, & Schumann, 1983, p.137). In other words, elaboration likelihood is the probability of whether issue or message relevant thoughts take precedence. When elaboration likelihood is high, meaning the issue or product becomes relevant to the consumer then the central route to persuasion would be activated. Furthermore, as relevancy of the product to the consumer increases then the motivation to engage in cognitive processing occurs only in a high involvement condition. When elaboration likelihood is low, then the peripheral route is activated, leading to minimal motivation and cognition and this occurs under the low involvement

condition. The subsequent paragraphs explain how the ELM model is used to explain effectiveness of celebrity endorsers on attitudes and behavior.

Shimp (2000) explains that in the United States alone, 25% of American commercials are celebrity endorsements. According to McCracken (1989), a celebrity endorser is “any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement” (p. 310). Friedman and Friedman (1979) lists the type of endorsers advertisers generally use, they are celebrity, professional expert and typical consumer (p. 63). There are many advantages of using celebrities in product endorsements. According to Spielman (1981) using celebrities can enhance—attentiveness, memory of the ad, credibility, glamour, and desirability. Kaikati (1987) lists the following advantages—enhances attention, alleviates the intensity of crises situations, assists in brand repositioning, global marketing and helps to boost sales. Studies conducted by Agrawal and Kamakura (1995) and Mathur et al. (1997) looked at the effects of celebrity endorsement contracts on a firm’s profitability and findings have proved to be in the affirmative, in other words, celebrities help in increasing a firm’s profit margin. Celebrity endorsements also come with some potential problems as listed by Erdogan (1999) such as overshadowing the brand, negative criticism due to public controversy, image change and overexposure, loss of public recognition, and expense (p. 295). Till and Shimp (1998) explain that negative information regarding the celebrity can have a subsequent negative impact on the brand being endorsed. But for this decline to take place there should be a strong link or association between the celebrity and the brand.

Atkin and Block (1983) conducted a study to evaluate the effectiveness of celebrity endorsers in advertising and found that celebrity endorsers evoked more favorable attitudes toward the ad, brand and purchase intention than non-celebrities. A similar study by Petty et al. (1983) exposed subjects to newspaper and magazine ads that contained a celebrity endorser and citizen endorser. The products were divided into high involvement and low involvement products. Findings specific to celebrity endorsements showed that celebrities generated favorable attitudes but greater impact was observed in low involvement products. This supports the ELM model and explains that for low involvement products, peripheral cues (e.g. celebrity) gained precedence but for high involvement issue-relevant arguments in the ad were more important indicating a central route approach. Mehta (1994) conducted a study to look at the effectiveness of celebrity and non-celebrity on attitudes and purchase intentions. The findings showed that there were no significant differences between the two groups for ad and brand attitudes and purchase intentions but there was a significant difference in the way the two groups processed the commercial. Based on the Elaboration Likelihood Model (ELM), the celebrity group focused on the peripheral cues like the celebrity but the non-celebrity group focused more on central processing cues like product attributes and benefits. To study the entry of MNC brands in the Indian market, Ramesh (2008) conducted focus groups and found that for high involvement products, celebrities helped to connect the consumers with the brand but only product attributes impacted purchase decisions. For low involvement products celebrities helped to increase brand recall. Thus, using celebrities in the Indian context shows that celebrities do hold an influential position in the minds of the Indian people.

A recent study conducted in India by Jain et al. (2010) looked at the effect of national celebrity, regional celebrity and non-celebrity on consumer attitudes. The authors divide celebrity type into global, national and regional. A global celebrity has mass appeal in more than one country; national celebrities are those whose appeal are restricted to one country and regional celebrities are those who are popular among audiences of a specific region. A 3 (national, regional and non-celebrity) X 2 (high and low involvement) experimental design was used. Two hundred and forty subjects were given print advertisements of two fictitious brands of product categories: car and soft drink. The product categories were divided based on product involvement, thus car was a high involvement product while soft drink was low involvement. The product categories for the final experiment were selected based on asking a group of 60 respondents to rank the list of high and low involvement product categories according to their preference that a celebrity should endorse. From the selected categories namely soft drink and car, another set of respondents were asked which national and regional celebrity should endorse the products. A list of the 10 most frequent celebrity endorsers was also provided. For national, Aamir Khan was selected while actor/singer Devang Patel was selected as regional celebrity. Independent variables were celebrity endorser type and product involvement while dependent variables were attitude towards the ad, brand and purchase intention. The covariate used here was attractiveness. Findings showed that national celebrities generated more favorable attitudes than regional ones but had a higher impact in the low involvement product category. For high involvement products there could be other factors other than using a national celebrity that could make the ad successful. Overall, using celebrities in commercials has its advantages but the type of

product also has an influence. The covariate attractiveness helped to increase favorable attitudes toward the ad and helped to enhance attention. Product-related cues were not deemed important to the subjects for either category; thus, celebrities hold a higher priority in the minds of the consumer. The authors list replicating the research in different regions of India to see if the same set of effects prevail. With reference to regional celebrities, a study by Toncar, Reid, and Anderson (2007) analyzed the effectiveness of local celebrities compared to national celebrities and victims in public service announcements in the aftermath of Hurricane Katrina. Findings showed that the hurricane victim and local celebrity were more believable and credible than the national celebrity (Ashlee Simpson). The hurricane victim was a more credible spokesperson than the local celebrity. The authors remind advertisers that for certain situations and kinds of advertising (e.g. PSAs) certain celebrity types work while others reduce the overall effectiveness of the ad.

However, using Jain et al.'s (2010) study as a stepping stone, the current study will build on the previous findings and include the source credibility model and its attributes of expertise, trustworthiness, and attractiveness. Other modifications to the study will be analyzing the main and interaction effects of celebrity type and product involvement on attitudes, recall and behavior, inclusion of rural subjects rather than urban, usage of TV commercials of local brands as stimuli rather than print ads of fictitious brands, and national celebrities used in this study will be actresses well-known in Bollywood and South India (especially Kerala). Since Jain et al.'s (2010) study used a Bollywood actor and a regional actor from the same region it may have allowed a national celebrity to generate more favorable attitudes than the regional celebrity.

Bollywood actors are more appealing and famous than regional celebrities if they are from the same region, so the influence of a regional celebrity may get masked. The last modification to the study which was to use national celebrities who have strong connections in the South but are also well-known in Bollywood will allow the researcher to isolate and observe the influence of national and regional celebrities on attitudes and behavior.

From the above mentioned research, it is safe to say that using celebrities in advertising causes favorable attitudes than non-celebrities. A rural consumer's mindset and lifestyle is different from the urban counterpart, as per the literature, and rural consumers focus on product attributes and benefits from using the product rather than on transformative appeals. So, it would be interesting to see if these findings which had urban subjects stay consistent when the target audience is rural rather than urban.

H₁: Commercial with a national celebrity will generate more favorable attitudes toward the ad, brand, and purchase intentions in rural consumers than commercials with a regional celebrity.

H₂: Commercial with a regional celebrity will generate more favorable attitudes toward the ad, brand, and purchase intentions in rural consumers than commercials with a non-celebrity.

H₃: Commercial with a national and regional celebrity for a low involvement product will generate more favorable attitudes toward the ad, brand, and purchase intentions in rural consumers than a high involvement product.

Celebrity Endorsement Models

There are four major models for studying celebrity endorsements namely: match-up hypothesis (Misra, 1990) and meaning transfer model (McCracken, 1989), source credibility model and source attractiveness model are combined as the 'source model' (Erdogan, 1999; Ohanian, 1990). The source model will be used as the current study's theoretical framework but brief descriptions of the subsequent models of source endorsement strategy are much warranted in order to get a comprehensive view of the literature.

The product match-up hypothesis explains that ad effectiveness is influenced by the fit between celebrity and the brand (Misra, 1990). Greater the degree of congruency between the celebrity and brand then greater is the celebrity believability (Kotler, 1997; Kamins & Gupta, 1994). Evans (1988) mentions that if there is no connection between the celebrity and the product being endorsed then a vampire effect is produced where the consumers remember the celebrity but not the brand nor product. This is detrimental to the brand being endorsed and, at the same time, advertisers risk losing a financial holding. Research has shown that most of the match-up between celebrity and brand is based on physical attractiveness (Kamins, 1990). The match-up hypothesis has a few shortcomings and Erdogan (1999) mentions that the model would have to "extend beyond attractiveness and credibility towards a consideration and matching of the entire image of the celebrity with the endorsed brand and the target audience" (p. 304).

The meaning-transfer model looks at the cultural symbols associated with the celebrity that advertisers expect would be passed on to the product (McCracken, 1989). The author warns advertisers to be careful with the kind of celebrities they chose for their

products. The meaning transfer goes through a three step process: 1) formation of the celebrity's image, 2) transfer of meaning from the celebrity to the product, here, the advertisers must select a celebrity that matches the product at a cultural and symbolic level, and 3) transfer of meaning from product to consumers (Erdogan, 1999, p. 304). Langmeyer and Walker (1991) conducted a study to test McCracken's meaning-transfer model by seeing if the celebrity Cher passed her cultural meaning to the product she endorsed which was a Scandinavian Health Spas and a non-celebrity for bath towels. Findings showed that Cher passed on the symbols of sexiness, attractiveness, and independence onto the Health Spas. Another study by the same authors showed that products have a specific image before being endorsed by a celebrity. But when the products are endorsed then their initial image is replaced with the personality of the celebrity. Kumar, Guruvayurappan, and Banerjee (2007) explain that it is imperative that advertisers pay heed to region specific cultural values in the branding process. Biswas, Hussain, and O'Donnell (2009) conducted a cross-cultural study to observe consumer perceptions of different cultural meanings disseminated by celebrities in both India and the United States. Overall, the study shows that celebrity endorsements are a good fit for advertisers if drawing attention is their main objective but this does not necessarily lead to positive purchase intentions. So, cultural dimensions need to be accounted for by advertisers.

Source Credibility Model

Source credibility by Hovland et al. (1953) was one of the earliest models that explained celebrity endorsements. According to Anderson (1971), source credibility is viewed as a message value enhancer and in terms of effectiveness past literature has

shown that a highly credible source is really effective in changing audience attitudes and behavior (Gotlieb & Sarel, 1991; Homer & Kahle, 1990). The source credibility model explains that expertise and trustworthiness of the source are the factors that determine whether a commercial message would be effective or not (Dholakia & Sternthal, 1977; Ohanian, 1991). Trustworthiness is defined as whether the source is perceived by the audience to be unbiased, sincere, and objective (Dholakia & Sternthal, 1977; McCracken, 1989). If the consumer accepts the credibility of the source based on their value system then the chances for changing their attitudes and behavior are high; this process is called internalization (Erdogan, 1999). In terms of trustworthiness, Friedman et al. (1978) found that source likability was the most important attribute and suggested advertisers to select sources who were well-liked by the target audience. Ethnicity was another factor that influenced trustworthiness, and a study by Desphande and Stayman (1994) revealed that subjects trusted those sources who belonged to the same ethnic group as themselves.

Expertise refers to whether the source is knowledgeable of the issue or brand being advertised (Dholakia & Sternthal, 1977). The source of the message need not be an actual expert but expertise depends on how the target audience perceives the source to be an expert (Ohanian, 1991). Having an expert source or celebrity helps to enhance the persuasive nature of the commercial message (Aaker & Myers, 1987) and induces favorable purchase intentions (Ohanian, 1991). Studies have been done in the past that found sources with high expertise and trustworthiness to be more credible (Hass, 1981; Sternthal, Phillips, & Dholakia, 1978) but when looking at importance, trustworthiness was found to be more effective in bringing about attitude change than expertise (McGinnies & Ward, 1980). On the contrary, Ohanian (1991) found that expertise and

not trustworthiness was a significant predictor of purchase intentions. In another study, Yoon, Kim, and Kim (1998) looked at how the three attributes of source credibility (expertise, trustworthiness and attractiveness) affected attitude toward the ad, attitude toward the brand, and purchase intention for high and medium credible sources in the United States and Korea. They found that all three attributes were important to purchase intentions contradicting Ohanian's (1991) earlier finding. Also, trustworthiness had a significant impact on brand attitude and only attractiveness had a significant impact on attitude toward the ad.

Advertisers always select celebrities who are physically attractive and today's advertisements, be it print or TV commercials, are a testament to that fact. The effectiveness of physical attractiveness as a persuasive tool in advertising has been under constant debate. Throughout the years, a series of studies have been conducted to elucidate its effectiveness. With celebrity endorsements rising, the source attractiveness model was introduced by McGuire (1985) and physical attractiveness was defined as how likable, familiar, and similar the source is to the audience (McCracken, 1989). Petty and Cacioppo (1980) used attractive and unattractive models in their experimental study for the product shampoo. Using the ELM model as a theoretical framework, the authors found that attractiveness was an important factor under both high and low involvement conditions. They go on to explain that for the low involvement condition the attractive source's hair was seen as a peripheral cue but for high involvement the attractive source's hair was seen as a product-related cue thereby a central processing route was taken. Another study was conducted in 1983 by Petty, Cacioppo, and Schumann whereby they made sure a product-related cue was not taken, so the stimulus used was *Edge* disposable

razors. As discussed earlier under the section effectiveness of celebrity endorsers, celebrities had more of an impact in low involvement conditions but no significant differences were seen in purchase intentions. Celebrity endorsers increased brand recall, increased product category recall but only under low involvement and increased brand name recognition under high involvement. The authors explain that these findings may be due to the fact that under high involvement people are more interested in the product category and what the brand has to offer. The findings overall supported the Elaboration Likelihood Model. Another study by Kahle and Homer (1985) replicated Petty et al.'s (1983) study but attractiveness and likability were manipulated. Findings showed that attractive endorsers induced more favorable attitudes toward the product and purchase intentions than unattractive endorsers. But the former was not significant for likable endorsers. Brand recall was high for both attractive and likable endorsers. A surprising finding was that unlikable celebrities showed high levels of brand recognition and purchase intentions. Friedman and Friedman (1979) looked at endorser type (celebrity, professional expert, and typical consumer) effectiveness on product type (jewelry, vacuum cleaner, and cookies). Their findings indicated that celebrities worked best for jewelry, while professional experts worked best for vacuum cleaners and the typical consumer for cookies. These associations helped to generate positive attitudes and buying intentions among the subjects. In terms of ad and brand-name recall, celebrities were the best option for all product types. The authors suggest that choosing celebrities should be carefully done; if ad and brand-recall is the objective then celebrities should be chosen, but if not, then advertisers must look at what type of endorser would fit well with their product.

In a recent study, Eisend and Langner (2010) observed the immediate and delayed effects of source attractiveness and expertise on brand attitudes. The findings indicated that high attractiveness had more of an immediate effect while high expertise was dominant in the delayed effect. Furthermore, the effectiveness of high expertise was significant when the celebrity was highly attractive. The opposite is true where a less attractive celebrity with low expertise can damage the brand being endorsed over time.

Studies have shown that credible and attractive celebrities are a favorable choice in changing attitudes, but the literature shows an ambiguity in terms of purchase intentions. Amos, Holmes, and Strutton (2008) highlight the importance of the source credibility model and explain that the model is best suited for studying consumer perceptions of the celebrity endorser. Thus, the source models which constitute the source attributes of expertise, trustworthiness, and attractiveness will be used as the second theoretical model of choice for this study with rural consumers. Also, building on the study by Jain et al. (2010), studying the source credibility of national and regional celebrities in high and low involvement products would help to test their effectiveness across product categories. As shown in Figure 1 below, a conceptual model was created to show the predicted flows between the independent and dependent variables.

RQ₁: How does source credibility (expertise, trustworthiness, and attractiveness) influence attitude toward the ad (A_{ad}) based on celebrity endorser type (national, regional, and non-celebrity) and the level of product involvement (high and low)?

RQ₂: How does source credibility (expertise, trustworthiness, and attractiveness) influence attitude toward the brand (A_b) based on celebrity endorser type (national, regional, and non-celebrity) and the level of product involvement (high and low)?

RQ₃: How does source credibility (expertise, trustworthiness, and attractiveness) influence purchase intention (PI) based on celebrity endorser type (national, regional, and non-celebrity) and the level of product involvement (high and low)?

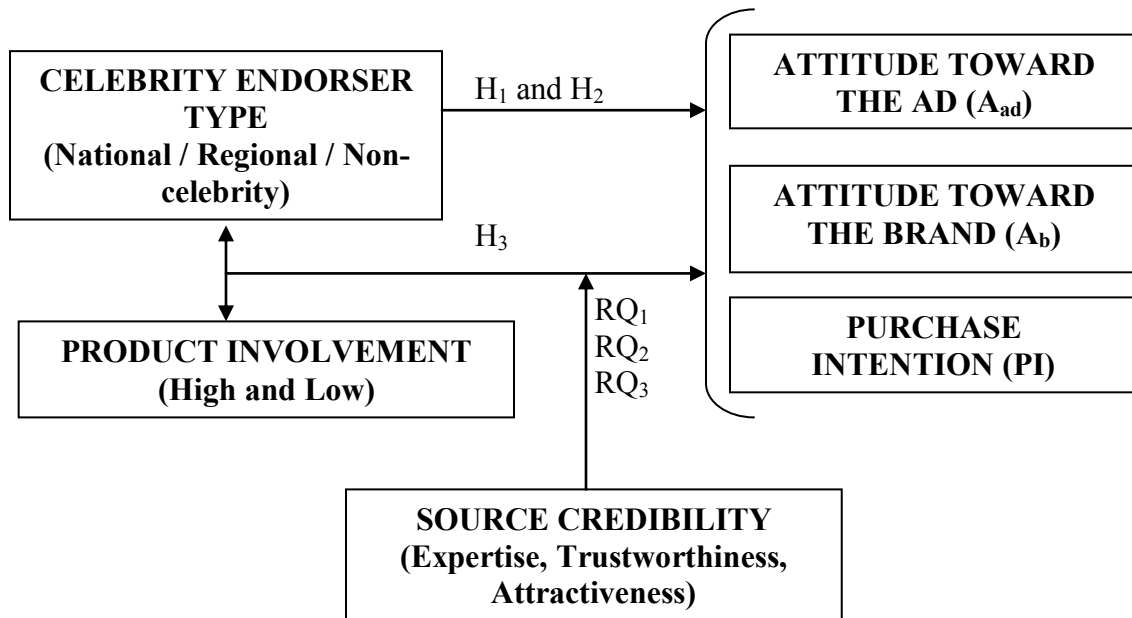


Figure 1. Conceptual model showing the relationship between the independent and dependent variables of study.

CHAPTER IV

METHODOLOGY

Experimental Design

A 3 (national celebrity vs. regional celebrity vs. non-celebrity) x 2 (low involvement vs. high involvement) between-subjects factorial design was employed for testing the hypotheses and answering the research questions. The between-subjects design has a total of six groups: 1) high involvement products endorsed by national celebrities, 2) high involvement products endorsed by regional celebrities, 3) high involvement products endorsed by non-celebrities, 4) low involvement products endorsed by national celebrities, 5) low involvement products endorsed by regional celebrities, and 6) low involvement products endorsed by non-celebrities.

Sample

Kerala, a pristine state situated in South India, is known for its scenic beauty, mercurial rise in overall development, and strong social reforms. Furthermore, Kerala has the highest literacy rate in the country (Jeffrey, 1997). Another reason for choosing the state of Kerala was because of the spending power of the rural consumers compared to other states. According to *The Hindu's* (2005) *Business Line*, Kerala has come to occupy the top position in monthly per capita consumer expenditure (MPCE) in the rural and urban sectors of the country. In the case of average MPCE in the rural sector, the all-India average is Rs 531 where Kerala holds the top spot with Rs 881, followed by Punjab with Rs 788 and Haryana with Rs 703. These figures indicate that Kerala is a consumer state and the rural people do have the disposable income to purchase branded products.

The population of interest was the rural women of Kerala. A purposive sample of a total of 167 (N) rural women participated. Since a non-probability sampling was used it would have an effect on external validity, meaning the findings would not be generalized to the entire population. The rural consumers were selected from the *Kudumbashree Mission* in the South Indian State of Kerala. *Kudumbashree* means prosperity for the family and is a government initiative to eradicate poverty and empower the poor women of the state through entrepreneurship and micro-finance. The community network was launched in 1998 and is considered as one of Asia's largest women movements with 3.7 million members statewide. According to their Web site (kudumbashree.org), their mission statement is:

To eradicate absolute poverty in ten years through concerted community action under the leadership of local governments, by facilitating organization of the poor for combining self-help with demand-led convergence of available services and resources to tackle the multiple dimensions and manifestations of poverty, holistically.

There are a couple of reasons for choosing rural women over rural men. First, in terms of sex ratio, Kerala's total population of 30 million, according to the 2001 census, women (16 million) outnumber the men (15 million). Second, Choudhary (1996) had pointed out in her study that through empowerment strategies (e.g. *Kudumbashree*) rural women are more prone to use the money earned on the basic necessities of life than rural men. Nidheesh (2009) conducted focus groups and interviews on *Kudumbashree* members in Kerala and in terms of buying behavior, self-employed women improved their standard of living by spending their money earned from *Kudumbashree* activities on

household gadgets like stove, mixers, and cookers (p. 358). Third, Biswas (2010) points out that national alcohol consumption is the highest in Kerala and is a billion dollar industry. The high rate of alcohol consumption among men of Kerala has led to divorces, death and marital disputes. Nidheesh (2009) explains that many of the rural men get intoxicated and this has forced women to earn a living and support the family. Lastly, qualitative data also showed that with the help of *Kudumbashree* the rural women have now become more knowledgeable, aware, and skilled, and thus are responsible for taking care of the household and securing financial resources (Nidheesh, 2009). From the above mentioned reasons it is clear that rural women take care of the buying decisions in the family and hence, justifies using the rural women from *Kudumbashree* as the appropriate sample for the study.

To identify genuinely poor families, *Kudumbashree* selected its members based on the Below Poverty Line (BPL) criteria set by the Government of India's Urban Based Services for the Poor (UBSP). There are nine parameters of the poverty index which are: 1) Substandard house or hut, 2) No access to sanitary latrines, 3) No access to safe drinking water, 4) Family having at least one child below five years of age, 5) Family having at least one illiterate adult member, 6) Family getting barely two meals a day or less, 7) Family having alcoholics or drug addicts, 8) Family having one or no earning member, 9) Socially disadvantaged groups: Scheduled Caste/Scheduled Tribe. To be considered as a 'risk family', a family had to satisfy four or more of the above-mentioned parameters.

Stimuli

The sample(s) in each group viewed two television commercials for the experiment. The commercials were chosen from the state's popular television channels, and thus were in the regional language. Since the subjects were women, for the high involvement product category jewelry and the traditional dress for Indian women called saree were selected and for low involvement products, hair oil and shampoo and food products were selected. Another reason for choosing these products was because according to the Indian Entertainment and Media Outlook by PricewaterhouseCoopers (2010), food and beverage, hair care and personal accessories (e.g. jewelry and saree) were the top ten categories being advertised on Indian television. The following brands were selected for high and low involvement products: the brand *Alukkas* for jewelry, *Kalyan Sarees* for sarees, *Dhathri* hair oil and shampoo and *Nirapara* food products. All the four brands are headquartered in Kerala making these local brands familiar to the rural consumers. A note should be made that the above-mentioned brands may be changed and replaced depending on the results of the pre-test which is discussed in the next section.

Six commercials each for both low involvement and high involvement brands were chosen where each brand will have a commercial that has a national celebrity, a regional celebrity, and a non-celebrity endorsing the brand. Jain et al. (2010) defined a national celebrity as one who is well-known in most of the regions in the country while regional celebrities are famous in a specific state or a specific region of the country like South India or West Bengal but unknown in most other regions. Specifically for national celebrities, the researcher selected those who were well-known in the South, especially

Kerala and Bollywood. This helped to increase the chances of celebrity familiarity among rural consumers. Studies have shown that attractive female models have generated favorable attitudes across genders, and female endorsers help to increase purchase intentions in women (Debevec & Kernan, 1984; Cabalero, et al., 1989), thus justifying the criteria of using female celebrities in the study. Examples of national and regional celebrities of the stated brands that were used in the final study are listed below.

For *Dhathri* the national celebrity was Usha Uthup who is an award winning Bollywood and South Indian singer. She was a former judge in the music reality-TV competition called 'Idea Star Singer' which is still hugely popular in Kerala. The regional celebrity for the same brand was the state award-winning actress Kavya Madhavan. For *Nirapara* cooking products, the national celebrity was yesteryear's actress Bhanupriya who has acted in movies both in the South and Bollywood. The regional celebrity for the same brand is Praveena who is a well-known face in both Malayalam cinema and TV serials. For the high involvement products, *Alukkas* jewelry had the national celebrity Sridevi who was an award-winning actress, famous in Bollywood and South Indian cinema. The regional actress for the same brand was Meera Jasmine who was a national and state award winning actress. For *Kalyan Sarees* the national celebrity was Parvathy Omanakuttan who is a native of Kerala and was the former first runner-up in the Miss World beauty pageant in 2008. The regional celebrity was Roma Asrani a popular Malayalam cinema actress.

Manipulation Check

The original questionnaire written in English (See Appendix B) and meant for a culturally different population was translated to the state language, Malayalam (See

Appendix C). In order to test the reliability and validity of the translated questionnaire, Brislin's (1970) back-translation technique was implemented. According to this technique, the English questionnaire was sent to two translators who were bilingual (English and Malayalam). One of the translators was a retired public school principal and the other was a practicing lawyer. Both the translated questionnaires were discussed and a final consensus on the Malayalam version was reached by both translators. The final Malayalam questionnaire was translated back into English by a legal translator who has not seen the original English questionnaire. Then, the original English questionnaire and the back-translated version were compared for conceptual equivalence by the researcher. Once the required changes had been made, the revised questionnaire was used in the pre-test to test face and content validity.

Two sets of pre-tests were conducted on a small but representative sample of rural consumers. The first pre-test helped to ascertain that the selected product categories were high (jewelry and saree) and low (food products and hair oil) involvement. The pre-test also tested whether the national and regional celebrities are credible, familiar and well-liked. The respondents in each of the pre-test group were first shown pictures of the respective product categories and then the celebrities. They were then asked to grade them based on the Personal Involvement Index (PII) (Zaichkowsky, 1994) and source credibility (Ohanian, 1991) seven-point semantic differential scales.

Findings showed that there was a difference in mean scores between high ($n=8$) involvement products: saree ($M=5.73$, $SD=1.17$), jewelry ($M=4.46$, $SD=.99$) and low involvement products ($n=11$): food product ($M=3.7$, $SD=1.18$) and hair oil ($M=3.95$,

$SD=1.16$). For source credibility of the selected celebrities, the participants ($n=10$) indicated high preference for all three attributes—

For attractiveness: Sridevi ($M= 5.72$, $SD= .828$), Meera Jasmine ($M= 5.7$, $SD= .761$), Parvathy Omanakuttan ($M= 5.28$, $SD= .854$), Roma ($M= 5.56$, $SD= .77$), Usha Uthup ($M= 5.38$, $SD= .813$), Kavya Madhavan ($M= 5.92$, $SD= 1.06$), Bhanupriya ($M= 6.02$, $SD= .621$), and Praveena ($M= 5.72$, $SD= .812$).

For trustworthiness: Sridevi ($M= 4.68$, $SD= .919$), Meera Jasmine ($M= 4.64$, $SD= 1.01$), Parvathy Omanakuttan ($M= 4.76$, $SD= 1.11$), Roma ($M= 4.72$, $SD= .789$), Usha Uthup ($M= 5.18$, $SD= .731$), Kavya Madhavan ($M= 5.22$, $SD= 1.13$), Bhanupriya ($M= 4.96$, $SD= .847$), and Praveena ($M= 5.26$, $SD= 1.02$).

Finally, for expertise: Sridevi ($M= 5.36$, $SD= 1.15$), Meera Jasmine ($M= 4.96$, $SD= 1.40$), Parvathy Omanakuttan ($M= 5.46$, $SD= .859$), Roma ($M= 5.1$, $SD= .998$), Usha Uthup ($M= 5.84$, $SD= .753$), Kavya Madhavan ($M= 5.26$, $SD= 1.01$), Bhanupriya ($M= 5.62$, $SD= .762$), and Praveena ($M= 5.68$, $SD= 1.02$).

In addition, all the participants revealed that they were familiar with the celebrities and the celebrities were well-liked. The results of the manipulation check reinforced the credibility of the product categories and the celebrities. The commercials of the brands in the selected product categories with the above-mentioned celebrities were thus used in the actual experiment. As a note, in terms of brand recall, from a total of 167 (N) subjects who participated in the experiment, 99.4% ($n=166$) correctly recalled the brand name, therefore, reinforcing the fact that the brands used were highly familiar to the sample and were appropriate stimuli.

Procedure

Participation was voluntary and all responses were kept anonymous and confidential as per the informed consent. For recruitment purposes, the researcher attended the weekly meetings of the *Kudumbashree Ayalkoottam* (which is the Malayalam word for neighborhood groups or NHGs) which convened at one of the NHG member's house and recruited subjects for each experimental group. Each *Kudumbashree Ayalkoottam* had a total of twenty members. Once the experiment with a group was over then the location and timings of another group's weekly meeting was collected. With the obtained information, the researcher contacted and informed the group of the experiment and that full attendance would be greatly appreciated. In the unlikely case of having less number of subjects in a group due to poor showing at the weekly meeting, the researcher continued the experiment with the existing group and then attended weekly meetings at various other venues across the district. This way the target number of subjects was obtained for each group and also prevented the same subjects from taking part in the experiment again. For high involvement products (*Alukkas* jewelry and *Kalyan Sarees*): group-1 was exposed to commercials with national celebrities (Sridevi and Parvathy Omanakuttan), group-2 was exposed to commercials with regional celebrities (Meera Jasmine and Roma Asrani) and group-3 was exposed to commercials with non-celebrities. For low involvement products (*Dhathri* and *Nirapara*): group-4 was exposed to commercials with national celebrities (Usha Uthup and Bhanupriya), group-5 was exposed to commercials with regional celebrities (Kavya Madhavan and Praveena), and group-6 was exposed to commercials with non-celebrities.

After the experiment was completed, the subjects received a questionnaire written in the state language, Malayalam, with questions measuring their attitudes, purchase intentions, product involvement, and source credibility. Once the experiment was completed, the subjects were treated to some refreshments. The researcher then conducted a debriefing session with the rural consumers regarding the objective of the study. This enabled the researcher to get the subject's feedback on the experiment, the stimuli used, and the general perception of using national and regional celebrities in commercials. At the end of the session, the researcher thanked them for their participation and dismissed the group.

Variables and Measures

In this study, the independent variables were celebrity endorser type and product involvement while the dependent variables were source credibility (expertise, trustworthiness and attractiveness), attitude toward the ad (A_{ad}), attitude toward the brand (A_b), and purchase intention (PI). The following measures were used to measure the variables.

Source Credibility

To measure the three components of source credibility, the scales from Ohanian's (1991) study was taken. The scale was also used in a study by Yoon, Kim, and Kim (1998). Attractiveness was measured by a seven-point, semantic-differential scale with items: unattractive/attractive, classy/not classy, ugly/beautiful, plain/elegant, and sexy/not sexy. The initial Cronbach's alpha for attractiveness for the two commercials was .35 and .70 respectively, thus giving a mean reliability of .53. In order to increase reliability, the item 'sexy/not sexy' was removed and the new Cronbach's alpha for the two

commercials was .56 and .78, giving a new acceptable mean reliability of .67.

Trustworthiness was measured by a seven-point, semantic-differential scale with items: undependable/dependable, dishonest/honest, unreliable/reliable, insincere/sincere, and untrustworthy/trustworthy. Cronbach's alpha for trustworthiness for the two commercials was .75 and .84 respectively, thus giving a mean reliability of .80. Expertise was measured by a seven-point, semantic-differential scale with items: not an expert/expert, inexperienced/experienced, unknowledgeable/knowledgeable, unqualified/qualified, and unskilled/skilled. In terms of reliability, Cronbach's alpha for expertise for the two commercials was .72 and .76 respectively, thus giving a mean reliability of .74.

Attitude Toward the Advertisement (A_{ad})

Machleit and Wilson (1988) measured attitude towards the advertisement with the following seven-point semantic-differential items: unfavorable/favorable, good/bad, enjoyable/unenjoyable, not fond of/fond of, dislike very much/like very much, irritating/not irritating, well made/poorly made, insulting/not insulting. In terms of reliability, Cronbach's alpha for attitude toward the ad for the two commercials was .80 and .86 respectively, thus giving a mean reliability of .83.

Attitude Toward the Brand (A_b)

MacKenzie, Lutz, and Belch (1986) measured attitude toward the brand (A_b) using a seven-point, semantic-differential scale with items including positive/negative, good/bad, and favorable/unfavorable. The scale was used in a study by Cauberghe and Pelsmacker (2010). Cronbach's alpha for attitude toward the brand for the two commercials was .64 and .72 respectively, thus giving a mean reliability of .68.

Purchase Intention (PI)

Purchase intention was measured with a seven-point, semantic-differential scale consisting of three items: probable/improbable, likely/unlikely, and possible/impossible. This scale has been used in studies by Lutz, MacKenzie, and Belch both in 1983 and 1986 and by Yoon, Kim, and Kim (1998). Cronbach's alpha for purchase intention for the two commercials was .79 and .85 respectively, thus giving a mean reliability of .82.

Product Involvement

To measure product involvement the revised version of the scale created by Zaichkowsky (1994) called the Personal Involvement Index (PII) was taken. The PII was a semantic differential scale that was tested for internal reliability, reliability over time, content validity, criterion-related validity, and construct validity. A seven-point, semantic-differential scale consisting of ten items: important/not important, boring/interesting, relevant/irrelevant, exciting/unexciting, means nothing/means a lot, appealing/unappealing, fascinating/mundane, worthless/valuable, involving/uninvolving, and not needed/needed. Cronbach's alpha for the two commercials was .82 and .89 respectively, thus giving a mean reliability of .86.

CHAPTER V

RESULTS

Subject Profile

A total of 167 (*N*) subjects volunteered to take part in the experiment where group-1 (high involvement products endorsed by national celebrities) had 25 participants, group-2 (high involvement products endorsed by regional celebrities) had 27 participants, group-3 (high involvement products endorsed by non-celebrities) had 29 participants, group-4 (low involvement products endorsed by national celebrities) had 34 participants, group-5 (low involvement products endorsed by regional celebrities) had 26 participants, and group-6 (low involvement products endorsed by non-celebrities) had 26 participants.

The youngest participant was 19 years of age while the oldest was 70 years. The mean age was $M=39.78$ and $SD=10.47$. In terms of occupation, 49.7% ($n=83$) of the subjects were housewives, 11.4% ($n=19$) were laborers, 5.4% ($n=9$) were tailors, 3.6% ($n=6$) were maids, and 1.2% ($n=2$) were—government employees, daycare workers, teachers, and students. Findings showed 83.2% ($n=139$) of the subjects indicated that household purchasing decisions were not entirely made by them alone. Instead, 75.6% ($n=105$) made joint decisions with their husbands, 12.2% ($n=17$) with their children, 10.8% ($n=15$) with their parents, and 1.4% ($n=2$) with their relatives.

The dominance of television as the most common mass medium can be ascertained as results indicated that 71.3% ($n=119$) of the subjects consumed television the most while 18.6% ($n=31$) read newspapers and 9% ($n=15$) listened to the radio. Magazines and film were at 0.6% ($n=1$) each. When asked the total number of hours spent on watching television on a daily basis, majority of the subjects indicated an

average of close to three hours ($M=2.49$, $SD=1.59$). Furthermore, as per the literature review, the presence of television in rural households have increased and the results stand true indicating that 89.2% ($n=149$) of the subjects have television sets at home and only 10.8% ($n=18$) do not have them. For those who do not have television sets, 50% ($n=9$) watched television at their neighbor's house, 33.3% ($n=6$) do not watch television at all, 11.1% ($n=2$) watched television at the workplace, and 5.6% ($n=1$) watched television at their friend's house. The most popular type of television shows were serials ($n=76$, 46.3%) followed by the news ($n=38$, 23.2%), movies ($n=17$, 10.4%), reality shows ($n=14$, 8.5%), music ($n=10$, 6.1%), and culinary shows ($n=1$, .6%).

In order to get an idea of brand awareness, the subjects were asked where they obtained their information on brands from. Majority of the subjects, 71.5% ($n=118$), mentioned commercials, 13.9% ($n=23$) mentioned societies like *Kudumbashree*, 5.5% ($n=9$) selected radio ads, 4.2% ($n=7$) indicated friends, 1.8% ($n=3$) got information from big posters, 1.2% ($n=2$) mentioned co-workers, and .6% ($n=1$) each mentioned celebrities and print ads. Probing further, subjects were asked which component of an advertisement they would focus on. Results showed that 61.1% ($n=102$) preferred product attributes, 16.8% ($n=28$) selected product benefits, 12% ($n=20$) said that they would focus on the brand name, 6% ($n=10$) on the celebrities if there are any, 3% ($n=5$) mentioned the price of the product being advertised, and .6% ($n=1$) focused on the jingles. Subjects did mention that the reason behind choosing product attributes was that only if they were aware of the various product features could they decide whether the advertised product would benefit them in anyway. From these preliminary results, an intimation seen is that

celebrity endorsers may not play a major role in terms of influencing attitudes and purchase intentions of the subjects.

Effects of Celebrity Endorser Type and Product Involvement

The first set of hypotheses belonged to the effects of celebrity endorser type and product involvement on the attitudes toward the ad, brand, and purchase intentions of rural consumers. A MANOVA was conducted (See Table 1) to test the hypotheses where celebrity endorser type and product involvement were the independent variables and the dependent variables were attitude toward the ad, brand, and purchase intentions.

The first hypothesis (H_1) looked at whether national celebrities inculcated favorable attitudes and purchase intentions than regional celebrities. The hypothesis was supported as findings showed that celebrity endorser type had highly significant main effects on attitude toward the ad ($F(2,161) = 16.91, p < .001$), attitude toward the brand ($F(2,161) = 19.89, p < .001$), and purchase intention ($F(2,161) = 36.76, p < .001$). National celebrities generated more favorable—attitude toward the ad ($M = 5.83, SD = .61$), attitude toward the brand ($M = 5.85, SD = .72$), and purchase intention ($M = 5.39, SD = .90$), than regional celebrities—attitude toward the ad ($M = 5.59, SD = .78$), attitude toward the brand ($M = 5.68, SD = .95$), and purchase intention ($M = 4.69, SD = 1.29$). These findings show that national celebrities are more effective endorsers than regional celebrities.

The second hypothesis (H_2) states that regional celebrities will generate favorable attitudes and purchase intentions than non-celebrities. Based on the findings, the hypothesis was not supported. Results showed that non-celebrities produced more favorable—attitude toward the ad ($M = 6.29, SD = .53$), ($F(2,161) = 16.91, p < .001$), attitude toward the brand ($M = 6.47, SD = .44$), ($F(2,161) = 19.89, p < .001$), and purchase

intention ($M= 6.12$, $SD=.69$), ($F(2,161)= 36.76$, $p<.001$) than regional celebrities. In fact, non-celebrities generated more favorable attitudes toward the ad, brand, and purchase intentions than even national celebrities. Thus, non-celebrities seemed to be far more effective on rural consumers than national and regional celebrities.

With ELM as the theoretical background, the third hypothesis (H_3) focused on interaction effects between celebrity endorser type and product involvement. According to the hypothesis, national and regional celebrity endorsers for a low involvement product will generate more favorable attitudes and purchase intentions when compared to a high involvement product. Findings showed that apart from celebrity endorser type, the independent variable product involvement had highly significant main effects on attitude toward the brand ($F(1,161)= 12.77$, $p<.001$), and purchase intention ($F(1,161)= 29.73$, $p<.001$). Also, there was a significant interaction effect between celebrity endorser type and product involvement for attitude toward the brand ($F(2,161)= 6.76$, $p<.05$), and purchase intention ($F(2,161)= 11.06$, $p<.001$). Attitude toward the ad was found to be non-significant. This indicates that the effect of celebrity endorser types on brand attitudes and purchase intentions was different for high and low involvement products.

National and regional celebrity endorsers in high involvement products generated stronger brand attitudes ($M= 6.02$, $SD=.65$; $M= 6.12$, $SD=.59$) and purchase intentions ($M= 5.7$, $SD=.77$; $M= 5.49$, $SD=.89$) than the brand attitudes ($M= 5.73$, $SD=.76$; $M= 5.22$, $SD=1.03$) and purchase intentions ($M= 5.16$, $SD=.94$; $M= 3.87$, $SD=1.14$) for low involvement products respectively. Based on these findings, H_3 was not supported. Thus, in commercials for high involvement products the presence of celebrities still gain precedence in the minds of the rural consumer which conflicts against the postulates of

the ELM model. Overall, it was interesting to find out that non-celebrity endorsers in high and low involvement product commercials generated more positive brand attitudes ($M= 6.44, SD=.49; M= 6.49, SD=.39$) and purchase intentions ($M= 6.16, SD=.63; M= 6.09, SD=.77$) than national and regional celebrities.

Table 1

MANOVA Results for A_{ad} , A_b , and PI (N=167)

Factor	Measures	<i>df</i>	<i>λ</i>	<i>F</i>	η^2	<i>p</i>
Between-Subjects		(161)				
Celebrity Endorser Type	A_{ad}	2	.65	16.91	.17	.00**
	A_b	2		19.89	.19	.00**
	PI	2		36.76	.31	.00**
Product Involvement	A_{ad}	1	.79	.18	.00	.67
	A_b	1		12.77	.07	.00**
	PI	1		29.73	.16	.00**
Celebrity Endorser Type X Product Involvement	A_{ad}	2	.86	2.21	.03	.11
	A_b	2		6.76	.08	.00**
	PI	2		11.06	.12	.00**

Note: * $p \leq .05$, ** $p < .01$

In order to investigate this significant interactions effect further, two separate sets of graphs were plotted where celebrity endorser type was in the x-axis and attitude toward the brand and purchase intention occupied the y-axis respectively. The markers were set using high and low product involvement. From Figure 2, it can be seen that for high involvement products, attitude toward the brand increases gradually from national ($M= 6.02, SD=.65$) to regional ($M= 6.12, SD=.59$) to non-celebrities ($M= 6.44, SD=.49$). For low involvement products, a reverse trend is observed where a gradual increase in

brand attitude is seen from national ($M= 5.73$, $SD=.76$) to non-celebrities ($M= 6.49$, $SD=.39$) but a steep dip is seen for regional celebrities ($M= 5.22$, $SD=1.03$).

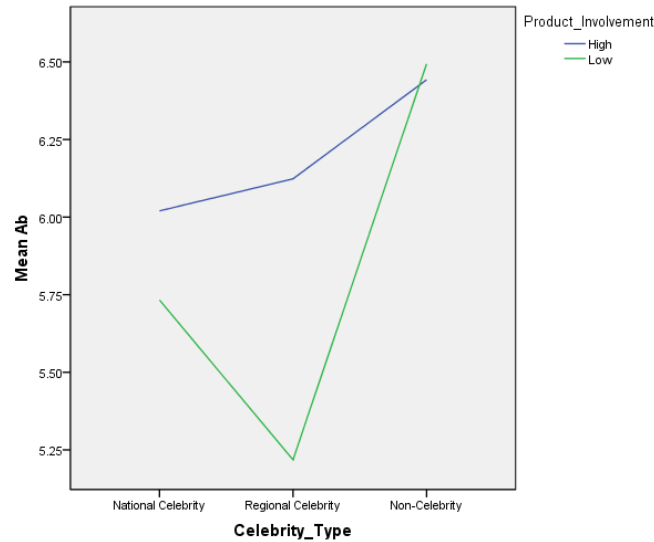


Figure 2. Interaction between celebrity endorser type and A_b in high and low involvement products

In Figure 3, purchase intentions increase from national ($M= 5.7$, $SD=.77$) to non-celebrities ($M= 6.16$, $SD=.63$) in high involvement products but again, a reverse trend is seen where there is a dip in purchase intention for regional celebrities ($M= 5.49$, $SD=.89$). In low involvement products, purchase intentions increase as usual from national ($M= 5.16$, $SD=.94$) to non-celebrities ($M= 6.09$, $SD=.77$) but not for regional celebrities ($M= 3.87$, $SD=1.14$). From the graphs, it can be understood that non-celebrities generated more favorable attitudes toward the brand and purchase intentions after which came national and then regional celebrities. Regional celebrities, especially in low involvement products, generated the least favorable of brand attitudes and purchase intentions.

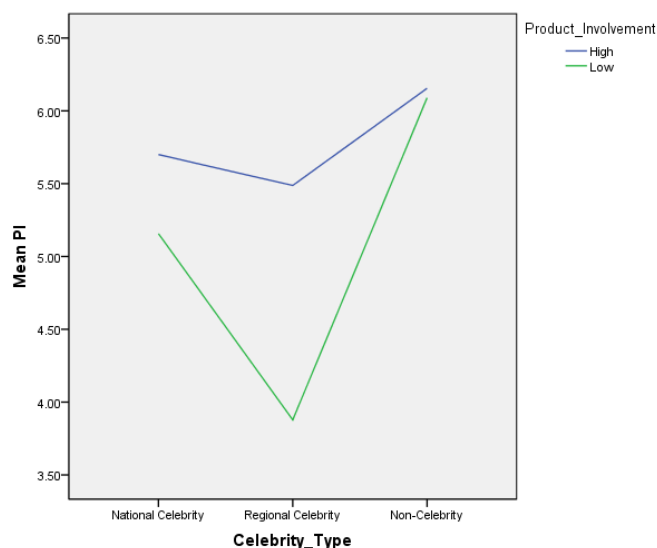


Figure 3. Interaction between celebrity endorser type and PI in high and low involvement products

Effect of Source Credibility

Research questions (RQ₁, RQ₂, and RQ₃) explored the influence of source credibility attributes on attitudes toward the ad, brand, and purchase intention based on celebrity endorser type and level of product involvement. Taking celebrity endorser type and product involvement as the independent variables and the attributes of source credibility (attractiveness, trustworthiness, and expertise) as the dependent variables, a second MANOVA was conducted (See Table 2). Results showed that celebrity endorser type had significant main effects on attractiveness ($F(2, 161)= 3.57, p<.05$), trustworthiness ($F(2, 161)= 7.66, p=.001$), and expertise ($F(2, 161)= 3.26, p<.05$). In terms of attractiveness, non-celebrities ($M=6.12, SD=.57$) were rated higher than national ($M=5.91, SD=.68$) and regional ($M=5.77, SD=.71$) celebrities. For trustworthiness, non-celebrities ($M=6.16, SD=.66$) were rated higher than national ($M=5.81, SD=.64$) and regional ($M=5.63, SD=.88$) celebrities. And, for expertise as well, non-celebrities ($M=5.99, SD=.84$) were rated higher than national ($M=5.79, SD=.74$) and regional

($M=5.63$, $SD=.83$) celebrities. Overall, it seems that non-celebrities are more credible endorsers than national and regional celebrities while regional celebrities are the least credible.

Product involvement had a significant main effect only on expertise ($F(1, 161)=4.10$, $p<.05$). Also, there was a significant interaction effect between celebrity endorser type and product involvement for trustworthiness ($F(2, 161)=3.21$, $p<.05$) and expertise ($F(2, 161)=3.87$, $p<.05$). Attractiveness was found to be non-significant. This means that the attributes of trustworthiness and expertise of the celebrity endorser types were different for high and low involvement products.

Table 2

MANOVA Results for Source Credibility Attributes (N=167)

Factor	Measures	<i>df</i>	<i>Λ</i>	<i>F</i>	η^2	<i>p</i>
Between-Subjects		(161)				
Celebrity Endorser Type	Attractiveness	2	.91	3.57	.04	.03*
	Trustworthiness	2		7.66	.09	.00**
	Expertise	2		3.26	.04	.04*
Product Involvement	Attractiveness	1	.92	.24	.00	.63
	Trustworthiness	1		.83	.01	.37
	Expertise	1		4.09	.03	.04*
Celebrity Endorser Type X Product Involvement	Attractiveness	2	.93	.80	.01	.45
	Trustworthiness	2		3.21	.04	.04*
	Expertise	2		3.87	.05	.02*

Note: * $p \leq .05$, ** $p < .01$

Delving further, for high involvement products it was found that non-celebrities were more trustworthy ($M=6.02$, $SD=.67$) than national ($M=5.89$, $SD=.64$) and regional

($M= 5.84, SD=.75$) celebrities. There were only slight variations with expertise where regional celebrities were considered better experts ($M= 5.70, SD=.65$) than national ($M= 5.68, SD=.93$) and non-celebrity ($M= 5.67, SD=.83$) endorsers. For low involvement products, non-celebrities were again found to be more trustworthy ($M= 6.29, SD=.62$) than national ($M= 5.75, SD=.64$) and regional ($M= 5.42, SD=.95$) celebrities. In terms of expertise as well, non-celebrities were considered better experts ($M= 6.35, SD=.68$) than national ($M= 5.87, SD=.56$) and regional celebrities ($M= 5.56, SD=.98$). Therefore, non-celebrities were more credible sources than national and regional celebrities.

In order to visually elucidate the interaction effects, two graphs were plotted. From Figure 4, it can be seen that the attribute of trustworthiness was highest for both high and low involvement products.

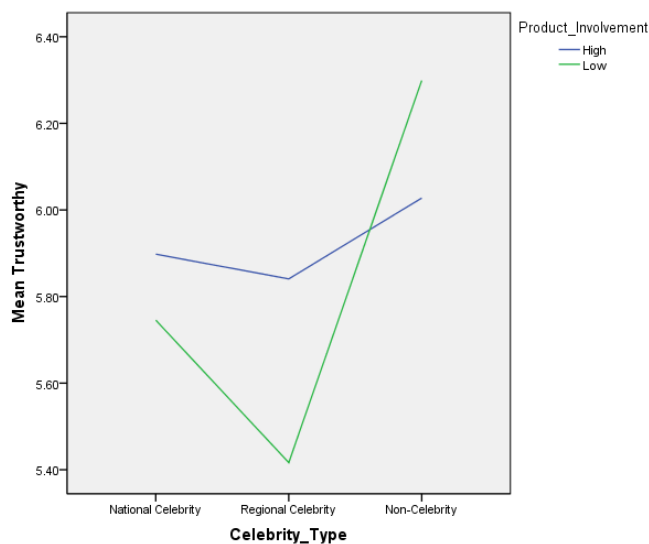


Figure 4. Interaction between celebrity endorser type and trustworthiness in high and low involvement products

For expertise, however, non-celebrities were found to be the most credible in low involvement products but not high involvement products. Instead, as seen on Figure 5,

regional celebrities were more credible experts followed by national and then non-celebrities.

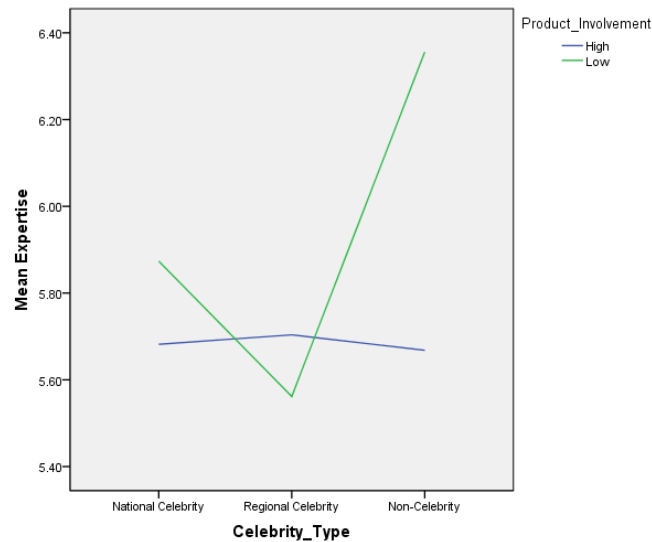


Figure 5. Interaction between celebrity endorser type and expertise in high and low involvement products

Contribution of Source Credibility Attributes on Attitudes and Purchase Intentions

In order to understand the individual impact of attractiveness, trustworthiness, and expertise on ad and brand attitudes and purchase intentions, a multiple regression was conducted (See Table 3).

Findings showed that the models were significant predictors of the dependent variables and explained—49.6% of the variation in attitude toward the ad ($R^2 = .49$, $F(3,163) = 53.39$, $p < .001$), 33% in attitude toward the brand ($R^2 = .33$, $F(3,163) = 26.75$, $p < .001$), and 26% in purchase intention ($R^2 = .26$, $F(3,163) = 18.68$, $p < .001$).

In terms of individual impact on A_{ad} , beta values indicated that trustworthiness had the largest impact ($\beta = .45$, $t(3,163) = 5.26$, $p < .001$) while expertise ($\beta = .18$, $t(3,163) = 2.27$, $p < .05$) and attractiveness ($\beta = .16$, $t(3,163) = 1.98$, $p = .05$) had moderate impacts

respectively. Only trustworthiness had a large and significant impact on A_b ($\beta=.44$, $t(3,163)= 4.52$, $p<.001$) and PI ($\beta=.43$, $t(3,163)= 4.22$, $p<.001$) while attractiveness and expertise were found to be non-significant (See Figure 6).

Table 3

Contribution of Source Credibility Attributes on A_{ad} , A_b , and PI (N=167)

Factor	Measures	<i>df</i>	<i>F</i>	<i>p</i>	R^2	β
Between-Subjects		(163)				
Attractiveness	A_{ad}	3	53.39	.00**	.496	.16*
Trustworthiness						.45*
Expertise						.18**
Attractiveness	A_b	3	26.75	.00**	.33	
Trustworthiness						.44**
Expertise						
Attractiveness	PI	3	18.68	.00**	.26	
Trustworthiness						.43**
Expertise						

Note: * $p \leq .05$, ** $p < .01$

So, overall, source credibility attributes do exert a firm influence on attitude toward the ad, meaning a source who is found to be attractive, trustworthy, and an expert will generate positive attitudes toward the ad. But these favorable attitudes do not carry over to brand attitude nor purchase intention by all three attributes. Instead when it finally comes to purchasing a product, rural consumers found trustworthiness to be the deciding factor. The pragmatic rural consumer looks for products that have value for money and an endorser who is considered trustworthy aids them in making a positive purchasing decision.

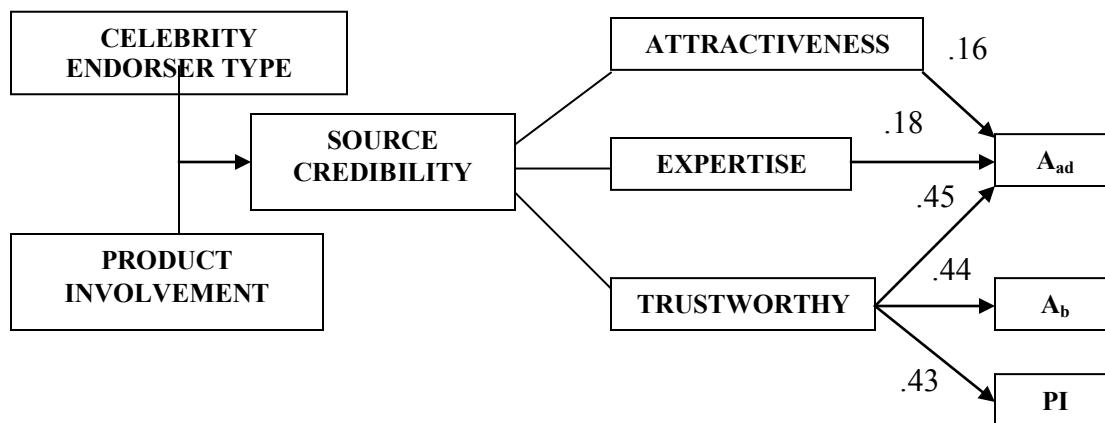


Figure 6. Model showing the impact between source credibility attributes and A_{ad} , A_b , and PI .

CHAPTER VI

DISCUSSION

There has been an unprecedented change in the lifestyles of the Indian rural consumers in terms of monthly income, brand awareness, and consumption. At the same time, celebrity endorsements have become a popular marketing strategy in India and shows no signs of decline. The purpose of this study was to find out which celebrity endorser type—national, regional, or non-celebrity was the most effective in terms of source credibility attributes, attitudes, and purchase intentions for high and low involvement products.

The hypotheses—H₁ and H₂ looked at which celebrity endorser type was the most effective in generating favorable attitudes and purchase intentions. Findings showed that celebrity endorser type had a direct main effect on the dependent variables but the celebrity endorser type that held most promise was the non-celebrity endorsers. They were the most effective followed by national and regional celebrities. In the related findings by Jain et al. (2010) where the sample were urban consumers, national celebrities were more effective than regional and non-celebrities but non-celebrities created more favorable consumer attitudes than regional endorsers. On comparing the findings, the common conclusion was that non-celebrities did better than regional and it is understood that advertisers would have to carefully select their celebrity endorser type depending on whether the target audience is rural or urban.

A probable reason for non-celebrities scoring higher maybe because rural consumers were able to relate better to an endorser who did not have the star power and glamour of a national and regional celebrity. This kind of fame and recognition may

alienate them from the brand's message and subsequent purchasing decisions. Rural consumers saw a non-celebrity endorser as an individual like themselves and probably felt that they shared a common outlook towards life in terms of habits, tradition, and appearance. This assumption aligns with the concept of personal self in the theory of self-categorization (Turner, 1987) which is a cognitive process where people compare the similarities and dissimilarities between themselves and others. To reinforce this probable reason, majority of the subjects did mention that on viewing the commercial, the most important component of the advertisement was the product's features and second came the product benefits. Their reasons being that only if the product features were clearly stated could the product benefits be understood. In contrast, only 6% of the total sample selected 'celebrities' which goes on to show that celebrity endorsers (national and regional) are not prime motivators in the purchasing decisions of rural consumers. With the help of NGOs and the Indian government the upliftment of the rural population is on the rise and a growing disposable income is clearly becoming evident. Even though expense is still one of the driving factors, subjects indicated that product price was not the issue. Their main focus in the decision-making process was whether the product worked for them or not. Specifically, their purchasing choices were motivated by pragmatism and value-for-money i.e., for the money they paid the product should be a solution to their problem. Advertisers have to be careful with rural consumers with respect to advertising claims and product performance, meaning that if the product performance does not match-up to the advertising claims then chances are that rural consumers would be discouraged from buying the brand in the future. Furthermore, convincing them to adopt the product again may end up being a difficult task.

Hypothesis-3 (H₃) was on the interaction effects between celebrity endorser type and product involvement. Based on the Elaboration Likelihood Model (ELM) by Petty and Cacioppo (1981), celebrity endorsers held greater priority in the consumer's minds for low involvement products (peripheral route) since the required degree of cognition on the part of consumers is low compared to high involvement products (central route). Jain et al. (2010) found support for ELM wherein the effectiveness of national celebrities was the highest in low involvement products. On the contrary, the current results indicated that for attitude toward the brand and purchase intention, all three celebrity endorser types were effective in high involvement products than low involvement products. Based on past ELM literature, endorsers were earlier seen as peripheral cues but here, celebrity and non-celebrity endorsers have now become processed with the ad message using the central route.

From a theoretical perspective, an alternative theory apart from the ELM that can help shed light on this finding would be need for cognition. According to the theory, people with a high need for cognition react favorably to sophisticated commercials that are rich in information while those with a low need for cognition are easily influenced by commercials with short messages or attractive sources (Cacioppo, Petty, & Kao, 1984). Keeping this in mind, a possible reason may be that rural consumers have a low need for cognition where product attributes are not as important and instead gravitated towards celebrities. Furthermore, celebrities in high involvement products generated favorable brand attitudes and purchase intentions. Unlike hair oil and food products, buying jewelry and saree are not a very common shopping agenda for rural consumers except during seasonal occasions like festivals and weddings. So, their desire to buy such products may

have been much stronger earlier on, heightening the personal relevancy factor. This gives a reasonable explanation to why celebrities were popular in high rather than low involvement products. For advertisers, this is a cue that even though non-celebrities were the most effective, celebrities (national and regional) are still valuable when used to endorse high involvement products.

For the research questions (RQ₁, RQ₂, and RQ₃), it seems that only the source credibility attributes of trustworthiness and expertise had a significant influence on rural consumer's brand attitude and purchase intention. This makes sense since rural consumers who have a low need for cognition may tend to be more susceptible to a product endorser's trustworthiness and expertise. Furthermore, it may be suggested that trustworthiness and expertise are so deeply embedded in the endorser (celebrity and non-celebrity) that the presence of a causal relationship may also be possible, meaning trustworthiness and expertise are causing the subjects to rate brand attitude and purchase intention differently across celebrity endorser type and product involvement levels. A multiple regression was conducted to explore the influence of source credibility attributes on attitude toward the ad, brand, and purchase intention. All three attributes were important to attitude toward the ad but trustworthiness had the largest impact. For brand attitude and purchase intention, only trustworthiness of the endorser had a significant impact. This means, that an endorser who is considered trustworthy will be able to not only generate favorable ad and brand attitudes but would also lead rural consumers to have positive intentions to purchase the product.

Apart from generating favorable brand attitudes and purchase intentions, non-celebrity endorsers were the most credible in terms of trustworthiness (high and low

involvement) and expertise (low involvement only) followed by national celebrities. However, regional celebrities were considered the experts for high involvement products. On the other hand, regional endorsers were the least popular among the rural sample and generated the least favorable brand attitudes and purchase intentions. A theoretical approach as an answer lies again in the theory of self-categorization (Turner, 1987). Self-categorization explains that people compare themselves to others to see if they are similar in terms of gender, age, occupation, ethnicity, and economic status (Forehand & Deshpandé, 2001). Apart from gender, a further analysis of demographic data like age and marital status may help to explain this finding. Now, the regional celebrity endorsers used in the study for both high and low involvement products were of the younger generation, they were in their mid-20s and were unmarried. On the contrary, majority of the rural sample (49.7%) were housewives who fell between the age groups of 31-35 (18.6%, $n=31$), 36-40 (18.6%, $n=31$), and 41-45 (19.8%, $n=33$). So, to them a young, unmarried celebrity may not be rated high overall in terms of trustworthiness and expertise. On the other hand, national celebrities used in the study were much older than regional endorsers (mid-40s and older), were married and had a family. Because of their public image, encompassing their age and marital status, national celebrities fit the profile of an endorser who rural consumers would consider trustworthy and an expert on products like jewelry, saree, hair oil, and food products. So, similarities in self-categorization variables (gender, age, and marital status) may be a probable reason why national celebrities generated more positive brand attitudes and purchase intentions than regional endorsers. As a note, even though non-celebrities were young, they were depicted in roles or occupations that rural consumers would find believable and could

relate to such as a bride, housewife, and school teacher. In addition, non-celebrities took it to the next level by being genuinely normal people, thus increasing their credibility.

Advertisers should take notice of this fact because as the literature states, celebrity endorsement is a popular marketing strategy being employed in India where celebrities are paid handsomely for their brand endorsement deals. But when it comes to rural consumers, contrary to popular belief, advertisers would have to use specialized rather than standardized advertising strategies. From the findings, rural consumers have shattered the prior beliefs of advertisers and have shown that they have access to media, are sophisticated and have high brand awareness. Advertisers can financially save themselves by using non-celebrities to endorse their products rather than expensive national or regional celebrities. Advantages of this approach being that non-celebrities— are generally found to be more credible except as experts of high involvement products, help to form positive brand attitudes and purchase intentions in rural consumers, charge way less fees compared to national and regional celebrities, and finally, higher chances of return on investment (ROI). If advertisers do decide on using national and regional celebrity endorsers then they should use them in high involvement products. Advertisers must also refrain from banking on celebrity status or just a non-celebrity endorser as the sole motivator of increasing positive brand attitudes and purchase intentions. The above-mentioned advantages can be achieved if advertisers carefully select the appropriate combination of non-celebrity endorser (who is rated high on trustworthiness and expertise) and product involvement type.

CHAPTER VII

LIMITATIONS AND FUTURE RESEARCH

There are a couple of limitations found in the study. For the scale measuring attractiveness, a comparatively low Cronbach's alpha was initially found and the item sexy/not sexy was eventually removed in order to increase reliability. On conducting frequencies, it was found that majority of the subjects rated the items of attractiveness between 4 and 7 except for sexy/not sexy. A possible reason for this low reliability may be due to the inconsistent responses from the subjects which can be attributed to their conservative nature. To them, measuring the degree of sexiness of a celebrity may be deemed as inappropriate since the concept of being sexy, especially for a woman, has negative connotations in an orthodox society and is thus considered taboo. Also, the celebrity endorsers in the commercials were traditional, conservatively dressed, and had no past history of public misgivings. So, asking the subjects to rate the celebrities in terms of sexiness may have given rise to contradicting scores. In retrospect, this limitation would not influence the findings in any way since attractiveness was found to be non-significant.

A second limitation of the study was the familiarity of non-celebrities. After the experiment was conducted, some of the subjects in group 3 and 6 who were exposed to non-celebrities in high and low involvement products did mention that they were familiar with the non-celebrities in the commercials. When questioned, they revealed that due to ad repetition their familiarity with the endorser's face was heightened to a small extent. But it is important to note that as per the definition stated in the literature, a non-celebrity does not enjoy the recognition and star power compared to national and regional

celebrities. In support, subjects indicated that they have seen the endorsers only in those commercials used in the experiment, thus indicating limited exposure of the non-celebrity in terms of number of brand endorsements and not to forget, the commercials were aired for a brief period of time. Subjects also mentioned that apart from being familiar they knew nothing more about them. So, it is safe to say that non-celebrities do not qualify as actual celebrities just because they are a familiar face.

A third limitation of the study was that only rural women from the state of Kerala were selected for the study. As mentioned earlier, each state of India is diverse with its very own language, culture, and traditions. Researchers should replicate the current study in different states or regions to see if similar findings can be achieved or not. In terms of gender, a fourth limitation was that only rural women were taken as the sample of study but substantial reasons for this specific gender selection were provided earlier. Future research should test and see if the findings of the current study remain consistent in terms of gender, i.e., with a representative rural male population. It would be interesting to see if the influence of source credibility attributes of celebrity and non-celebrity endorsers on attitudes and purchase intentions vary for rural men as compared to rural women. Also, in terms of the stimuli, celebrity endorser types were all women since a rural, female population was selected. The effects of male and female celebrity endorsers on—rural men and women may be possible directions for future research. Based on the contradictory findings of the ELM model, a final area of research would be to delve further into identifying external factors and testing why celebrity endorser type gained precedence for high involvement products in the minds of the rural consumers.

APPENDIX A

IRB APPLICATION FORM

Goals: This study is to determine the impact of national and regional celebrities in high and low involvement product categories on the attitudes, recall, and behavior of Indian rural consumers.

Protocol: A 3 (national celebrity vs. regional celebrity vs. non-celebrity) x 2 (low involvement vs. high involvement) between-subjects factorial design will be employed for testing the hypotheses and answering the research questions. Thirty volunteers will be randomly assigned to one of the six groups bringing the total sample size (N) to 180. For recruitment purposes, the researcher will attend the weekly meetings of the members of the *Kudumbashree Mission*, a nonprofit organization in Kerala, South India and will recruit subjects for each experimental group. The researcher would first clarify to see if the members for that specific meeting satisfy the parameters that would qualify them as rural and only then will the experiment be executed. In the unlikely case of having less number of subjects in a group due to poor showing at the weekly meeting, the researcher would continue with the experiment with the existing group and then attend weekly meetings at various other venues in the state. This way the target number of subjects will be obtained for each group and will also prevent the same subjects from taking part in the experiment. For high involvement products: group (1) will be exposed to commercials with national celebrities (e.g. Sridevi and Parvathy Omanakuttan), group (2) will be exposed to commercials with regional celebrities (e.g. Meera Jasmine and Roma Asrani), and group (3) will be exposed to commercials with non-celebrities. For low involvement products: group (4) will be exposed to commercials with national celebrities (e.g. Usha Uthup and Bhanupriya), group (5) will be exposed to commercials with regional celebrities (e.g. Samyuktha Varma and Praveena), and group (6) will be exposed to commercials with non-celebrities. The commercials for the brands were aired on national and state television and will be downloaded from YouTube and embedded in a five-minute video clip regarding the *Kudumbashree Mission*. After the video has been completed, the subjects will receive a questionnaire written in the state language Malayalam with questions regarding the video clip and the embedded commercials. Once the experiment is completed, the researcher would then conduct a debriefing session with the rural consumers regarding the objective of the study. This would enable the researcher to get the subject's feedback on the experiment, the stimuli used and the general perception of national and regional celebrities in commercials. At the end of the session, the researcher would thank them for their participation and dismiss the group. The entire experiment will take approximately thirty minutes to complete.

Benefits: There are no direct benefits for participating in this study, but as a volunteer the subjects will be treated to some refreshments for their participation.

Risks: There are no risks for participating in the study since it is believed that the video clip, commercials or the questionnaire will not cause the subjects any mental or physical discomfort. The commercials used in the documentary portray typical consumer products and that too in a positive light. No incriminating or offensive content will be used thus preventing any discomfort and protecting the self-esteem of the subjects.

Informed Consent: (Attached)

INFORMED CONSENT

1. **Purpose:** Your participation in this study is voluntary, but highly-valued, as it will help us determine the attitudes and behavior of Indian consumers.
2. **Description of study:** You will be randomly assigned to one of four groups and will be shown a video clip of the *Kudumbashree Mission*. The clip will be approx. 5 minutes in length. At the end of the clip, you will be provided with a questionnaire and the entire process from beginning to end will take 30 minutes to complete.
3. **Confidentiality:** All responses will be anonymous and confidential. Results will be reported in aggregate. You will be provided with the consent to participate form. Please read the form carefully and sign if you agree to what you have read. The forms kept on file by the principal researcher will not be associated with the anonymous questionnaire you fill out. Therefore, your confidentiality and anonymity will be ensured.
4. **Benefits:** As a volunteer participant in this study, you will receive refreshments. You will not be penalized if you choose not to participate and may withdraw at any time during the course of the experiment.
5. **Risks:** There are no risks for participating in the study since it is believed that neither the video clip nor the questionnaire will cause you any mental or physical discomfort.
6. **Participant's assurance:** Participation in this project is completely voluntary, and participants may withdraw from this study at any time without penalty, prejudice, or loss of benefits. On completion of the experiment, if you have any questions or would like a debriefing of the study regarding its' intent, please feel free to contact the principal researcher, Sidharth Muralidharan by email at sidharth.muralidharan@eagles.usm.edu or by phone at (337) 255-8772 or +91-466-2245575. This project has been reviewed by the Human Subjects Protection Review Committee, which ensures that research projects involving human subjects follow federal regulations. Any questions or concerns about rights as a research subject should be directed to the chair of the Institutional Review Board, The University of Southern Mississippi, 118 College Drive #5147, Hattiesburg, MS 39406-0001, USA. Ph: (601) 266-6820.

Please read the entire consent form and sign and date below if you agree. Also, please print your name legibly.

I attest that I am 18 years of age and understand that my responses are confidential and anonymous, and will not be traced in any way. I acknowledge that I have been informed of and understand the nature and purpose of this study, and I freely consent to participate.

Signature: _____

Date: _____

Name: _____

IRB APPROVAL LETTER



THE UNIVERSITY OF SOUTHERN MISSISSIPPI

Institutional Review Board

118 College Drive #5147
 Hattiesburg, MS 39406-0001
 Tel: 601.266.6820
 Fax: 601.266.5509
 www.usm.edu/irb

**HUMAN SUBJECTS PROTECTION REVIEW COMMITTEE
 NOTICE OF COMMITTEE ACTION**

The project has been reviewed by The University of Southern Mississippi Human Subjects Protection Review Committee in accordance with Federal Drug Administration regulations (21 CFR 26, 111), Department of Health and Human Services (45 CFR Part 46), and university guidelines to ensure adherence to the following criteria:

- The risks to subjects are minimized.
- The risks to subjects are reasonable in relation to the anticipated benefits.
- The selection of subjects is equitable.
- Informed consent is adequate and appropriately documented.
- Where appropriate, the research plan makes adequate provisions for monitoring the data collected to ensure the safety of the subjects.
- Where appropriate, there are adequate provisions to protect the privacy of subjects and to maintain the confidentiality of all data.
- Appropriate additional safeguards have been included to protect vulnerable subjects.
- Any unanticipated, serious, or continuing problems encountered regarding risks to subjects must be reported immediately, but not later than 10 days following the event. This should be reported to the IRB Office via the "Adverse Effect Report Form".
- If approved, the maximum period of approval is limited to twelve months. Projects that exceed this period must submit an application for renewal or continuation.

PROTOCOL NUMBER: **11041101**

PROJECT TITLE: **Impact of National and Regional Celebrities on the Attitudes and Purchase Intentions of Indian Rural Women**

PROPOSED PROJECT DATES: **05/08/2011 to 05/08/2012**

PROJECT TYPE: **Dissertation**

PRINCIPAL INVESTIGATORS: **Sidharth Muralidharan**

COLLEGE/DIVISION: **College of Arts & Letters**

DEPARTMENT: **Mass Communication & Journalism**

FUNDING AGENCY: **N/A**

HSPRC COMMITTEE ACTION: **Expedited Review Approval**

PERIOD OF APPROVAL: **05/02/2011 to 05/01/2012**

Lawrence A. Hosman

 Lawrence A. Hosman, Ph.D.
 HSPRC Chair

5-5-2011

 Date

APPENDIX B
SAMPLE QUESTIONNAIRE

1) Please name the brand in the commercial belonging to the product category 'jewelry'.

A) Bhima Gold

B) Malabar

C) Alukkas

2) Are you familiar with the advertised brand?

A) Yes

B) No

3) Do you find the advertisement for 'jewelry':

Bad	1	2	3	4	5	6	7	Good
Unenjoyable	1	2	3	4	5	6	7	Enjoyable
Unfavorable	1	2	3	4	5	6	7	Favorable
Not fond of	1	2	3	4	5	6	7	Fond of
Dislike very much	1	2	3	4	5	6	7	Like very much
Irritating	1	2	3	4	5	6	7	Not irritating
Not well made	1	2	3	4	5	6	7	Well made
Insulting	1	2	3	4	5	6	7	Not insulting

4) Do you find the brand *Alukkas*:

Positive	1	2	3	4	5	6	7	Negative
Good	1	2	3	4	5	6	7	Bad
Favorable	1	2	3	4	5	6	7	Unfavorable

5) If you have the money would you buy the advertised brand of *Alukkas*?

Unlikely	1	2	3	4	5	6	7	Likely
Improbable	1	2	3	4	5	6	7	Probable
Impossible	1	2	3	4	5	6	7	Possible

6) Do you find the celebrity in the commercial for *Alukkas*:

Unattractive	1	2	3	4	5	6	7	Attractive
Not classy	1	2	3	4	5	6	7	Classy
Plain	1	2	3	4	5	6	7	Elegant
Not sexy	1	2	3	4	5	6	7	Sexy
Ugly	1	2	3	4	5	6	7	Beautiful

7) Do you find the celebrity in the commercial for *Alukkas*:

Undependable	1	2	3	4	5	6	7	Dependable
Dishonest	1	2	3	4	5	6	7	Honest
Unreliable	1	2	3	4	5	6	7	Reliable
Insincere	1	2	3	4	5	6	7	Sincere
Untrustworthy	1	2	3	4	5	6	7	Trustworthy

8) Do you find the celebrity in the commercial for *Alukkas*:

Expert	1	2	3	4	5	6	7	Not an expert
Experienced	1	2	3	4	5	6	7	Inexperienced
Knowledgeable	1	2	3	4	5	6	7	Unknowledgeable
Qualified	1	2	3	4	5	6	7	Unqualified

Skilled 1 2 3 4 5 6 7 Unskilled

9) A consumer such as yourself will find the advertised product category of jewelry:

Important	1	2	3	4	5	6	7	Unimportant
Boring	1	2	3	4	5	6	7	Interesting
Relevant	1	2	3	4	5	6	7	Irrelevant
Exciting	1	2	3	4	5	6	7	Unexciting
Means nothing	1	2	3	4	5	6	7	Means a lot
Appealing	1	2	3	4	5	6	7	Unappealing
Fascinating	1	2	3	4	5	6	7	Mundane
Worthless	1	2	3	4	5	6	7	Valuable
Involving	1	2	3	4	5	6	7	Uninvolving
Not needed	1	2	3	4	5	6	7	Needed

10) Are you familiar with the celebrity in the commercial for *Alukkas*?

A) Yes

B) No

11) Do you like the celebrity in the commercial for *Alukkas*?

A) Yes

B) No

12) Please name the brand in the commercial belonging to the product category 'saree'?

A) Chennai Silks

B) Kalyan Silks

C) Pothys

13) Are you familiar with the advertised brand?

A) Yes

B) No

14) Do you find the advertisement for 'saree':

Bad	1	2	3	4	5	6	7	Good
Unenjoyable	1	2	3	4	5	6	7	Enjoyable
Unfavorable	1	2	3	4	5	6	7	Favorable
Not fond of	1	2	3	4	5	6	7	Fond of
Dislike very much	1	2	3	4	5	6	7	Like very much
Irritating	1	2	3	4	5	6	7	Not irritating
Not well made	1	2	3	4	5	6	7	Well made
Insulting	1	2	3	4	5	6	7	Not insulting

15) Do you find the brand *Kalyan Sarees*:

Positive	1	2	3	4	5	6	7	Negative
Good	1	2	3	4	5	6	7	Bad
Favorable	1	2	3	4	5	6	7	Unfavorable

16) If you have the money would you buy the advertised brand of *Kalyan Sarees*?

Unlikely	1	2	3	4	5	6	7	Likely
Improbable	1	2	3	4	5	6	7	Probable
Impossible	1	2	3	4	5	6	7	Possible

17) Do you find the celebrity in the commercial for *Kalyan Sarees*:

Unattractive	1	2	3	4	5	6	7	Attractive
Not classy	1	2	3	4	5	6	7	Classy
Plain	1	2	3	4	5	6	7	Elegant
Not sexy	1	2	3	4	5	6	7	Sexy
Ugly	1	2	3	4	5	6	7	Beautiful

18) Do you find the celebrity in the commercial for *Kalyan Sarees*:

Undependable	1	2	3	4	5	6	7	Dependable
Dishonest	1	2	3	4	5	6	7	Honest
Unreliable	1	2	3	4	5	6	7	Reliable
Insincere	1	2	3	4	5	6	7	Sincere
Untrustworthy	1	2	3	4	5	6	7	Trustworthy

19) Do you find the celebrity in the commercial for *Kalyan Sarees*:

Expert	1	2	3	4	5	6	7	Not an expert
Experienced	1	2	3	4	5	6	7	Inexperienced
Knowledgeable	1	2	3	4	5	6	7	Unknowledgeable
Qualified	1	2	3	4	5	6	7	Unqualified
Skilled	1	2	3	4	5	6	7	Unskilled

20) A consumer such as yourself will find the advertised product category of saree:

Important	1	2	3	4	5	6	7	Unimportant
Boring	1	2	3	4	5	6	7	Interesting

Relevant	1	2	3	4	5	6	7	Irrelevant
Exciting	1	2	3	4	5	6	7	Unexciting
Means nothing	1	2	3	4	5	6	7	Means a lot
Appealing	1	2	3	4	5	6	7	Unappealing
Fascinating	1	2	3	4	5	6	7	Mundane
Worthless	1	2	3	4	5	6	7	Valuable
Involving	1	2	3	4	5	6	7	Uninvolving
Not needed	1	2	3	4	5	6	7	Needed

21) Are you familiar with the celebrity in the commercial for *Kalyan Sarees*?

A) Yes

B) No

22) Do you like the celebrity in the commercial for *Kalyan Sarees*?

A) Yes

B) No

23) Your age is _____

24) Your occupation is: _____

25) Your daily wages is: _____

26) What type of mass medium do you consume daily?

A) Newspapers

B) Magazines

C) Radio

D) Television

- E) Film
 - F) Other _____
- 27) Do you have a television at home?
- A) Yes
 - B) No
- 27a) If NO, where do you go to watch your daily shows?
- A) Neighbor's House
 - B) Friend's House
 - C) Nearby Shops
 - D) At Workplace
 - E) Other _____
- 28) How many hours of TV do you watch in a day? _____.
- 29) What kinds of TV programs do you usually like watching?
- A) Serial Shows
 - B) Movies
 - C) News
 - D) Religious Programs
 - E) Cookery Shows
 - F) Music Programs
 - G) Reality Shows
 - H) Other _____
- 30) Are household purchasing decisions made by you alone?
- A) Yes

B) No

30a) If no, who else helps you in this task?

A) Husband

B) Children

C) Parents

D) Friends

E) Relatives

F) Other _____

31) Which source do you find most useful in creating awareness and knowledge of brands?

A) Commercials

B) Billboards

C) Wall paintings

D) Print ads

E) Radio ads

F) Celebrities

G) Co-workers

H) Friends

I) Authority figures (e.g. boss, government official, priest)

J) Societies (e.g. Kudumbashree)

K) Other _____

32) In the commercials you just saw for what component is most important to you?

A) Product attributes

- B) Benefits from using the product
- C) Price
- D) Celebrities
- E) Brand name
- F) Other _____

APPENDIX C

SAMPLE TRANSLATED QUESTIONNAIRE

1) പരസ്യത്തിൽ കൃത്യമായ ആഭരണങ്ങൾ നിങ്ങൾക്ക് ഏത് സ്താപനത്തിന്റെതാണ് എന്ന് തിരിച്ചറിയുവാൻ പറ്റുമോ?

- A) ഭീമാഗോൾഡ്
- B) മലബാർ ഗോൾഡ്
- C) ആലുക്കാസ്

2) ആലുക്കാസ് എന്ന സ്ഥാപനത്തിന്റെ പേര് നേരത്തെ അറിയുമോ?

- A) ഉവ്വ
- B) ഇല്ല

3) ഈ ആഭരണങ്ങളുടെ പരസ്യം ഏത് തരത്തിൽ പെടുന്നു?

മോശം	1	2	3	4	5	6	7	നല്ലത്
അസ്വാദിക്കാത്തത്	1	2	3	4	5	6	7	ആസ്വാദിക്കുന്നു.
അനുകൂലമല്ലാത്തത്	1	2	3	4	5	6	7	അനുകൂലമായ
ഇഷ്ടമല്ലാത്ത	1	2	3	4	5	6	7	ഇഷ്ടമുള്ള
തീരെ ഇഷ്ടമില്ല	1	2	3	4	5	6	7	വളരെയധികം ഇഷ്ടം
ശല്യപ്പെടുത്തുന്നു	1	2	3	4	5	6	7	ശല്യപ്പെടുത്താത്ത
നന്നായിച്ചെയ്യാത്ത	1	2	3	4	5	6	7	നന്നായി ചെയ്തത്
അപമാനകരമായ	1	2	3	4	5	6	7	അപമാനകരമല്ലാത്ത

4) ആലുക്കാസ് എന്ന സ്ഥാപനത്തിനെ കുറിച്ച് നിങ്ങളുടെ അഭിപ്രായം?

സംശയം	1	2	3	4	5	6	7	നിസംശയം
ചീത്ത	1	2	3	4	5	6	7	നല്ലത്
പ്രതികൂലം	1	2	3	4	5	6	7	അനുകൂലം

5) നിങ്ങളുടെ ധനസ്ഥിതി അനുവദിക്കുന്നതിൽ ആഭരണങ്ങൾ വാങ്ങിക്കുമോ?

അസംഭവ്യ	1	2	3	4	5	6	7	സംഭവ്യ
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ഉ ാവാനിടയില്ലാത്ത	1	2	3	4	5	6	7	ഉ ാവാനിടയാവുന്ന
ആസാധ്യം	1	2	3	4	5	6	7	സാധ്യം

6) ആലുക്കാസ് പരസ്യത്തിൽ ക നടി ശ്രീദേവി നിങ്ങളെ ഏതു തരത്തിൽ ആണ് സ്വാധീനിക്കുന്നത്?

ആകർഷണീയമല്ല	1	2	3	4	5	6	7	ആകർഷണീയമായ
മികച്ച തല്ലാത്ത	1	2	3	4	5	6	7	മികച്ചത്
സാധാരണത്തെ	1	2	3	4	5	6	7	രമണീയം
ലൈംഗികത്വം	1	2	3	4	5	6	7	ലൈംഗികത്വം
ഇല്ലാത്ത								ഏറെയുള്ള
ഭംഗിയില്ലാത്ത	1	2	3	4	5	6	7	ഭംഗിയുള്ള

7) ആലുക്കാസ് പരസ്യത്തിൽ ക നടി ശ്രീദേവി നിങ്ങളെ ഏത് തരത്തിൽ ആണ് സ്വാധീനിക്കുന്നത്?

ആശ്രയിക്കാൻപറ്റാത്ത	1	2	3	4	5	6	7	ആശ്രയിക്കാവുന്ന
സത്യസന്ധമല്ലാത്ത	1	2	3	4	5	6	7	സത്യസന്ധമായ
അവിശ്വസ്യമായ	1	2	3	4	5	6	7	വിശ്വാസമായ
ആത്മാർത്ഥ മല്ലാത്ത	1	2	3	4	5	6	7	ആത്മാർത്ഥമായ
വിശ്വസിക്കാൻ								
അർഹതയില്ലാത്തത്	1	2	3	4	5	6	7	വിശ്വസിക്കാൻ
അർഹതയുള്ളത്								

8) ആലുക്കാസ് പരസ്യത്തിൽ ക നടി ശ്രീദേവി നിങ്ങളെ ഏത് തരത്തിൽ ആണ് സ്വാധീനിക്കുന്നത്?

വിദഗ്ദ്ധ മല്ലാത്ത	1	2	3	4	5	6	7	വിദഗ്ദർ
പരിചയ സമ്പന്ന	1	2	3	4	5	6	7	പരിചയ സമ്പന്നമായ
മല്ലാത്ത								
അറിവ് നൽകാത്ത	1	2	3	4	5	6	7	അറിവ് നൽകുന്ന
യോഗ്യതയില്ലാത്ത	1	2	3	4	5	6	7	യോഗ്യത നേടിയ

വൈദക്യമില്ലാത്ത 1 2 3 4 5 6 7 വൈദക്യമുള്ള

9) നിങ്ങളെപ്പോലെ ഒരു ഉപഭോക്താവ് ഈ ആഭരണത്തിനെ ഏങ്ങനെ കാണുന്നു?

അപ്രധാനമായ	1	2	3	4	5	6	7	പ്രധാനപ്പെട്ട
കടുപ്പാക്കുന്ന	1	2	3	4	5	6	7	താല്പര്യമുള്ള
അനുചിതമായ	1	2	3	4	5	6	7	ഉചിതമായ
ഉത്തേജിപ്പിക്കാത്തത്	1	2	3	4	5	6	7	ഉത്തേജിപ്പിക്കുന്നത്
കാര്യമല്ലാത്ത	1	2	3	4	5	6	7	കാര്യമുള്ളതായ
കാണാനിമ്പമില്ലാത്ത	1	2	3	4	5	6	7	കാണാമിമ്പമുള്ളത്
ലൗകികമായ	1	2	3	4	5	6	7	മോഹിപ്പിക്കുന്ന
വിലകെട്ടത്	1	2	3	4	5	6	7	വില പിടിച്ചത്
മുഴുകാത്ത	1	2	3	4	5	6	7	മുഴുകുന്ന
ആവിശ്യമില്ലാത്ത	1	2	3	4	5	6	7	ആവിശ്യമുള്ള

10) ആലുക്കാസ് പരസ്യത്തിലെ നടീ ശ്രീദേവി പരിചിതയാണോ?

- A) ആണ്
- B) അല്ല

11) ആലുക്കാസ് പരസ്യത്തിലെ നടീശ്രീദേവി നിങ്ങൾക്ക് ഇഷ്ടമാണോ?

- A) ആണ്
- B) അല്ല

12) പരസ്യത്തിൽ ക സാരി നിങ്ങൾക്ക് ഏത് സ്താപനത്തിന്റേ താണ് എന്ന് തിരിച്ചറിയുവാൻ പറ്റുമോ?

- A) ചെന്നൈ സിൽകസ്
- B) കല്യാൺ സിൽകസ്
- C) പോതീസ് സിൽക്സ്

13) കല്യാൺ എന്ന സ്ഥാപനത്തിന്റെ പേര് നേരത്തെ അറിയുമോ?

- A) ഉ

B) ഇല്ല

14) ഈ സാരിയുടെ പരസ്യം ഏത് തരത്തിൽ പെടുന്നു?

മോശം	1	2	3	4	5	6	7	നല്ലത്
ആസ്വാദിക്കാത്തമായ	1	2	3	4	5	6	7	അസ്വാദിക്കുന്നു
അനുകൂല മല്ലാത്തത്	1	2	3	4	5	6	7	അനുകൂലമായ
ഇഷ്ടമില്ലാത്ത	1	2	3	4	5	6	7	ഇഷ്ടമുള്ള
തീരെ ഇഷ്ടമില്ല	1	2	3	4	5	6	7	വളരെ അധികം ഇഷ്ടം
ശല്യപ്പെടുത്തുന്നു	1	2	3	4	5	6	7	ശല്യപ്പെടുത്താത്തത്
നന്നായി ചെയ്യാത്ത	1	2	3	4	5	6	7	നന്നായി ചെയ്തത്
അപമാനകരമായ	1	2	3	4	5	6	7	അപമാനകരമല്ലാത്ത

15) കല്ലാൺ സാരീസ് എന്ന സ്ഥാപനത്തിനെ കുറിച്ച് നിങ്ങളുടെ അഭിപ്രായം?

സംശയം	1	2	3	4	5	6	7	നിസംശയം
ചീത്ത	1	2	3	4	5	6	7	നല്ലത്
പ്രതികൂലം	1	2	3	4	5	6	7	അനുകൂലം

16) നിങ്ങളുടെ ധന സ്ഥിതി അനുവദിക്കുന്നെങ്കിൽ സാരി വാങ്ങിക്കുമോ?

അസംഭവ്യം	1	2	3	4	5	6	7	സംഭവ്യം
ഉ വാനിടയില്ലാത്ത	1	2	3	4	5	6	7	ഉ വാനിടയാവുന്ന
അസാധ്യം	1	2	3	4	5	6	7	സാധ്യം

17) കല്ലാൺ സാരീസ് പരസ്യത്തിൽ ക നടി പാർവ്വതി ഓമനക്കൂട്ടൻ നിങ്ങളെ ഏതു തരത്തിൽ ആണ് സ്വാധീനിക്കുന്നത്?

ആകർഷണീയമല്ല	1	2	3	4	5	6	7	ആകർഷണീയമായ
മികച്ച തല്ലാത	1	2	3	4	5	6	7	മികച്ചത്
സാധാരണത്തെ	1	2	3	4	5	6	7	രമണീയം
ലൈംഗികത്വം								ലൈംഗികത്വ
ഇല്ലാത്ത	1	2	3	4	5	6	7	മേറേയുള്ളത്
ഭംഗിയില്ലാത്ത	1	2	3	4	5	6	7	ഭംഗിയുള്ള

18) കല്ലയാൺ സാരീസ് പരസ്യത്തിൽ ക നടി പാർവ്വതി ഓമനക്കൂട്ടൻ നിങ്ങളെ ഏത് തരത്തിൽ ആണ് സ്വാധീനിക്കുന്നത്?

ആശ്രയിക്കാൻ

പറ്റാത്ത 1 2 3 4 5 6 7 ആശ്രയിക്കാവുന്ന

സത്യസന്ധ

മല്ലാത്ത 1 2 3 4 5 6 7 സത്യസന്ധമായ

അവിശ്വസ്യമായ 1 2 3 4 5 6 7 വിശ്വാസമായ

ആത്മാർത്ഥ

മല്ലാത്ത 1 2 3 4 5 6 7 ആത്മാർത്ഥമായ

വിശ്വസിക്കാൻ

അർഹതയില്ലാത്തത് 1 2 3 4 5 6 7 വിശ്വസിക്കാൻ

അർഹതയുള്ളത്

19) കല്ലയാൺസാരീസ് പരസ്യത്തിൽ ക നടി പാർവ്വതി ഓമനക്കൂട്ടൻ നിങ്ങളെ ഏത് തരത്തിൽ ആണ് സ്വാധീനിക്കുന്നത്?

വിദഗ്ദ മല്ലാത്ത 1 2 3 4 5 6 7 വിദഗ്ദർ

പരിചയ സമ്പന്ന

മല്ലാത്ത 1 2 3 4 5 6 7 പരിചയ സമ്പന്നമായ

അറിവ് നൽകാത്ത 1 2 3 4 5 6 7 അറിവ് നൽകുന്ന

യോഗ്യതയില്ലാത്ത 1 2 3 4 5 6 7 യോഗ്യത നേടിയ

വൈദഗ്ദ്ധ്യമില്ലാത്ത 1 2 3 4 5 6 7 വൈദഗ്ദ്ധ്യമുള്ള

20) നിങ്ങളെപ്പോലെ ഒരു ഉപഭോക്താവ് ഈ സാരികളെ ഏങ്ങനെ കാണുന്നു?

അപ്രധാനമായ 1 2 3 4 5 6 7 പ്രധാനപ്പെട്ട

കടുപ്പാക്കുന്ന 1 2 3 4 5 6 7 താല്പര്യമുള്ള

അനുചിതമായ 1 2 3 4 5 6 7 ഉചിതമായ

ഉത്തേജിപ്പിക്കാത്തത് 1 2 3 4 5 6 7 ഉത്തേജിപ്പിക്കുന്നത്

കാര്യമല്ലാത്ത 1 2 3 4 5 6 7 കാര്യമുള്ളതായ

കാണാനിമ്പമില്ലാത്ത	1	2	3	4	5	6	7	കാണാമിമ്പമുള്ളത്
ലൗകികമായ	1	2	3	4	5	6	7	മോഹിപ്പിക്കുന്ന
വിലകെട്ട	1	2	3	4	5	6	7	വില പിടിച്ച
മുഴുകാത്ത	1	2	3	4	5	6	7	മുഴുകുന്ന
ആവിശ്യമില്ലാത്ത	1	2	3	4	5	6	7	ആവിശ്യമുള്ള

21) കല്ല്യാൺ സാരീസ് പരസ്യത്തിലെ നടി പാർവ്വതി ഓമനക്കുട്ടൻ പരിചിതയാണോ?

A) ആണ്

B) അല്ല

22) കല്ല്യാൺ സാരീസ് പരസ്യത്തിലെ നടി പാർവ്വതി ഓമന കുട്ടൻനിങ്ങൾക്ക് ഇഷ്ടമാണോ?

A) ആണ്

B) അല്ല

23) നിങ്ങളുടെ വയസ്സ്? _____

24) നിങ്ങളുടെ തൊഴിൽ? _____

25) നിങ്ങളുടെ ദിവസ വേദനം? _____

26) നിങ്ങൾ കൂടുതൽ ഉപയോഗിക്കുന്ന മാധ്യമം?

A) ന്യൂസ്പേപ്പർ

B) മാസികകൾ

C) റോഡിയോ

D) ടി.വി.

E) സിനിമ

F) മറ്റുള്ളവ _____

27) നിങ്ങൾക്ക് സ്വന്തമായി ടി.വിയുണ്ടോ?

A) ഉണ്ട്

B) ഇല്ല

27a) ഇല്ലെങ്കിൽ നിങ്ങൾ പോയി ടി.വി. കാണുന്ന സ്ഥലം?

- A) അടുത്ത വീടുകൾ
- B) സുഹൃത്തുക്കളുടെ വീടുകൾ
- C) അടുത്തുള്ള കടകൾ
- D) ജോലി സ്ഥലങ്ങൾ
- E) മറ്റു സ്ഥലങ്ങൾ _____

28) നിങ്ങൾ ഒരു ദിവസം എത്ര മണിക്കൂർ ടി.വി. കാണും? _____

29) നിങ്ങൾ സാധാരണയായി കൂടുതൽ കാണുന്ന ടി.വി. പ്രോഗ്രാം?

- A) സീരിയലുകൾ
- B) സിനിമകൾ
- C) വാർത്തകൾ
- D) മതപരമായ പരിപാടികൾ
- E) പാചകം
- F) സംഗീത പരിപാടികൾ
- G) റിയാലിറ്റി ഷോം
- H) മറ്റുള്ളവ _____

30) വീട്ടവശ്യത്തിനുള്ള സാധനങ്ങൾ വാങ്ങാനുള്ള തീരുമാനം നിങ്ങൾ തനിച്ചാണോ എടുക്കുന്നത്?

- A) അതെ
- B) അല്ല

30a) അല്ലെങ്കിൽ പിന്നെ നിങ്ങളെ സഹായിക്കുന്നതാര്?

- A) ഭർത്താവ്
- B) കുട്ടികൾ

- C) മാതാപിതാക്കൾ
- D) കുട്ടുകാർ
- E) ബന്ധുക്കൾ
- F) മറ്റുള്ളവർ _____

31) ഉൽപന്നങ്ങളെ കുറിച്ച് നിങ്ങൾക്ക് അറിവും കൂടുതൽ വിവരവും കിട്ടുന്നവഴി?

- A) പരസ്യങ്ങൾ
- B) വലിയ പോസ്റ്ററുകൾ
- C) ചുമരുകൾ
- D) ലഘു രേഖകൾ
- E) റേഡിയോ പരസ്യങ്ങൾ
- F) മലയാളി നടി നടൻമാർ
- G) സഹപ്രവർത്തനകരിൽ നിന്ന്
- H) സുഹൃത്തുക്കൾ
- I) അധികാരി (ഉദ: മുതലാളി, ഗവർണ്മെന്റ് ഉദ്യോഗസ്ഥർ)
- J) സമൂഹങ്ങൾ (ഉദ:കുടുംബശ്രീ)
- K) മറ്റുള്ളവ _____

32) നിങ്ങൾ ക പരസ്യത്തിൽ ഏതു ഘടകമാണ് ഏറ്റവും ആകർഷിക്കുന്നത്?

- A) ഉല്പന്നത്തിന്റെ ഗുണങ്ങൾ
- B) ഉല്പന്നങ്ങൾ ഉപയോഗിക്കുന്നതു കൊ ുള്ള നേട്ടങ്ങൾ
- C) വില
- D) നടനടൻ മാർ
- E) പ്രസ്ഥാനത്തിന്റെ പേര്
- F) പാശ്ചാത്തല സംഗീത

G) മറ്റുള്ളവ _____

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