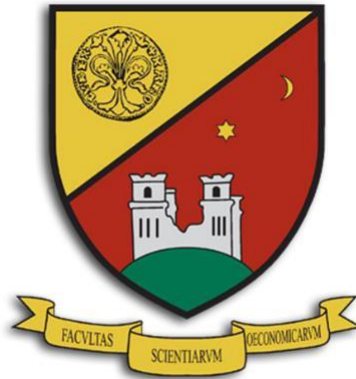


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SZELEBEK TÁMOGATÁSA ÉS FOGYASZTÓI MAGATARTÁS

CELEBRITY ENDORSEMENT AND CONSUMER BEHAVIOUR

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1. Introduction

The introductory chapter of this thesis covers the review of the study subject i.e. effect of celebrity endorsements on the buying behavior of the consumers. Various objectives and questions are to be detailed later while covering the factors responsible for consumer decision making as well as the role played by celebrities in changing the attitude or preference of the consumers.

The model that I used to reflect on my topic can be drawn as follows:

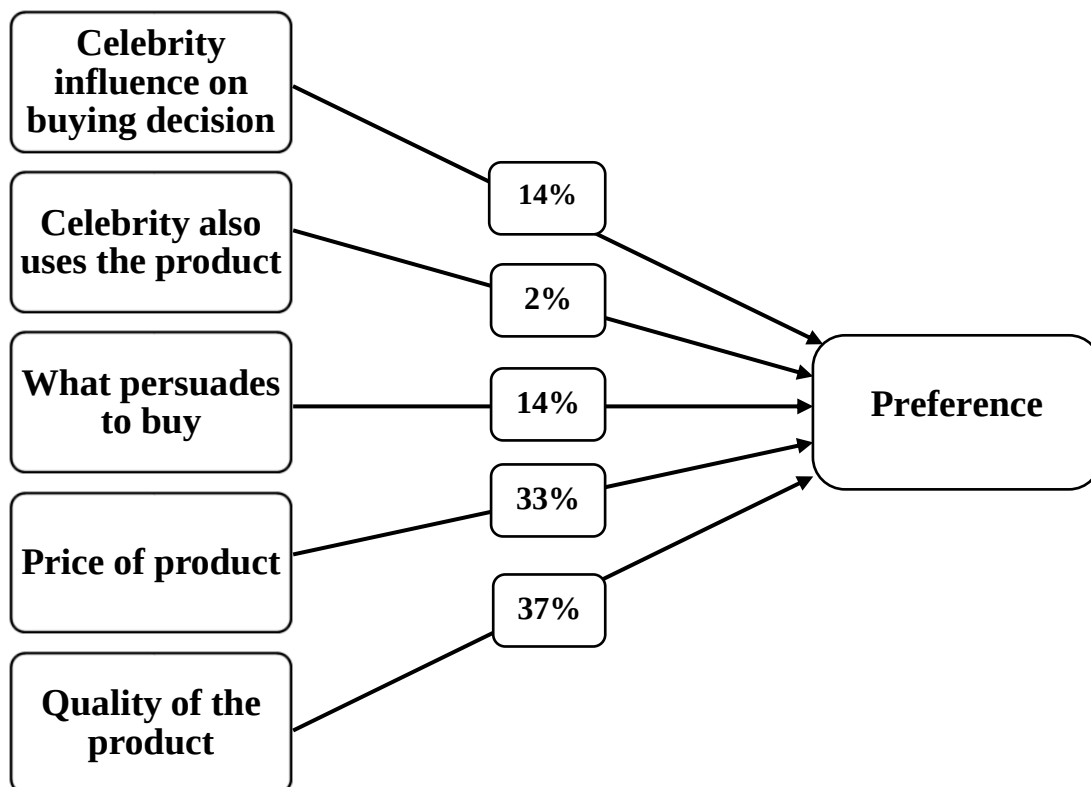


Figure 1: Structure model

1.1 Theme Framework

Introduction of Globalization has aided in bringing goods and services closer to consumers in today's advertising environment. According to Ifeanyichukwu (Ifeanyichukwu, 2016), globalization is at its peak and has continued to drive the rapid growth of international trade, global corporations, and e-commerce. As a result, the advent of the internet has changed how businesses and customers do things, leading to the drive /urge by firms to want to outperform the competition in product advertising by daring to be different in pursuing strategies designed to attract attention to their communication and differentiating their

products. In the field of marketing communication/advertising, celebrity endorsement, often known as celebrity marketing, is a relatively recent concept. Companies spent millions of dollars each year promoting celebrities and repositioning their goods in the minds of customers by developing positive and favorable awareness of their products and brands. Firms are undergoing a paradigm shift in their thinking, and they now feel that a brand's strength rests in the thoughts of its customers. Celebrity endorsement is a sort of marketing communication in which a celebrity works as a brand ambassador and confirms the business's claim and stance by extending their personality, fame, and social standing to the brand.

Celebrities have been used in ads to sell products for so long. According to Shimp who estimates that celebrities appear in more than 25% of all advertisements televised (Shimp, 2004), Every celebrity has a distinct personality, and a portion of that personality is meant to rub off on the brand as part of the endorsement arrangement. McCracken coined the phrase "Transfer Meaning Model" to describe this notion. (McCracken, 1989) An endorsement is a statement of support or approval for something or someone. An endorsement of a product or brand entails participating in a commercial and expressing support for the product. According to McCracken, a celebrity endorser is someone who is well-known in the public eye and utilizes that fame to promote a consumer product by appearing in advertising (McCracken, 1989).

1.2 Research Objectives

This research work will basically focus on the celebrity endorsements and attempt to look out their influences on the buying behavior of the customers, how consumers perceive celebrities when it comes to their association with the products or services.

There are several specific objectives as well which are as follows:

- Factors that affect consumer buying decision.
- To study the consumer perception on endorsement of celebrities through advertisement.
- To identify the influence of celebrity endorsement on consumer buying behavior.
- Finding out their perspective towards prices of the products.

1.3 Research Problem

The purpose behind this dissertation is to find out whether consumers' attitude/preference change because of the endorsements which feature celebrities in them, to look out what

consumers really see when they are deciding to buy any products/services. This problem arises due to the cut-throat competition in the market, every firm is trying its best to retain their existing customer base while acquiring new ones more and more. There are many firms in the market who think that new customers can be acquired through celebrity advertising by investing hefty funds on them while there are other firms, of the view that quality is more important to them over anything that can be added to the product spending subtle finances.

The research questions which will be addressed in this thesis are as follows:

- Do celebrity endorsements have any impact on consumer buying choice?
- What is quality of the product to consumers?
- Does price of the product have any effect?
- Do they find non-celebrity advertisements convincing?

2. Literature Review

The literature review is generally something that requires researchers to go through different literature, journal articles, newspaper articles, government reports and a process of analysis and description of the issue to address. Which in my case is to find out how do Celebrity endorsements have an effect on consumer behavior/attitude/preference? Basically, this literature review is divided into parts, the first part covers the review about Celebrity endorsements and consumer behavior and latter will cover the Conjoint Analysis.

2.1 Overview of Consumer Behavior

We are all consumers, every day of our lives, whether we are a kid, parent, student, worker, lover, runner, or stamp collector. We purchase and utilize products and services on a daily basis: to eat, wear, read, watch, play, and travel in; to keep us well, affluent, and, if not smart, at least more informed. Consumption is thus a vital and personal aspect of our everyday lives, regardless of whether we have a lot of money to spend on it or very little. We are frequently ignorant of the importance of consuming in molding our lives due to its pervasiveness; one of the major themes of this work will be to explore its ramifications. Every year, products and services worth of million dollars are purchased in every major country on the planet. In this section, we'll discuss the fundamentals of consumer behavior, including how and why individuals behave that way and how this behavior may be investigated. We also go through the history of marketing as a subject and why understanding customer behavior is crucial to good marketing.

In general, one of the primary goals of marketing is to meet customer demands, thus marketers must have a thorough awareness of their customers' needs if they wish to outperform the competition. Understanding why and how people buy things aids marketers in identifying the right people to target as well as designing and communicating appealing goods. In other words, an understanding of the customer enhances every aspect of the marketing plan, and with the current rate of change in consumer markets, this is only going to become more significant. In general, one of the primary goals of marketing is to meet customer demands, thus marketers must have a thorough awareness of their customers' needs if they wish to outperform the competition. Understanding why and how people buy things aids marketers in identifying the right people to target as well as designing and communicating appealing goods. In other words, an understanding of the customer enhances every aspect of the marketing plan, and with the current rate of change in consumer markets, this is only going to become more significant.

At this point, it's also worth distinguishing between consumer and organizational buying behavior, as there are some significant distinctions between the two. People in government and industry who are in charge of purchasing products and services prefer to collaborate closely with colleagues to make collective judgments. Formal procedures are frequently in place, there is a greater dependence on specifications, and purchases are typically larger. Furthermore, because the demand for organizational goods is largely derived from the need for consumer products, predicting can be challenging. While these distinctions are important to remember, the focus of this article is on consumer behavior, or the purchasing activities of individual customers (Jane_Priest_Stephen Carter David A. Statt).

Consumer behavior research allows for a better knowledge and prediction of not just the subject of purchases, but also the purchasing reasons and frequency. (Lorincová & Ondrijová, 2019). One of the current core assumptions in consumer behavior research is that customers typically purchase things based on their subjectively perceived worth rather than its primary purpose. It doesn't imply that products' essential functions aren't significant; it only means that their current duty goes beyond their service bounds. (*Consumer Behaviour Theory: Approaches and Models*, n.d.). Even more frequently, consumers do not rate products based on their cores (i.e., the primary utility provided), but rather on the so-called real product (i.e., the specific product's qualities) and the extended product (i.e., the collection of intangible factors providing the desired perceived advantage to the consumer – image, consulting, after-sale service, and other factors) (Foret & Procházka, 2007). However, according to (Priest et al., n.d.), there are no activities more significant for consumer behavior research related to consuming than personal traits. According to him, the phrase "consumer," as well as the term "consumer behavior," are being used instead of the more appropriate "target customer." Because it must consider more personal roles – decision maker, buyer, and customer – this idea poses challenges later on.

In addition to the traditional view of consuming as the sole means of meeting fundamental needs, (*Factors*, n.d.) specifies four other forms of consumer activities:

- consumption as an experience (emotive or aesthetic reaction to product usages),
- consumption as an instrument of integration (product usage and consumption integrate us into society in some way),
- consumption as a categorization scale (product selection effects how we are viewed by our environment and classified in society);
- consumption as a game.

2.2 Buyers v/s Customers v/s Consumers

When evaluating the buying process, we must consider factors other than the individual making the purchase. To begin with, people do not always, or even necessarily only, purchase products and services for their own consumption. A mother shopping for her family in the grocery is an example of this. Clearly, she will be affected, at least in part, by her partner and children's food preferences, and she may easily purchase items for them that she will not consume. When it comes to shopping, parents usually sacrifice for the choice of their children. There are occasions when a product or service has more than one user, and the choice to buy is made by a group of people. Individuals' purchases are impacted by all of the other people they deal with, both formally and informally, and some of these influencers, such as online product evaluations and ratings, they may never meet in person. Even though the buyer is not the same as the user, he or she will be subjected to the same effects at the point of sale as persons purchasing exclusively for their own benefit, such as price, quality, packaging, and so on, all of which will impact the buyer's real purchasing choice. As a result, although it is critical for suppliers to understand who will actually use their product, they must also comprehend all of the numerous players involved in the purchasing process in order to successfully promote it. At this point, it's also important to distinguish between customers and consumers. The term "consumer" is more generic. It refers to consumers purchasing groceries instead of Tesco items, like buying a family saloon vehicle instead of a Ford. The term "customer" generally refers to a buyer's long-term engagement with a particular brand or retail location. Because encouraging repeat purchases and brand loyalty is so important to marketers, this is yet another interaction that adds to our understanding of the customer. As we will see later in this work, such a connection can be consciously invoked by products and service suppliers. It's unlikely that train businesses began talking about customers rather than passengers when the British railway sector was privatized.

2.2.1 Definitions of Consumer Behavior

There are various authors who have given their different definitions in different ages of which few are as follows:

“Consumer behavior is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires.” (Gul & Shahzad, 2014) “the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will

satisfy their needs” (Tendai & Crispen, 2009). The customer is viewed as a 'rational economic man' in utility theory (Zinkhan & Hirschheim, 1992), Customer behavior research now includes a wide variety of elements that influence the consumer, as well as a large range of consuming behaviors other than purchase. These processes often comprise recognizing a need, searching for information, evaluating options, forming a buying intention, purchasing, consumption, and ultimately disposal. In light of new research methodology and paradigmatic approaches, this more comprehensive perspective of consumer behavior has developed through a number of distinct stages during the last century. While this evolution has been ongoing, it is only since the 1950s that the idea of consumer behavior has responded to the development and expansion of contemporary marketing to embrace a broader variety of activities that influence customer decision-making (Dotson & Hyatt, 2001). It can be seen in the aforementioned definitions. Consumer behavior encompasses a wide spectrum of research on a consumer's decision-making processes while making a purchase. "Consumer behavior is the study of how individuals or groups acquire, consume, and dispose of products, services, ideas, or experiences to meet their needs or wants," according to (Priest et al., n.d.). Consumer behavior was once thought to be buyer behavior, reflecting the interaction between consumers and producers at the moment of purchase, but today marketers see customer behavior as an ongoing activity, not only something that occurs when a consumer contributes money in exchange for products or services (Priest et al., n.d.).

A consumer is referred to by marketers as "a guy with a problem." As a result, a consumer purchase is the solution to the problem. Most major corporations are interested in the process that a consumer goes through while deciding. They are putting in great effort to learn more about the consumer purchasing process, including what customers purchase, where and how they buy, and when and why they buy. It's simpler for researchers to figure out what, how, where, when, and how much people buy, but it's not so straightforward to figure out why they buy. "The solutions are typically trapped within the consumer's brain," explains the reason (Misra & Kanda, n.d.)

2.2.2 Consumer Decision Making

A buyer usually goes through five phases before making a purchase. First, the buyer sees the disparity between his existing condition and his ideal state, as well as his want and need for something. External cues might also elicit a craving. He or she begins looking for information about his or her preferred goods through various channels such as family, friends, advertisements, or the mass media. The buyer analyses the information after

gathering enough information to evaluate the other brands in the choice set. Finally, he buys the product that he believes is the greatest for him. Following the purchase of the goods, the customer will contact the marketer to express his or her happiness or discontent (Mohan, 2014)

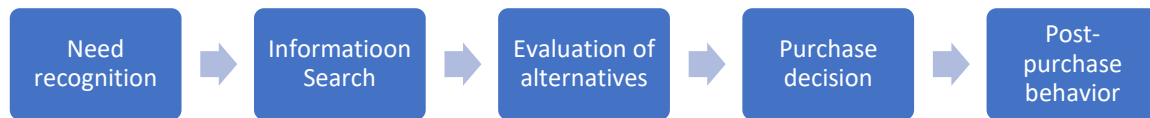


Figure 2. Consumer Buying Decision

A buyer goes through these five steps while acquiring a smartphone. These steps assist the customer in assessing his or her needs, selecting the finest smartphone for his or her needs and budget, and purchasing it.

2.2.2.1 Need Recognition

A need isn't always something that a person desires, but it may also be something that a person need in order to live comfortably (Ramya & Ali, 2016). This stage of the model focuses on what motivates customers to begin shopping for goods (Workman & Lee, 2011). When a customer notices a considerable discrepancy between his or her actual situation and a desired or ideal condition, he or she recognizes a problem. The customer perceives an issue that has to be resolved, which might be vast or tiny, simple or complicated. A person may be enticed to buy a product by an advertising or other social or physical media that prompts the purchase decision. Recognizing a need may happen in a variety of ways. The quality of a person's current condition can be lowered simply by running out of Product, purchasing a product that fails to meet demands, or developing new wants.

2.2.2.2 Information Research

(Mihart, 2012) explains how most information searches begin with an "internal search," in which a client identifies goods that they are already familiar with, referred to as the evoked set. Information gathered from external sources, such as packaging and marketing materials, is referred to as "external search" in information search. Consumers will want appropriate information to remedy the problem once it has been identified. The process by which a customer searches his or her environment for relevant facts in order to make a fair decision is known as information search. A customer may see a need and then explore the marketplace for product-specific information. Internal and external information sources may

be loosely divided into two categories. Internal search refers to the use of one's own memory bank to compile knowledge about various product options, whereas external search refers to information gained through ads, acquaintances, and other sources. Friends, relatives, neighbors, websites, traders, display in stores, promotions, and mass media are only few of the information sources available to a person.

2.2.2.3 Evaluation of alternatives

This stage of the decision-making process occurs when a client returns to the evoked set to see whether another product can assist address their problem (Ramya & Ali, 2016). The individual's evoked set is evaluated in the appraisal of stage, the product, and the product alternatives that are assessed. Consumers will increase their own assessment standard as a result of the knowledge gleaned via information searches. Members of the same set typically have certain qualities in common, and they are classified in the same way. Which alternatives will be evaluated is influenced by how items are mentally organized, and some brands are more firmly linked with certain categories than others.

2.2.2.4 Purchase decision

This step in the process is when a consumer decides which product he or she wants to buy; this is the "final aim." In the stage of purchase choice, the customer solves his or her issues, satisfies his or her wants, and purchases the product after analyzing the alternatives and picking the product based on desire. Many variables impact buying decisions, including referral groups, acquaintances, friends, and family. It's also likely that if a buyer has a favorable opinion of a particular brand, the consumer will only purchase products from that brand (Ramya & Ali, 2016).

2.2.2.5 Post-purchase behavior

Purchase assessment is the moment in the process where the consumer assesses whether the purchase met, surpassed, or disappointed them. After purchasing a product, the buyer reviews and analyzes it based on his or her experience with it and its performance (Ramya & Ali, 2016). If the product does not meet the consumer's expectations, the consumer will be disappointed and will try to find a way to reduce their dissatisfaction or replace the product; if the product meets the consumer's expectations, the consumer will be satisfied and will continue to use the product happily; if the product exceeds the consumer's expectations, the consumer will be delighted and the likelihood of repurchasing that product or a product

from that brand will be higher. The customer will also pleasantly comment and share about the goods with others.

2.2.3 Factors that Influence Consumer Behavior

There are several aspects that influence the decision-making process of consumers. These variables are classified and organized in a variety of ways in the literature. For instance, dividing components into inner and exterior factors. (Stávková et al., 2008), defining Personal, psychological, and social elements (Mihart, 2012), In addition, Kotler (Ramya & Ali, 2016) adds cultural elements as a separate category. The second set of components is known as situational factors, which refers to the elements that make up the context of a certain decision-making circumstance. Because the components under investigation are divided into categories of personal, psychological, and situational aspects.

These are the factors which, in one way or the other affect behavior and are as follows:

- Personal Factors
- Psychological Factors
 1. Motive
 2. Skills & Knowledge
 3. Personality
 4. Perception
- Situational Factors

2.2.3.1 Personal Factors

These are the ones that are unique for each customer. Age, sex, residence, employment and economic situations, personality, and self-awareness are all facts that may be found here (Horská & Sparke, 2007).

2.2.3.2 Psychological Factors

Motivation, perception, skills and knowledge, positions, personality, and life style are all psychological aspects which can influencing the consumer's buying decision.

2.2.3.2.1 Motive

Motive refers to the inner driving force that directs human/consumer behavior toward satisfying wants or achieving a certain goal. Several motivations, not just one, play a part in every decision-making process. If you need to measure or analyze something, keep in mind that motives typically act solely on a subconscious level (*Chapter 6. Consumer Buying Behavior Notes*, n.d.).

2.2.3.2.2 Skills & Knowledge

Consumers' abilities and knowledge are linked to learning and predict behavior changes. As a result, it is vital to provide appropriate information to influence changes in customer behavior towards the specific product. The learning process might be as basic as a link between the impulse and the reaction to it, or as complex as a series of cognitive acts. Human perception and, as a result, decision-making and behavior are influenced by knowledge and positive or negative sentiments. People gain their bearings as a result of their experiences and interactions with others. Consumers' personalities and living styles influence their eventual shifts in positions. Consumers often reject information that contradicts their beliefs, ultimately changing their minds to achieve an agreement.

2.2.3.2.3 Personality

Inner qualities and behavior combine to form a person's personality. This distinguishes a person. Personal qualities have an impact on how individuals act. However, establishing a credible link between an individual's personality and their behavior type is challenging.

2.2.3.2.4 Perception

The adaptation of reality is defined as perception. The process of selecting, analyzing, and interpreting environmental data in order to make it useful (*Chapter 6. Consumer Buying Behavior Notes*, n.d.).

2.2.3.3 Situational Factors

Situational circumstances can have a significant impact on buying decisions. This category includes the social environment, the physical environment of the purchasing location, temporal factors, and preceding states (Stávková et al., 2008).

The choice of a product (brand) from a range of options is part of the consumer's decision. Clarifying the responses to the following questions can help us better understand how customers make decisions:

- ❖ Which items (brands) are considered throughout the selection process?
- ❖ What data is being utilized to compare and contrast the items (brands)?
- ❖ What is the purpose of this data?

Because the items are maintained at one's disposal, choosing based on stimulation implies that we may immediately compare them. Selection based on memory refers to a situation in which we are unable to compare things directly.

A simple decision-making process is sometimes preferred by the purchasing public over a complicated solution. Only a few factors are then used to make decisions. Instead of

evaluating additional attributes, a buyer may choose based on pricing criterion (with the assumption that a greater price equals higher quality).

2.2.4 Different approaches to Consumer Behavior

In the study of decision making, a variety of methodologies have been used, each relying on various psychological traditions. Different typological categories of these works are proposed by the authors, with five basic approaches emerging. Each of these five methods proposes various models of man and emphasizes the necessity to look at a variety of factors (G. R. Foxall, 2014); they will be briefly discussed one by one.

2.2.4.1 Economic Individual

Early studies saw man as completely rational and self-interested, making decisions based on his capacity to maximize utility with the least amount of work. This term was first used in the last of 19th century (Persky, 1995). To behave rationally in the economic sense, as suggested by this method, a consumer must be aware of all available consumption alternatives, capable of accurately assessing each option, and available to choose the best course of action (Khan et al., 2016). Consumers seldom have enough knowledge, motivation, or time to make such a "perfect" decision, and are frequently influenced by less rational factors such as social ties and values, therefore these stages are no longer considered feasible (Dahl & Simon, 1957).

2.2.4.2 Psychodynamic Approach

Sigmund Freud's work is usually credited with establishing the psychodynamic tradition in psychology (1856-1939) (Daniel & Blair, 2002). This concept asserts that behavior is influenced by biological impulses known as 'instinctive forces' or 'drives,' which operate independently of conscious cognition (Jayasinghe, 1992). While Sigmund Freud recognized three parts of the mind, the Id, Ego, and Superego (Sletvold, 2013), other theorists in the tradition, most notably Carl Jung, identified various drives ((Berry & Houston, 1993). The psychodynamic approach's basic thesis is that of biological urges, not individual intellect or external events.

2.2.4.3 Behaviorist Approach

In 1920, John B. Watson released a seminal research on behavior known as 'Little Albert.' (Todd, 1994). Through frequent pairings with loud noises, a tiny toddler (Albert) was taught to dread otherwise innocent things. The study demonstrated that behavior may be taught by external experiences, thus discrediting the prevalent psychodynamic approach at the time.

Essentially Behaviorism is a set of ideologies that claim that external events explain behavior and that anything that organisms do, including actions, thoughts, and feelings, may be considered behavior. Behavior is attributed to forces outside of the individual's control. Ivan Pavlov (1849-1936), who studied classical conditioning, John Watson (1878-1958), who opposed introspective approaches, and Burrhus Skinner (1904-1990), who invented operant conditioning, were the most important proponents of the behavioral approach. Each of these advancements was based on logical positivism, which claimed that objective and empirical methods employed in physical sciences could be applied to the study of consumer behavior (Metcalf, 2011).

2.2.4.4 Cognitive Approach

The cognitive approach, in contrast to the foundations of Classical Behaviorist, attributes observable action (behaviour) to intrapersonal cognition. The person is described as a 'information processor.' (Metcalf, 2011). Although an influential role of the environment and social experience is acknowledged, with consumers actively seeking and receiving environmental and social stimuli as informational inputs aiding internal decision making, this intrapersonal causation clearly challenges the explicative power of environmental variables suggested in Behavioral approaches. (Wells, 2014). According to several scholars, cognitivism had supplanted behaviorism as the primary paradigmatic approach to decision research (Shanks, 1990).

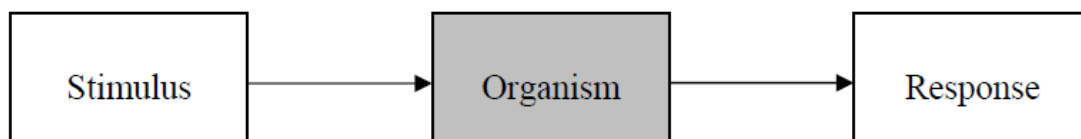


Figure 3. Stimulus- Organism-Response Model of Decision Making

While cognitive psychology has many different fields, they all have a common interest in researching and understanding the mental structures and processes that mediate between stimuli and response (Kihlstrom et al., 1992). Perception, learning, memory, reasoning, emotion, and motivation are just a few of the aspects that contemporary cognitive psychology has discovered and refined as being crucial to these intrapersonal processes. (George, 2021). While this is by no means an exhaustive list of the conceivable structures at work, it does help to illustrate the complexity and breadth of difficulties that this method raises. Early Stimulus-Organism-Response theories indicate a linear link between the three

stages, including external antecedents such as environmental and social stimuli. This method presumes that stimuli operate on a random and passive organism (METCALFE, 2011).

However, most current theories now accept that information processing is carried out by an active organism whose previous experience influences not just how information is processed, but also what information is sought and received. Both stimuli and idea will drive information processing. As a result of this evolution, more contemporary portrayals of consumer decision-making are circular in nature (Peter & Olson, 2009).

As a technique of describing consumer behavior, (G. Foxall et al., 2007) highlights four important characteristics of cognitivism:

- Because of its resemblance to common-sense explanations of ordinary speech, it is an intuitively appealing way of explaining everyday behaviors like purchasing and consuming.
- Consumers' capacity to define their experiences in terms of their attitudes, desires, requirements, and intentions guarantees that an explanation follows the same logic as the description of what is being described.
- It gives some cohesion and consistency to a still-emerging field of study.
- The widespread use of cognitive explanation in other social science and humanities fields has aided the conceptual development of this branch of consumer research by allowing the borrowing of theoretical and methodological inputs.

2.2.5 Humanistic Approach

In general Consumer Behavior literature, cognitive models appear to be thoroughly covered, and they are frequently promoted as offering the best possible explanation of consumer decision making. Despite this, an increasing number of academic authors are pointing out the limits of the Cognitive method and releasing new research aimed at better understanding certain elements of behavior. These new techniques are regarded as humanistic since they aim to examine notions that are personal to the individual customer rather than describing general processes (Stewart, 1994).

Natarajan and Bagozzi recognized the three most important research fields in 1999. To begin with, cognitive techniques assume that the customer is a logical choice maker, which appears to ignore the importance of emotion in decision making. (Natarajan & Bagozzi, 1999) make the following observation: 'There is a pressing need in the field to balance the rational, cognitive side of marketing thought and practice with new ideas and research on

the emotional facets of marketing behavior' (Natarajan & Bagozzi, 1999). Second, new research has begun to look at the idea of volition. By analyzing the volitional stages of decision making, this new research aims to identify and address the gap between consumers claimed buy intentions and their actual final purchase behavior. Finally, because egoism is virtually universally accepted in marketing theory at the cost of altruism, there is a scarcity of research on the impact of altruistic motives on customer behavior.

2.2.6 Humanistic Models

The study of the volitional stages of decision making has attracted the most productive theoretical effort of the three core areas highlighted by (Natarajan & Bagozzi, 1999)

2.2.6.1 Trying Theory

Figure (below) depicts the Theory of Trying (Xie et al., 2008), which offers an interesting alternative to the models previously studied. Rather than focusing on explicit behavior, the model evaluates attempts to act. The important antecedent factors underlying intention to attempt include subjective norms, attitude toward the process or means of trying, attitudes and expectations of success, and attitudes and expectations of failure. In a number of researches, past behavior has been proven to affect customer decision (Bagozzi & Kimmel, 1995), (Leone et al., 1999), (Norman & Conner, 1996)). In their examination of this idea, (Dabholkar & Bagozzi, 2002) indicate that rather than having behavioural intents, consumers have behavioural objectives in many situations, and they must invest effort and make purposeful effort to achieve these goals. To date, the theory of attempting has primarily been applied to health-related decisions, with only a few researches applying it to retail purchases. Some aspects of the theory have been empirically confirmed, although not all factors have been proven to be significant in every test (Bay & Daniel, 2003).

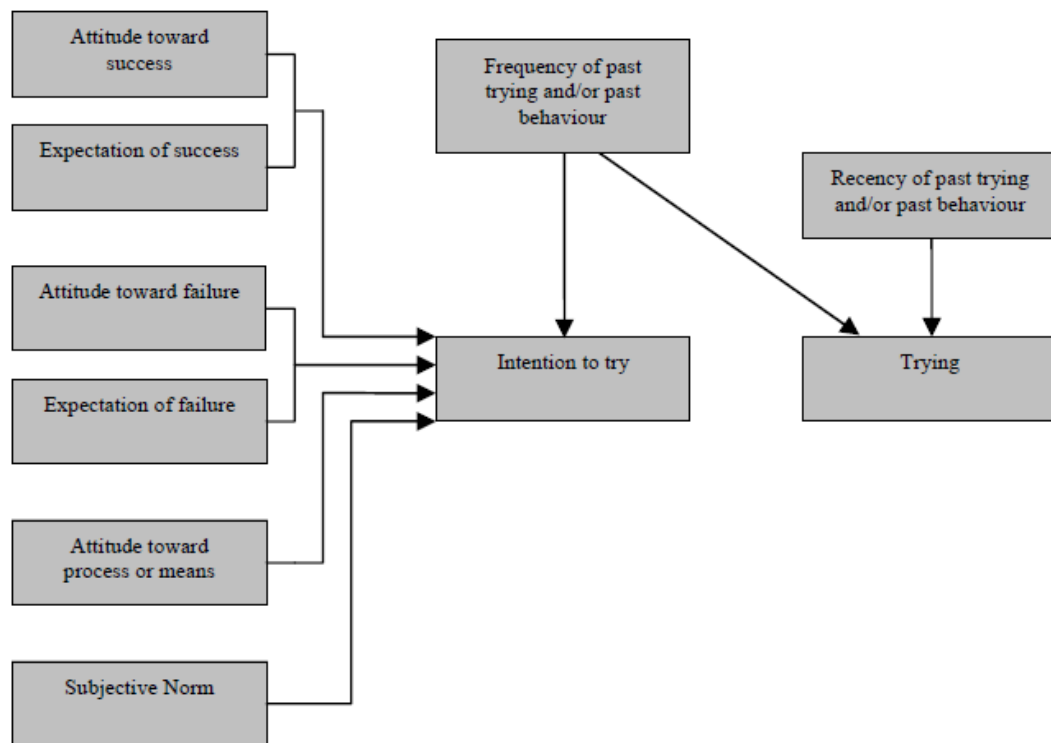


Figure 4: Theory of trying, Source: Bagozzi, Gurhan-Canli

2.2.6.2 Goal Directed Behavioral Model

The Theory of Planned Behavior is substantially reflected in the Model of Goal Directed Behavior, with each of its components represented. Where it differs, however, is in the addition of past behavior (both frequency and recency) and emotions (both positive and negative), as well as in the structure of behavioral causality passing through desire and onto intention, which is now seen as only one of four possible variables influencing behavior (Perugini & Bagozzi, 2001). The model of goal directed behavior is considered as providing a composite perspective of decision making that has benefitted from the abundance of research that has been performed in the subject due to its recent release. Desire, a previously unknown characteristic, is thought to be a better predictor of intention than attitudes, subjective standards, or perceived behavioral control (Sutton, 1998), and appears to be in line with recent developmental, animal, and social psychology studies (Leone et al., 2004).

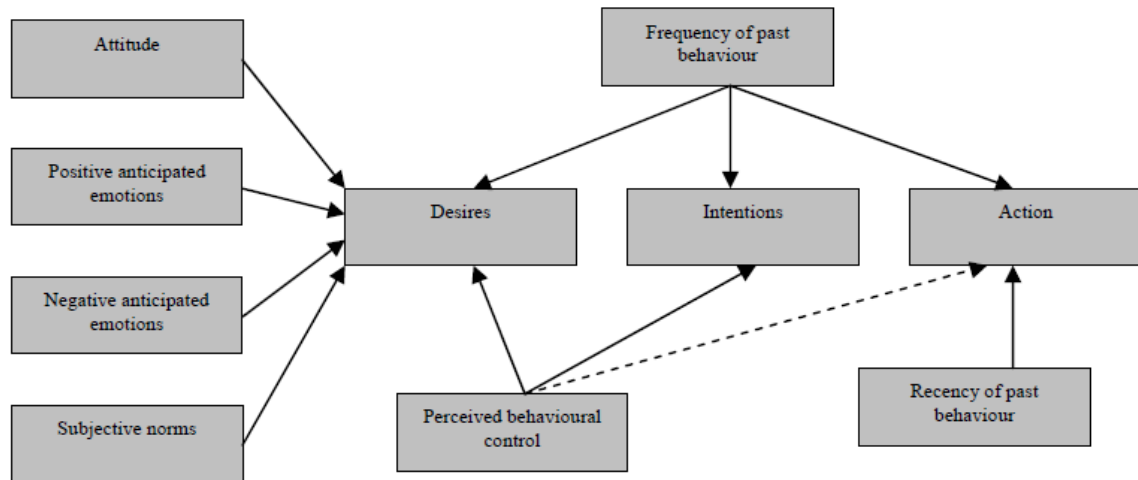


Figure 5. Model of Goal-Directed Behavior, Source: (Perugini & Bagozzi, 2001)

The model of goal directed behavior has been found to have more predictive potential than the more well-established models. However, one flaw may be that the model is more complicated, necessitating more advanced data collection procedures (Leone et al., 2004).

2.2.7 Consumer and Market, it works in

Since humans learned that the people in the adjacent valley created some pretty intriguing firewater but lacked their own sure-grip axe handles, there has been trade between producers and consumers. From the beginning, it has always been a vital aspect of the relationships between diverse groups of people. This trade nexus is required for small groups to develop into sophisticated civilizations with their own systems of law, governance, finance, education, and administration, among other things. The act of trade between producer and consumer for mutual gain lies at the heart of the trading nexus. Originally, this took the form of exchanging items, which is still used today. Certain metals, like as gold and silver, were used as a means of exchange by consumers who were acceptable to producers when trading centers were formed and expanded into ports and cities. Coinage of various values was formed from this medium of trade, which was initially fashioned of the metals in question, such as silver or bronze. Paper money was introduced later on. Plastic cards became popular in the mid-twentieth century as a more secure and easy means of transaction. They had replaced many cash transactions by the turn of the century.

2.3 Overview of Celebrity Endorsements

New-age marketing organizations all over the world are attempting to differentiate themselves from the competition by inventing new techniques to appeal to today's

discriminating consumers. More and more marketers are feeling the heat of domestic and international competition. In magazines, newspapers, billboards, internet, radio, and television, customers are exposed to hundreds different accents, tones, and visuals on a daily basis. Marketers make every effort to preserve their brands and entice customers to buy. The focus is on appealing consumers' buy intent and generating pleasant connections, not only to keep existing spending power but also to attract new customers. In today's competitive marketing landscape, strategic positioning and effective communication are the two most crucial "tools" guiding brand success. Corporate entities are making every effort to market their brands and capture client attention. The emphasis is on capturing the customer's attention and forming positive associations in order to influence recall, trial, and, eventually, purchase decisions. In a market where advertising is so important in synchronizing consumer purchases, it's critical for businesses to take all conceivable steps to encourage and instill a desire to buy in customers through an effective advertising campaign. The employment of celebrities in advertising produces a lot of awareness and attention, according to theory and practice (Ohanian, 1991).

Although not a new approach, celebrity endorsement is being used by a growing number of enterprises to make an impression on customers, increase recall, and ultimately increase sales of their products and services. By leveraging 'Celebrity Power,' several businesses have been able to achieve great brand equity at a profit. One of the most effective methods to get a customer's attention is to utilize a celebrity. Both the marketing business that hires the celebrity and the star themselves benefit from the Celebrity Endorsement approach. On the one hand, companies believe that a celebrity would cure all of their marketing problems, whether it is a lack of market awareness or even lower sales. On the other side, the chosen celebrity views endorsements as a source of revenue in addition to his or her normal job. Who wouldn't want to make money just by being associated with a branded product or service?

More and more corporations are paying enormous sums of money in celebrity endorsements to differentiate their product in order to give it a distinct brand. According to studies, there is a high proportion of advertisement recall for celebrity endorsement across all products. As a result, hiring a celebrity as an endorsement has become fashionable. In a crowded and competitive market, celebrity endorsement is a great tool for promoting a product, but it is not without risk. Celebrities are used by marketers to break into a market dominated by well-known businesses. Even if the brand is well-known, a celebrity might give the much-needed

impetus to get sales moving again after a period of stagnation. The marketer uses celebrities to promote goods because they believe that fans and followers of celebrities would buy products linked with them. Furthermore, superstars attract and sustain attention, resulting in high recall rates for commercials (Rai & Sharma, 2013). The popularity of celebrity advertising stems from advertisers' perception that brand images created by celebrities acquire a better level of attention and memory among customers, resulting in increased sales.

2.3.1 Who is Celebrity/Endorser?

Celebrities are people who are well-known among a large group of people, despite the fact that attributes such as attractiveness and an extraordinary lifestyle are just examples and no specific common characteristics can be observed, though it can be said that celebrities generally deviate from the social norm and enjoy a high level of public awareness within a corresponding social group (Schlecht, 2003), (Khatri, 2006). In other words, we can say that Individuals or a person who has public recognition and utilizes that recognition to promote a consumer item by appearing with it in a commercial are known as celebrity endorsers (McCracken, 1989). The symbolic meanings and acquired connections of celebrity endorsers are passed on to the customer; the product is uniquely distinctive and its perceived worth is exponentially boosted (Langmeyer & Walker, 1991). People may become celebrities as a result of a successful career in a particular field (particularly in the fields of entertainment and sports), or as a result of media attention for their extravagant lifestyle or wealth (as in the case of a socialite); for their connection to a famous person (as in the case of a famous relative); or even for their misdeeds (as in the case of a well-known criminal). In advertising, celebrities serve as spokespersons to promote products and services (Kambitsis et al., 2002), (van der Waldt & Wehmeyer, 2009). A company's spokesperson is a celebrity who promotes a brand or company for a lengthy period of time, frequently in print and television advertisements as well as in personal appearances (Khatri, 2006). The use of celebrities as spokespersons stems from their enormous potential impact. Famous people command a higher level of attention and remember than other sorts of endorsers. They raise customer awareness of a company's advertising, promote favourable attitudes about businesses, and are seen as more entertaining by consumers (Clarke, 2002). As a result, using a celebrity in advertising is likely to have a beneficial impact on consumer brand attitudes and buy intentions. A customer who sees messages for two distinct businesses' products, one with a celebrity endorsed product and the other without, feels the

celebrity supported product will have more sales and hence be of better value (Ferguson et al., 1977).

2.3.2 Need of Celebrity Endorsement

Though most marketers spend a large amount of money each year on supporting a brand through a celebrity, the marketing industry works extremely hard to make products and brands popular and in tune with the times. The reason they see celebrity endorsement as a positive is that it allows them to function as the finest spokesman for the items and turn it into a brand (Ofori-okyere & Asamoah, 2015). In today's world, celebrity endorsement is seen as a multibillion-dollar industry (Kambitsis et al., 2002). Various corporations are making partnerships with celebrities in the hopes of achieving a distinctive and relevant position in the eyes of customers by doing so. Regardless of the product type, celebrity endorsement is becoming more common in a variety of businesses. It is well recognized that it serves as a signaling tactic.

Celebrity endorsements are a reliable way of "burning money". This is because we live in a world of products where the value a buyer derives from purchasing a particular type varies greatly. This might be for social reasons: people want to wear the "correct" clothing, drink the "right" beverages, and wear the "proper" perfumes.

A customer who sees messages for two distinct businesses' products, one with a celebrity endorsed product and the other without, feels the celebrity supported product will have more sales and hence be of better value (Ferguson et al., 1977).

Celebrity endorsement is more likely to be seen for items with a huge consumer base and a high price-production cost margin. In brief, celebrity endorsements are more common for nationally marketed items than for small or specialized market products, as well as for products with substantial pricing cost margins, such as running shoes, soft drinks, and the like.

2.3.3 Advantages vs Disadvantages

Table 1. Advantages and Disadvantages, Source: (16 Celebrity Advertising Pros and Cons - BrandonGaille.Com, n.d.)

S. No.	Advantages	Disadvantages
1.	It helps to create brand credibility then and there	Celebrities can act inappropriately, and their behaviours might become associated with a brand.

2.	Celebrities may make a company's brand stand out right away.	A celebrity can detract from a company's image.
3.	It has the ability to save a failing brand.	Roping in celebrities is far expensive.
4.	Celebrities can provide instant revenue increases.	The celebrities' endorsement might sometimes backfire.
5.	It can assist a company in overcoming a crisis.	The targeting of celebrity endorsements must be precise.
6.	Celebrities have more weightage than other endorsers	Celebrities may choose to advertise products in an unlawful manner.

Advertising is the primary promotional instrument that necessitates significant financial resources in today's competitive environment, every firm focuses on advertising for its promotional operations. Advertising is a method of communicating with customers in order to persuade them to buy a product or service, as well as to present them with information. It is a necessary component for the growth of business houses and corporations. There are various paid kinds of advertising that promote products and services, such as television commercials, newspapers, radio commercials, magazine advertisements, outdoor advertisements, and contemporary media such as blogs, text messages, and websites.

After the growth of industrialization, which boosted the availability of man-made items, advertisements significantly improved in the preceding century. However, there were still numerous businesses that did not promote at the time. After the late 1980s, advertisements mostly consisted of television commercials, radio commercials, newspapers, and billboards. With the passage of time, the face of advertising has completely changed, and today's business houses are studying and implementing digital advertising. Companies are focusing so much on social media and mobile phone ads these days that television commercials may soon be replaced by social media commercials. The primary goal of marketing is to leave an impact on consumers' purchasing behaviour that will last with them for a long period. Consumer behaviour is extremely important in the world of advertising, and numerous researches have been undertaken in the past to learn more about it. Many researches show that various product marketing have a significant impact on customer purchase preferences. A good advertising may persuade customers to buy a product or service, but a terrible advertisement might have the opposite effect. Because consumers have more access to

commercials on television and social media, they are more drawn to advertisements that are innovative, engaging, and worthy of their attention.

2.3.4 Advertising and Consumer Behaviour

Advertising is a type of marketing communication that tries to tell people about a product through the media and encourage them to buy it. It is a communication process that necessitates significant investments, yields result over time, and has a long-term influence on customer purchasing behaviour.

Consumer behaviour is defined as an individual's decision to purchase, pursue, use, measure, and reject items and services. Advertisements have a significant impact on consumer behaviour. The study's major goal is to determine the impact of commercials on consumers' minds.

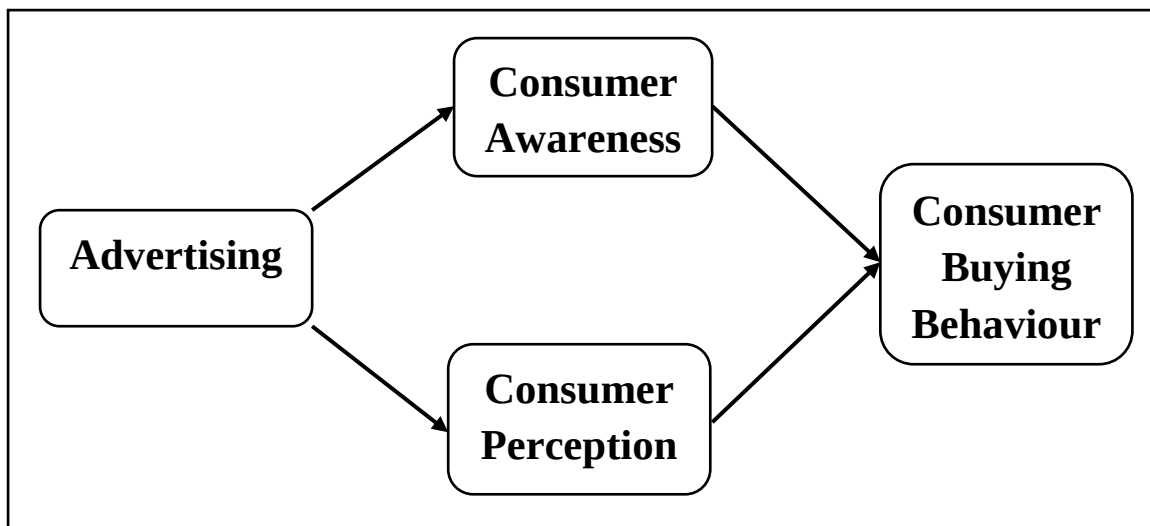


Figure 6: Advertising Impact of Consumer Behavior

Anything that brings favourable attention to a product or service is called advertising (or "ad" for short). It is generally created by a known sponsor and presented in a range of media. Advertisements can be found on television, radio, newspapers and magazines, as well as billboards in streets and cities. Any paid type of non-personal communication about an organization, product, service, or concept by a recognized sponsor is referred to as advertising (Belch et al., 1987).

In other words, it can be said Advertisement is "the art of persuasion," which is primarily concerned with raising awareness of what is being provided with the ultimate goal of persuading people to buy. Most businesses and organizations use advertising as an effective business communication strategy to reach their target market all over the world (Olatunji, 2011); ("Journal of Personal Selling & Sales Management 2009," 2011).

In today's market, when numerous companies fight for market share in the same category, strategic brand positioning and effective communication are critical to success. Advertising is a necessary tool for a client to acquire a product or service. Even while firms utilize a variety of strategies to attract people to a certain product, celebrity endorsements do not always guarantee client loyalty.

The buyer evaluates a product with a variety of questions in mind, such as:

- Is the product of excellent quality?
- Whether the product satisfies his or her particular requirements.
- If the product is manufactured by a well-known company.
- To gain/retain customers' trust, businesses must demonstrate a consistent positive delivery of product quality.

2.3.5 Advertisement types

There are various ways of advertising, of which, few are as follows:

2.3.5.1 Electronic advertising

A television commercial (abbreviated as TV commercial, ad, or ad-film) is a segment of television programming produced and paid for by a company that sends a message, generally to a market, a product, or a service. Most privately held television networks rely heavily on advertising income for their support.

2.3.5.2 Information Commercials

A five-minute or longer information commercial is a long-format television commercial. Infomercial is the abbreviation for "information Commercial." The fundamental goal of an infomercial is to elicit an impulsive purchase, so that the target sees the presentation and buys the goods right away by calling the toll-free number or visiting the website.

2.3.5.3 Advertisements on Radio

Radio ads are transmitted via the air by radio waves from a transmitter to an antenna and, ultimately, to a receiving device. In return for showing the adverts, a station or network sells airtime. Despite the fact that radio is limited to sound, proponents of radio advertising sometimes tout this as a benefit.

2.3.5.4 Advertisements on Billboards

Billboards are enormous structures that show ads to pedestrians and automobiles in public locations. They are most commonly seen on major thoroughfares with a high volume of passing car and pedestrian traffic; but, they may be found in any site with a significant

number of viewers, such as on mass transport vehicles and stations, retail malls or office buildings, and stadiums.

2.3.5.5 Print Media Advertising

Advertising in a printed media, such as a newspaper, magazine, or trade journal, is known as press advertising. This includes anything from widely circulated media, such as a big national newspaper or magazine, to more narrowly focused publications, such as local newspapers and trade journals covering highly specialized subjects.

2.4 Overview of Conjoint Analysis

While the field's roots may be traced back to the 1920s, the pivotal publication by Luce, a mathematical psychologist, and Tukey, a statistician, in 1964 is widely regarded as the beginning of conjoint measurement (Luce & Tukey, 1964). A number of theoretical contributions (Tversky, 1967) and algorithmic advancements (Carroll & Green, 1995) followed shortly after.

Conjoint measurement has primarily been concerned with the conditions under which measurement scales exist for both the dependent and independent variables, given the order of the joint effects of the independent variables and a predetermined composition rule, as practiced by mathematical psychologists. Computer programs have been created and used to determine if a collection of data fits the requirements for applying the researcher's proposed composition rules (Barron, 1977). However, psychometricians and consumer researchers have focused on the scaling parts of the problem—finding precise numerical scale values while assuming that a specific composition rule applies, maybe with some mistake. As a result, the term "conjoint analysis" seems to be a good fit for models and procedures that highlight the translation of subjective reactions into estimated parameters.

While Green and Rao's working paper 1969 and Green and Carmone's book 1970 explored conjoint approach briefly, the first thorough, consumer-oriented study did not emerge until 1971 (Green & Rao, 1971). Following that, a flurry of publications in several journals dealing with algorithms or applications arose. (Green & Srinivasan, 1978). The rising literature on the Fishbein-Rosenberg class of expectancy-value models and the emerging economic theory of consumer choice gave theoretical basis for multi-attribute modelling of consumer preferences (Gwin & Gwin, 2003). However, economists have been more concerned with the aggregate consequences of multi-attribute utility structures than with individual utility function estimates.

Conjoint analysis provides for a more precise definition of client wants than is feasible with basic surveys. Rather to asking about the relative relevance of qualities, the study environment is designed to mimic genuine decision-making in a real market, with the customer's duty being to rate the many product options available to him and select the one that provides the most value. Whereas rating is based on a person's own choice for several aspects of each product alternative. Many studies show that the results obtained with the conjoint method are more detailed, reliable, and easier to understand when compared to other widely used customer needs research methods (such as evaluating single product attribute importance by rating scale or percentage; rank ordering of product attributes; multidimensional measurement, etc.) (Kotri, 2011).

Anderson states that, in contrast to other methodologies, conjoint analysis was the most successful, based on a review of more than 300 applications in the literature that tried to discover consumers' demands (Anderson & Sullivan, 1993).

Table 2. Percentage of successfulness of different methods

Method	%age of Successful application
The estimates of company's employees	55%
Open-ended questions in the questionnaire	66%
Benchmark (learning from competitors)	67%
Focus group estimates	70%
Observing the customer when using product	72%
Using rating scale or constant sum direct evaluations	75%
Conjoint analysis	85%

2.4.1 Conjoint Analysis Basic Concept

Conjoint Analysis is a multivariate approach used to better understand how people acquire product or service preferences. It is based on the basic concept that respondents assess the worth of a product/service/idea (actual or hypothetical) by adding the individual quantities of value offered by each feature. (Nuraeni et al., 2015).

A specific property or other aspect of a product or service is referred to as a factor. Levels refer to the range of potential values for each component. A product or service is characterized in conjoint terms by its level on a set of criteria that characterize it. The combination of characteristics and levels chosen by the researcher to characterize a product or service according to a specified plan is known as a treatment or stimulus.

Respondents express their preferences for items characterized by various amounts of qualities in conjoint tests. We may measure the influence (utility) each attribute level has on overall product choice by examining how respondents rate goods in response to changes in the underlying attribute levels. We can estimate how purchasers will react to each possible combination of levels in our study after we determine respondents' preferences for the various attribute levels (Orme, 2002).

Because there is so much variety in customer preferences across people, conjoint analysis is normally done at the individual level. The preference model's form (composition rule) is considered to be the same for all people, but the model's parameters are allowed to vary across a sample of individuals from the relevant target group. There are also more methods for discovering the traits that are important to customers when developing their preferences. A preliminary data gathering effort, in which customers are asked about traits that are significant to them, generally aids in finding the most often recognized as relevant features (Bong na et al., 1999). For this, product managers, retailers, and others knowledgeable about the product/service and its uses can utilize repertory grid, focus group interviews, or judgments of product management, retailers, and others knowing about the product/service and its uses can be employed. The more challenging and frequently subjective challenge is to decrease the number of features to a manageable quantity such that estimating processes are reliable while still adequately accounting for customer preferences.

2.4.2 Phases and alternative approaches

Customers' preference estimates for a collection of experimental product concepts are used as an input in conjoint analysis. Hypothetical product concepts are offered as product descriptions in the form of a collection of specific product qualities. "Concept cards" are used to display concepts (Dahan & Hauser, 2002). It is feasible to determine the usefulness of the analysed product qualities to a specific consumer using data acquired through conjoint analysis, and hence compute the relative relevance of distinct product attributes (Green et al., 2001)

The basic phases of conjoint analysis are highlighted in table below, along with the most widely utilized alternative methodologies. It's vital to note that the stages are not self-contained; decisions made in one phase have an impact on subsequent phases and decisions.

Table 3. Percentage of successfulness of different methods

S. No.	Phase	Alternative approaches
1	Choosing the product attributes to be investigated	Customer needs vs. interests of the company; less than 7 or more than 7 parameters
2	Choosing the data gathering Method	Full-concept or paired comparison
3	Composing the concept cards (in full-concept approach)	All possible combinations or certain choice amongst them
4	Choosing the presentation format of product attributes	Graphical or verbal (paragraphs or keywords)
5	Assigning a measurement scale	Ranking, rating scale or paired comparison
6	Data gathering	Mainly interviewing personally or in groups
7	Modelling the preferences	Vector, ideal-point or part-worth model

2.4.2.1 Choosing Product attributes

To make concept cards, first identify the five to ten most significant product features, especially those that correlate to the customer's most pressing demands; nevertheless, the company's plan to change specific product attributes might also be a deciding factor. In the conjoint technique, the number of product features analysed is limited. In order to acquire valid estimates of utility function parameters, a larger number of product features demands a larger number of idea cards. At the same time, a respondent's ability to rate a large number of concept cards is limited. According to many research, a respondent's tolerance threshold varies from 12–30 idea cards and 6–8 product qualities, depending on the respondent's motivation and product awareness (Oppewal & Vriens, 2000). As a result, the accurate selection of product features is sometimes regarded as the most difficult aspect of conjoint analysis (Walley et al., 1999).

2.4.2.2 Choosing Method

A paired comparison exercise can be used instead of ranking idea cards to collect data for conjoint analysis. A consumer is asked to pick between two qualities that are given with different attribute levels using this method (Gustafsson et al., 2007).

Using an automobile as an example, which is preferable: "fuel consumption" of 6 litres per 100 kilometres or "acceleration" of 7 seconds from zero to 100 kilometres per hour? Despite the fact that the paired comparison exercise is less taxing on responders (Walley et al., 1999). The paired comparison technique, which may also be employed as a postal questionnaire, has a number of drawbacks. The fundamental flaw is that the study environment differs significantly from real-world decision-making – customers do not compare simply two product qualities in real life, but complete items (the entire bundle of product attributes). Another flaw is that the analysis requires a significant number of questions (paired comparisons). As a result, when the number of product qualities is enormous and the full-concept technique is unavailable, the paired comparison strategy is warranted.

2.4.2.3 Creating Concept Cards

Only a tiny portion of all conceivable idea card choices can be used in the full-concept method. In an experiment with six product attributes and three performance levels for each attribute, the number of alternative idea cards is $3^6=729$. Most investigations have just employed the bare minimum of concept cards to assess the primary influence of various features on the dependent variable (customer reported purchase preference) effectively. Normally, putative interaction effects are left out of analyses if they aren't significant (Gustafsson et al., 2007).

In conjoint analysis, the gain from incorporating interaction variables in the model and thus increasing the descriptive power of the model does not compensate for the loss in predictive power of the model (Dahan & Hauser, 2002). The orthogonal design approach (also known as partial factorial planning) allows the number of idea cards in the aforementioned scenario to be reduced from 729 to 18, which is adequate to estimate the major impacts effectively (and with appropriate reliability). When some product qualities are technically relevant, a more advanced manual design of concept cards is required. In the case of an automobile, the concepts of "fast acceleration" and "low gasoline use" would appear to be impossible. That is to say, the researcher must choose an orthogonal strategy that excludes technically unworkable product possibilities. (There are always several orthogonal plans available.)

2.4.2.4 Format of product attributes

The next stage is to decide on the format in which the product concepts will be presented. Product descriptions can be included in text paragraphs to provide a thorough and realistic image of the product; however, this can make comparing information in the descriptions difficult (Walley et al., 1999). The parameter estimations are also incorrect due to the limited number of paragraphs that respondents can read and filter through. A systemized structure, in which product qualities are presented as keywords in columns, is increasingly frequent. Keywords are straightforward to compare and do not include as much nonsense (Gustafsson et al., 2007). Although pictorial presentations or real product prototypes can be utilized to communicate visual features, they are rarely used (Jaeger et al., 2001).

2.4.2.5 Data Collection

Respondents generally consider the process of sorting concept cards to be difficult and time-consuming. As a result, personal or group interviews are the best way to obtain information. Each respondent is asked to go at all of the idea cards as potential products for sale and rank them according to their personal purchasing preferences throughout the interview. Interviews assist in avoiding mistrust, providing rules, controlling the rating process, and ultimately obtaining better data. When opposed to traditional interviews, the benefit of conjoint analysis is that it does not explicitly question the respondent "what is the value of different product qualities for you." Rather, the significance is determined by the order in which the cards are ranked. As a result, this strategy can reduce response error. For example, when asked "how essential is it that your automobile has minimal emissions," a respondent may overestimate the importance of the question due to societal constraints. In conjoint analysis, however, the importance is inferred from the rankings, and the responder is not asked the question directly.

2.4.2.6 Modelling Preferences

The utility function forms of vector model, ideal-point model, and part-worth model are commonly used to represent consumer wants and preferences. Ordinary least squares regression is commonly used to estimate preference functions in conjoint analysis (Dahan & Hauser, 2002). This technique's efficiency (predictive power) is generally relatively equivalent to more sophisticated approaches like Logit, Monanova, Linmap, and so on, according to research, but the results are easy to comprehend (Oppewal & Vriens, 2000). The predictive capacity of the model is more significant than its statistical significance in the conjoint analysis since the goal is to forecast customers' purchasing behaviours. It should

be mentioned that detractors frequently challenge the statistical properties of micro-models. However, compared to any other study approach, this strategy generates substantially more accurate results (Green et al., 2001). The correlation between predicted rank order of cards and real (customer provided) rank order of cards is used to test the model's validity (Gustafsson et al., 2007). The average correlation has ranged from 0.7 to 0.8 in various research (Oppewal & Vriens, 2000), Jaeger (Jaeger et al., 2001) also achieved 0.99 correlations.

3. Research Methodology

In this section, I intend to make an explanation about the research methodology that will be used in this thesis, with the help of a tool to analyse the case which is finding out consumers perspective about celebrity endorsements on their attitude and preference. The tool, which is conjoint analysis in my case, is used and various attributes and levels are also used to support the analysis to collect and process the data and analyse the results.

3.1. Conjoint Analysis

To find out the views of the consumers, the tool that I have used is Conjoint Analysis that attempts to find out the level of importance and emphasis that consumers place on deciding the factors that lead to buying attitude/preference. There could be various factors which are responsible for the customers to make an appropriate choice when they wish to buy something. I used Conjoint Analysis as a tool to analyse the case for which I tried to figure out various factors which can possibly have an impact on the consumer's choices or attitude. There are several factors that potentially can make an impact, for instance, discount and offers, price of the mobile phones, size of the mobile phones and so on. In my case, I have chosen Mobile Phone as a product that consumers will intend to buy and the factors that can change the attitude of the consumers towards this product are also highlighted. The factors in the language of conjoint analysis, a SPSS tool, are called attributes and to each attribute, there are some levels which are highlighted in the following points below:

3.2. Different attributes

There can be various attributes which can be considered for this research but what I have chosen is basically five out of all which are as follows:

- **Celebrity influence on buying decision** – Whenever consumers attempt to buy something, there could be various factors that they can possibly think of. So, the same goes with the celebrity endorsements, there might be many consumers in the market who are likely to be influenced by endorsements/advertisements being done by celebrities for the same product (mobile phone in my case) which consumers wish to buy.

There are two levels to this attribute which are

- i. Creates impact
- ii. No impact

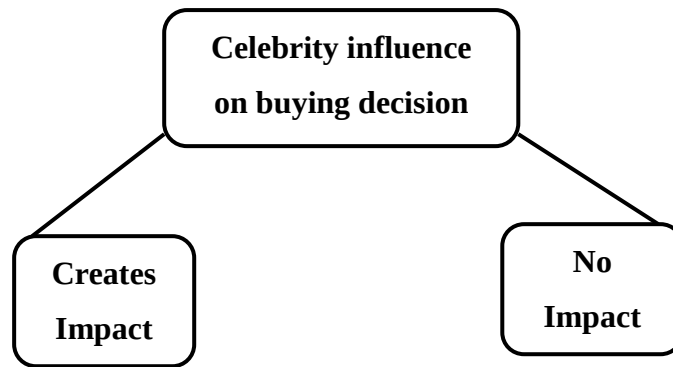


Figure 7. Attributes and their levels

- **Celebrity also uses the same product** - This is of utmost importance for few of the consumers because when they see that the product that they wish or intend to buy is being used by the celebrities themselves, it is very likely to invoke a spark within them to go for the same product. Even in some situation it is possible that consumers willing to buy some other products but when they encounter with the scenario where they find some celebrities using slightly different one, it can influence their decision to go for the product which celebrities are using while leaving their own choice behind.

This attribute also has two levels which are

- i. Yes
- ii. No



Figure 8. Attribute and their levels

- **What persuades customers to buy** – There can be multiple reasons that can motivate a consumer to buy a product, of which, persuasion is also one. There are several types of advertisements that we see on TVs, hoardings, websites and so on, there are some that contains celebrity in it while on the other hand some features

non-celebrity like politicians, social media influencers, common man etc. Some consumers are likely to be motivated by celebrities or some do not care about who advertises or promotes.

It also has two levels which are as follows

- i. Celebrity endorsed ads
- ii. Non-celebrity endorsed ads

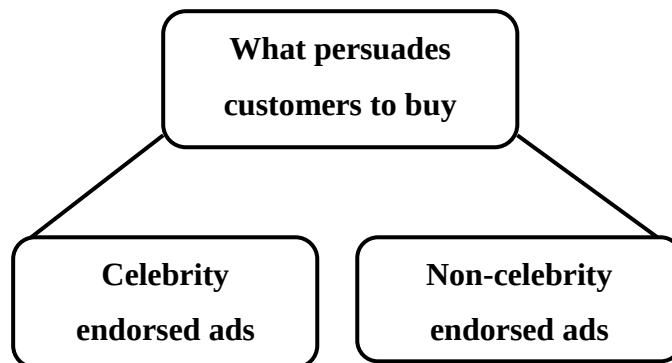


Figure 9.Attribute and their ads

- **Price of mobile phone** – Price is something that almost majority of the consumers look for because the financial condition of every consumer is not alike so it leads to differentiation amongst the choice depending on their budget, they always go for the product that is feasible according to their financial soundness. Rich class in the society is likely to be least concerned about the prices while middle and lower section of the society is greatly affected.

This attribute has three levels which are

- i. High-end >500 Euros
- ii. Medium-end 250-500 Euros
- iii. Low-end <250 Euros

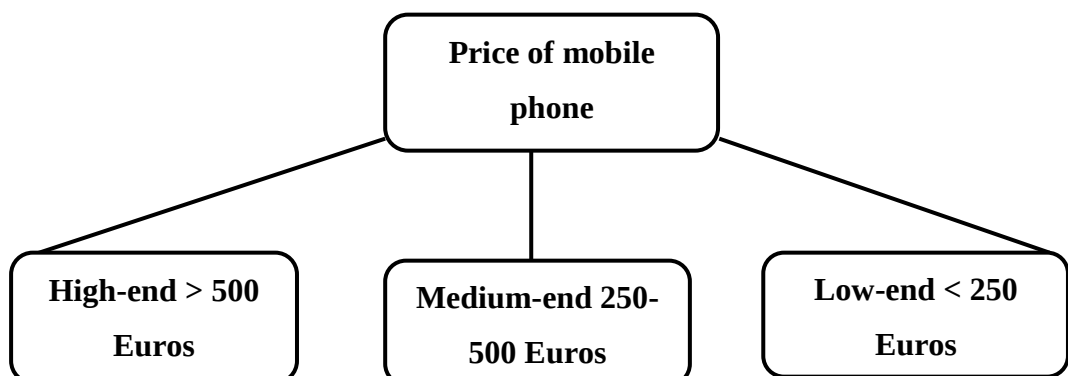


Figure 10.Attributes and their levels

- **Quality of mobile phone** – To most of the consumers, the quality of the product comes as the top priority despite of the fact that quality is something that, most of the times, comes for higher value of money. So, there are customers who can spend any amount of money when it comes to quality while on the other hand there are those consumers who are ready to sacrifice quality over price of the phones, So the situation is not always the same, it varies depending on the financial backing of the consumers.

Quality attribute also has three levels which are as follows

- i. Highly preferred
- ii. Compromisingly preferred
- iii. Not sure

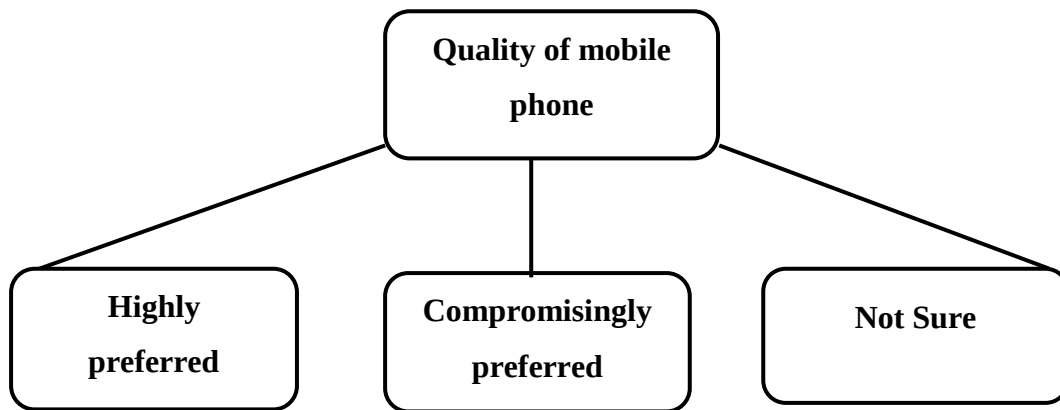


Figure 11. Attributes and their levels

3.3 Data Collection Methodology

As mentioned earlier, to respond to the questions/problems posed in the start of this thesis, an SPSS tool called Conjoint Analysis is used that helps in determining the factors which consumers think are important for them when they wish to buy something ranging from price, quality to celebrity endorsements.

To collect the responses of the respondents, different combinations of attributes and levels were used with the help of SPSS tool which is conjoint analysis that helped creating 16 different cards from Card 1 until Card 16 (show various combinations) that bear various possible combinations which consumers can find satisfactory and leading factor that can form a buying attitude for them. Cards were created in conjoint analysis with the help of Statistical Package for Social Sciences (SPSS) by entering the necessary attributes and levels that possibly can have an impact on the buying attitude of the consumers, attributes contain celebrity influence on buying decision, usage by the celebrities, price, quality and so on and

to each of them different levels were also specified like whether celebrity influence creates an impact on the consumers or not, use of the product by celebrities matters to consumers or not, price of the mobile phone is high/medium/low etc.

After the designing and creation of the cards, they were introduced to different respondents in-person in an attempt to know their perspective or what priority they put forward above all when they intend to purchase something, do they prioritise influence of celebrity endorsements, use of the product by the celebrities or other aspects like price and quality. Respondents were asked on one-to-one basis to rank the cards according to their level of priority from the scale of 1 to 10 and the responses were recorded accordingly and were put to SPSS tool and then conjoint analysis was run to find out the ultimate results. As a matter of fact, a sample is a subset of a population's individuals, data from a sample may be extrapolated to the full population. However, because the samples do not necessarily reflect the structure of the population from which they were taken or are representative of that group, the results may be biased.

4. Analysis of the results

This chapter will discuss about the results which are obtained from the SPSS tool which is conjoint analysis, the cards were ranked by the respondents properly and were recorded carefully into SPSS and consequently conjoint analysis was run to get the final results to answer the questions posed earlier in the thesis and to fulfil the objectives set in the beginning.

4.1 Sample

The number of samples taken or collected was 22 that means 22 respondents were asked to rank the cards according to their own choice and own level of satisfaction. Most of them were students and the technique used was random sampling. The present study is based on the primary data as the data for the study was compiled mainly from the primary sources through the ranking of the cards created in orthogonal plan in SPSS.

4.2 Model Description

The model description is given below which is found out with the help of SPSS through conjoint analysis: From the above table we can infer that there are various attributes used in the analysis and to each of them there are levels as well which can be presented as:

- **Influence** – The very first attribute is influence which is influence of celebrity endorsements on the buying decision of the consumers. In other words, we can say whether the celebrities who advertise or promote the product have any impact on

Model Description

	N of Levels	Relation to Ranks or Scores
Influence	2	Discrete
Usage	2	Discrete
Persuasion	2	Discrete
Price	3	Discrete
Quality	3	Discrete

All factors are orthogonal.

the consumers or not. There are many consumers who are likely to be influenced or inspired by the celebrities because they have a reputation that influences the audience while on the other hand there are some who are least bothered or do not

care about it at all. So, the levels specified to this attribute are basically two as evident from above table:

- i. **Creates Impact-** This is the level that means that celebrities advertising the product make an impact on the buying behaviour of the consumer.
 - ii. **No Impact-** This level simply indicates that the consumers do not pay any heed to celebrity while buying any product
- **Usage** – This attribute depicted in the table means that the product which consumers wish to buy is being used by the celebrity or not because it is very likely that consumers would go for the same product if the celebrity also uses the same one and it also has two levels to it:
 - i. **Yes-** This level simply means that consumers' choice will be affected if celebrity also uses the same product.
 - ii. **No-** This level signals that usage of the product by the celebrities do not affect consumer's decision at all.
- **Persuasion** – Persuasion is something that persuades or provokes consumers to go ahead and end up buying something. Here it is talked about in the context of endorsements where there are celebrities or non-celebrities promoting the product. Sometimes it is seen that few firms are there in the market that do not hire big celebrities for the advertisements of their products rather they rope in some common man to do the same that saves significant cost for them. This attribute bears two levels as well:
 - i. **Celebrity endorsed ads-** Celebrity endorsed advertisements are those which have celebrities or any big film star, sportsperson in it and it is believed that ads with the celebrities are more likely to persuade consumers to buy the advertised product.
 - ii. **Non-celebrity endorsed ads-** These are those ads which do not have any big celebrity in it rather some common man or any other social media influencer. There are some consumers who do not care about celebrities can buy even a common man is endorsing the same product.
- **Price** – Price is one of the attributes which is most sought after by the consumers for any product. Price is the amount that consumers pay in exchange of the product. Price is something that shows the value of the product and also determines the utility of the product whether the product with the given price is really worth or a money-waste. It has three levels:

- i. **High-end >500 Euros** – Product with high-end level means that consumers can buy the product with the price of 500 Euros or more than this, it is very obvious that people with higher level of income will tend to buy high-end phones rather than people with middle level income.
 - ii. **Medium-end 250-500 Euros-** Product with medium-end level means that consumers will be willing to buy if the price range of the product remains between 250 to 500 Euros. Generally middle-income groups would prefer this category more if the features of the product come up to the consumers' expectations.
 - iii. **Low-end <250 Euros-** The low-end product comes with a price which is below 250 Euros and it is quite possible that consumers would have to sacrifice with some of the features because it is ubiquitous that if the product comes for a cheaper price, it might not deliver all the specifications which consumers expect.
- **Quality** – This is the last attribute used in the given research which shows that the product has some qualities, it can be anything like battery life, camera quality, sound quality and so on. Most of the consumers are of the nature that quality is everything to them and they are even ready to pay any amount for it.
 - i. **Highly preferred** – For some of the consumers, quality is of utmost importance. So, before making a buying decision what they look for is quality of the product (Mobile phone in my case) even if it comes at a higher price, they are not ready at any cost to sacrifice quality over anything.
 - ii. **Compromisingly preferred** – It generally means that consumers are ready to compromise with the quality if the product is being promoted and used by the celebrity and also the price of the phone is relatively cheaper. In simple terms, if the consumers get those 4 attributes mentioned above feasible they are ready to compromisingly prefer lower quality.
 - iii. **Not sure** – There are also some consumers who do not care at all about the quality but what they care, may be, about other attributes mentioned above. Some would like to go for low end prices, pay heed to celebrity endorsements and so on.

4.3 Utilities

The next aspect in analysis comes the utilities which simply show the worth of the attribute levels, how important they are. Based on the ranking data, Conjoint Analysis is used to calculate partial utilities (partworths) for all factor values. Furthermore, using these

Utilities		Utility Estimate	Std. Error
Influence	Creates Impact	-,369	,416
	No Impact	,369	,416
Usage	Yes	,057	,416
	No	-,057	,416
Persuasion	Celebrity endorsed ads	-,375	,416
	Non-celebrity endorsed ads	,375	,416
Price	High-end >500 Euros	,788	,555
	Medium-end 250-500 Euros	-,928	,651
	Low-end <250 Euros	,140	,651
Quality	Highly Preferred	,515	,555
	Compromisingly Preferred	,720	,651
	Not Sure	-1,235	,651
(Constant)		4,106	,460

Figure 12: Utilities

partworths, one can calculate the metric total utility of all incentives as well as the relative relevance of certain object qualities. With each attribute level, a utility score is assigned. The greater the utility, the more preferred. Utilities should not be compared between qualities, but only within them. To put it another way, the usefulness of one attribute's level should not be equated to the utility of another attribute's level. Because utilities are cumulative across characteristics, a product's overall utility equals the sum of its attribute levels' utilities. We can see from the above table, which is found out with the help of SPSS through conjoint analysis tool, the different values of utilities estimate and the standard error.

As far as various attributes are concerned, I would like to begin with the attribute **Influence**, that simply tells us that the endorsements that feature celebrities in them create any impact on the buying decision of the consumers or not. As evident from the table, it shows that utility estimate assigned to level “**Creates Impact**” stand out as the negative value which is **-.369** while the level “**No Impact**” exhibits positive number **.369** and the value of **standard error** is **.416** for both of the levels.

As for our second attribute which is **Usage**, it basically represents that consumers are likely to be influenced or not if celebrities are also using the same product which consumers really

wish to buy. From the above table, it can be inferred that utility estimate given to level “**Yes**” is **.057** and to level “**No**” is **-.057** and it also has the same value like previous one for standard error.

As we move on further, we are encountered with our third attribute which is **Persuasion** which opines that there is multiple sort of ads which feature in them some celebrities or even non-celebrities like common man, politicians and so on. With reference to the table we can observe that level “**Celebrity endorsed ads**” bears negative value of **-.375** while the other level “**Non-celebrity endorsed ads**” carries **.375** and it also carries the same value of **standard error** which is **.416**. In the penultimate attribute of **Price**, we can note that utility estimates are assigned to different levels starting from **High-end, Medium-end to Low-end** **.788, -.928, .140** respectively and the values of **standard error** show **.555, .651, .651** respectively.

As we arrive to our last attributes “**Quality**”, it is crystal clear from the above table that utility estimate given to different levels “**Highly preferred**”, “**Compromisingly Preferred**”, “**Not Sure**” are **.515, .720, -1.235** respectively and the values of **standard error** also stand as **.555, .651 and .651** respectively.

4.4 Importance Values

Importance Values	
Influence	14,009
Usage	2,155
Persuasion	14,224
Price	32,543
Quality	37,069
Averaged Importance Score	

Figure 13. Importance Values

When making a purchase choice, attribute importance, also known as relative importance, illustrates whether features of a product or service are more or less essential. The term “Averaged importance score” under the box with the importance values tells us that a Combined Conjoint Analysis has been performed. These values give us a measure (in percent) of the relative importance of the single factors for the determination of the utilities. As we can see from the above table the average importance score for different attributes, The Influence attribute shows the score of 14009 while Usage has 2155 which is the least in the entire table, thereafter comes Persuasion which has score of value 14224 and then the

Price which is second highest 32543 and then in the end is Quality which is 37069 which is the highest in the table.

The above chart is created with the help of the data extracted from SPSS with the help of Conjoint Analysis and we can see from the above that the attribute 'Quality' remains the most important one having the highest percentage score of 37% followed by 'Price' which is the second highest in the chart and bears 33% score. The third important attribute in the chart is basically a tie between the attributes 'Influence' and 'Persuasion' in which we can see a slight difference, Persuasion is slightly more important than the attribute Influence. The least important attribute in the chart is the 'Usage' which is around 2% of the total importance score.

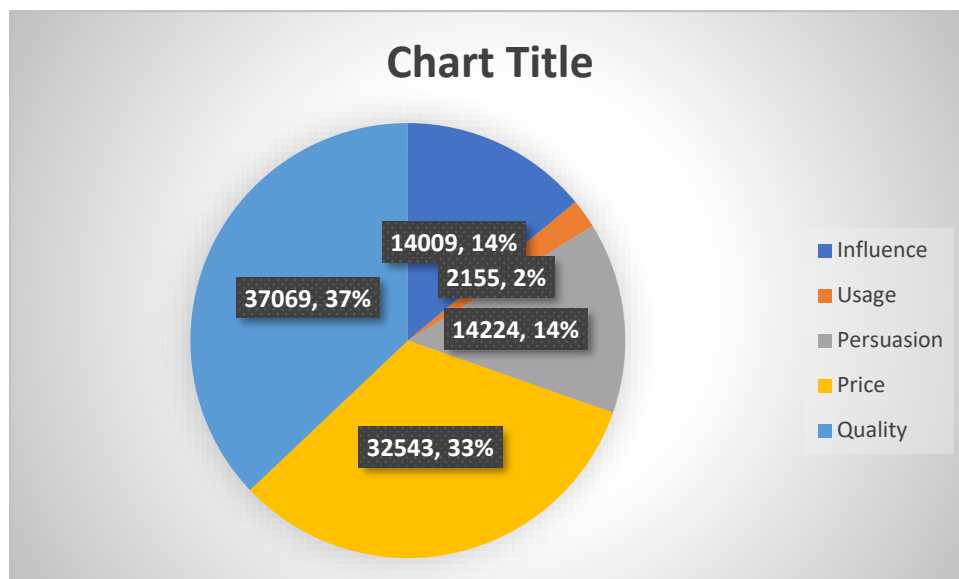


Figure 14: Pie chart showing importance of different attributes

4.5 Correlation

Correlation coefficient is a statistical term that describes how closely two variables move in tandem. A positive correlation exists when two variables move in the same direction. They have a negative correlation if they move in opposite ways. In other words, we can say that the degree to which two securities move in regard to each other is measured by correlation. Advanced portfolio management employs correlations, which are calculated as the correlation coefficient, which must lie between -1.0 and +1.0.

4.5.1 What it can tell us

The correlation coefficient is a numerical representation of the strength of a link between two variables. The values of the correlation coefficient vary from -1.0 to 1.0. The

correlation coefficient is exactly 1 in a complete positive correlation. This means that as one security travels up or down, the other security follows suit in the same way. A complete negative correlation indicates that two assets move in opposing directions, whereas a zero correlation indicates that there is no linear link (*Correlation Definition*, n.d.)

4.5.2 Types of Correlation

There are three types of correlation which are as follows:

- ❖ **Positive Correlation-** A positive correlation is a two-variable association in which both variables move in the same direction. As a result, when one variable rises while the other falls, or when one variable falls as the other falls. Height and weight are an example of a positive association. Taller folks are often heavier.
- ❖ **Negative Correlation-** A negative correlation is a link between two variables in which an increase in one variable causes the other to drop. Height above sea level and temperature are an example of a negative association. It gets colder as you climb the mountain (ascend in elevation) (decrease in temperature).
- ❖ **Zero Correlation-** When there is no connection between two variables, it is called a zero correlation. There is no link between the amount of tea consumed and cognitive level, for example.

A visual representation of a connection is possible. This is accomplished by making a scatter gram also known as a scatter diagram. A scatter diagram is a graphical representation of the relationships or affiliations between two numerical variables that are depicted as points (or dots) for each score pair. The strength and direction of the correlation between the co-variables are shown in a scatter graph. It is of indifferent nature which variable goes on the x-axis and which one on the y-axis when drawing a scatter gram. Because we're usually working with paired scores in correlations, the values of the two variables combined will be utilized to create the diagram. Decide which variable goes on each axis, and then draw a

cross where the two values intersect. (*Correlation Definitions, Examples & Interpretation* | *Simply Psychology*, n.d.)

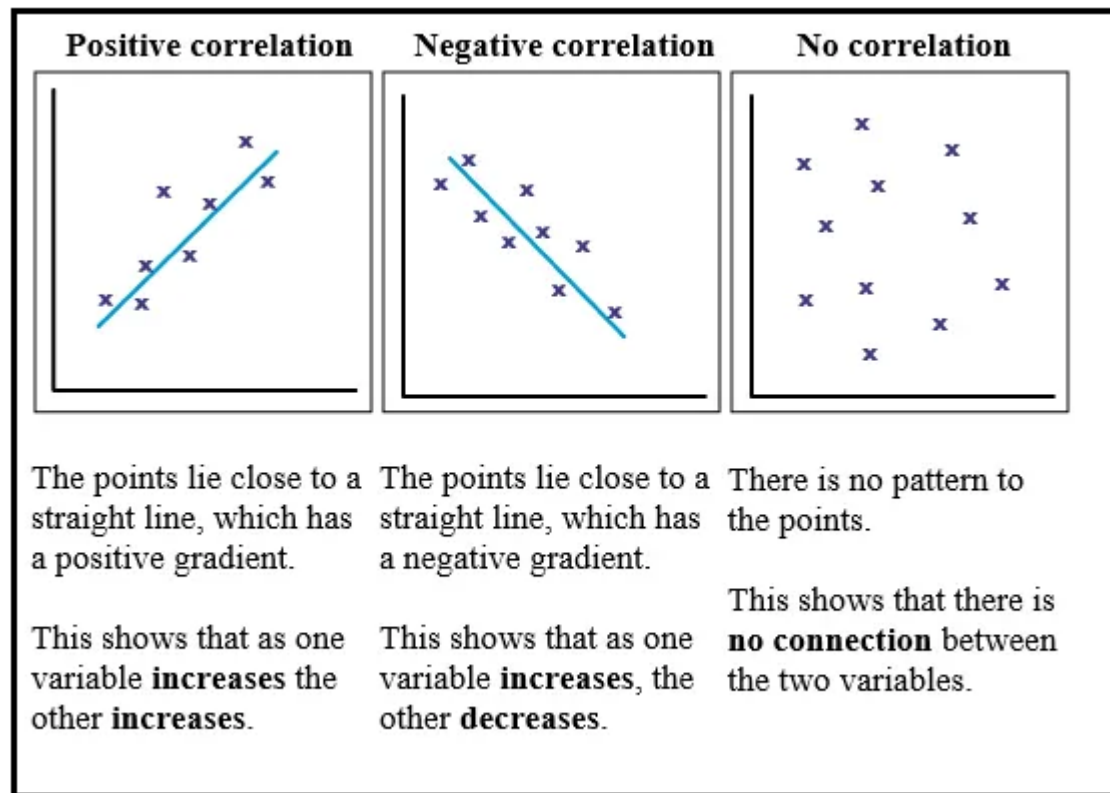


Figure 15: Types of Correlation

4.5.2.1 Pearson correlation

The Pearson correlation coefficient indicates how strong a linear link exists between two variables. It has a range of values from -1 to 1, with -1 indicating total negative linear correlation, 0 indicating no correlation, and + 1 indicating entire positive linear correlation. (Nettleton, 2014). For numerical variables, the Pearson correlation approach is the most often used method. This means that a correlation value of 0.7 between two variables indicates that there is a substantial and positive association between them. A positive correlation indicates that if variable A rises, so will variable B, whereas a negative correlation indicates that if A rises, so will B.

4.5.2.2 Kendall's Tau Correlation

Kendall's tau-b (b) correlation coefficient (also known as Kendall's tau-b) is a nonparametric measure of the degree and direction of connection between two variables assessed on at least an ordinal scale. When your data fails one or more of the test's assumptions, it's regarded a nonparametric alternative to Pearson's product-moment correlation. It's also thought to be a

good substitute for the nonparametric Spearman rank-order correlation coefficient (especially when you have a small sample size with many tied ranks). If one of your variables is an independent variable and the other is a dependent variable, a Somers' d test would be a better option. Kendall's Tau is a statistical method in determining the strength of a link between two variables. Your variables of interest might be continuous or ordinal, and their relationships should be monotonic.

The following was found out with the help of the SPSS:

Correlations^a

	Value	Sig.
Pearson's R	,709	,001
Kendall's tau	,611	,001

a. Correlations between
observed and
estimated preferences

Figure 16: Correlation Values

As it can be witnessed from the above table that Pearson correlation value stands at **.709** while the significant value is around **.001** while on the hand if we look at Kendall's tau correlation it shows **.611** while the significant value remains same as **.001**.

Consequently, we have a few summary utility graphs which are as follows:

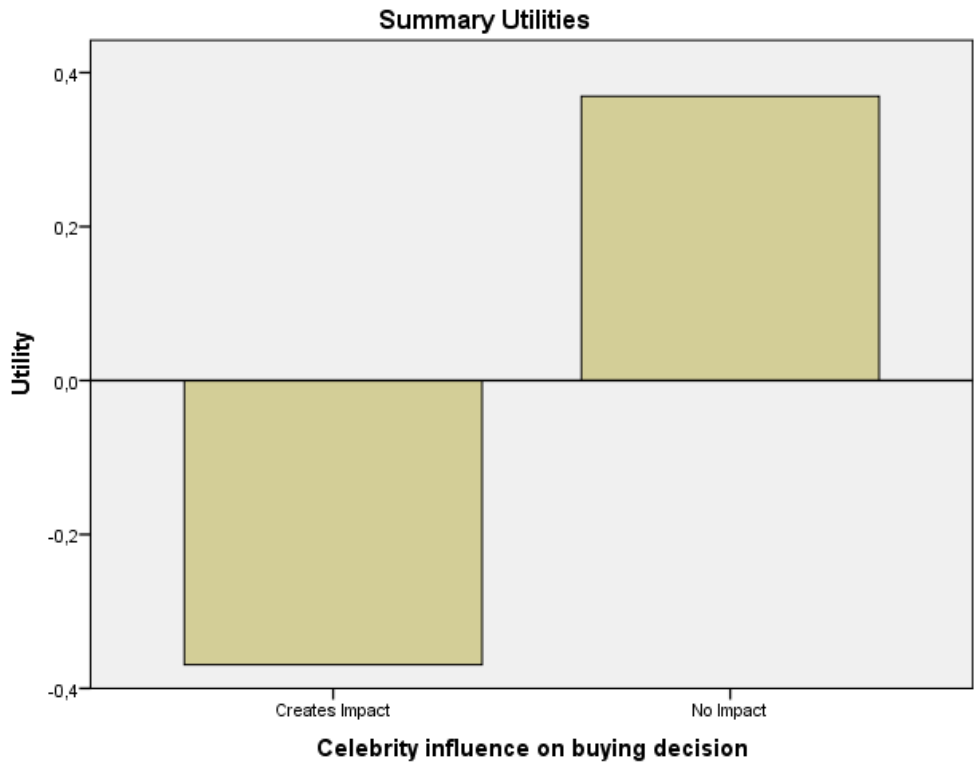


Figure 17. Graph showing utility for Influence

The above graph shows the summary utility about our first attribute which is celebrity influence on buying decision with two different levels that includes creates impact and the other one no impact. We can see in the graph that utility remains positive between **0.2** and

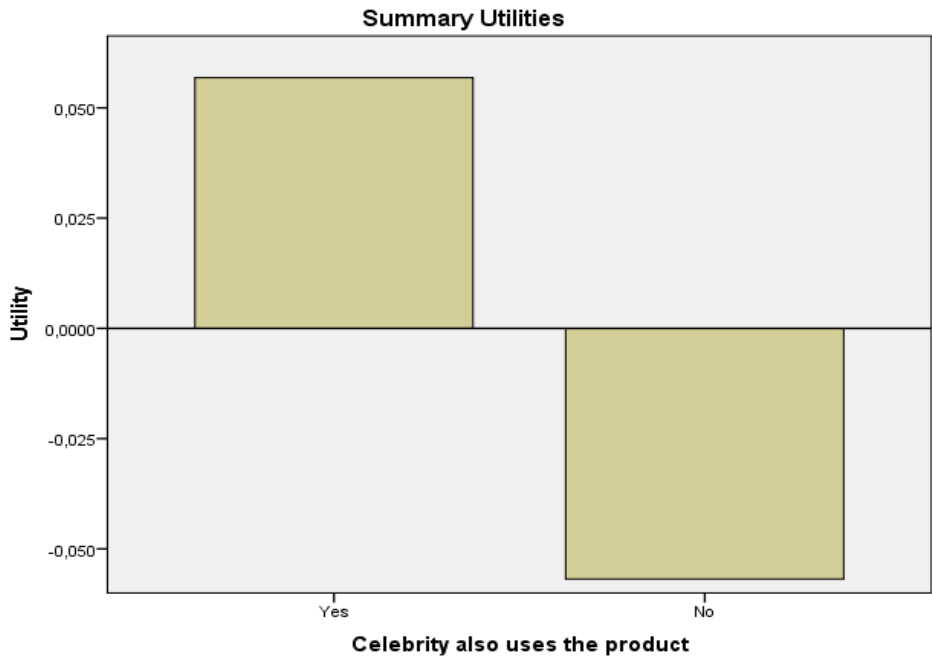


Figure 18. Graph showing utility for Usage by the celebrities

0.4 in terms of the level **‘No Impact’**, while for the other level **‘Creates Impact’** remains negative between **-0.2 and -0.4**.

The graph two that we have is about our second attribute which is whether celebrity also uses the product: The graph shows the summary utility for usage of the product by the celebrities with two levels which are Yes and No. We can observe from the graph that the level **‘Yes’** scores positive around **0.025 and 0.050** while the level **‘No’** scores negative around **-0.025 and -0.050**.

The third graph that we have is about our third attribute which is persuasion meaning hereby, what persuades a customer to buy, having two different levels.

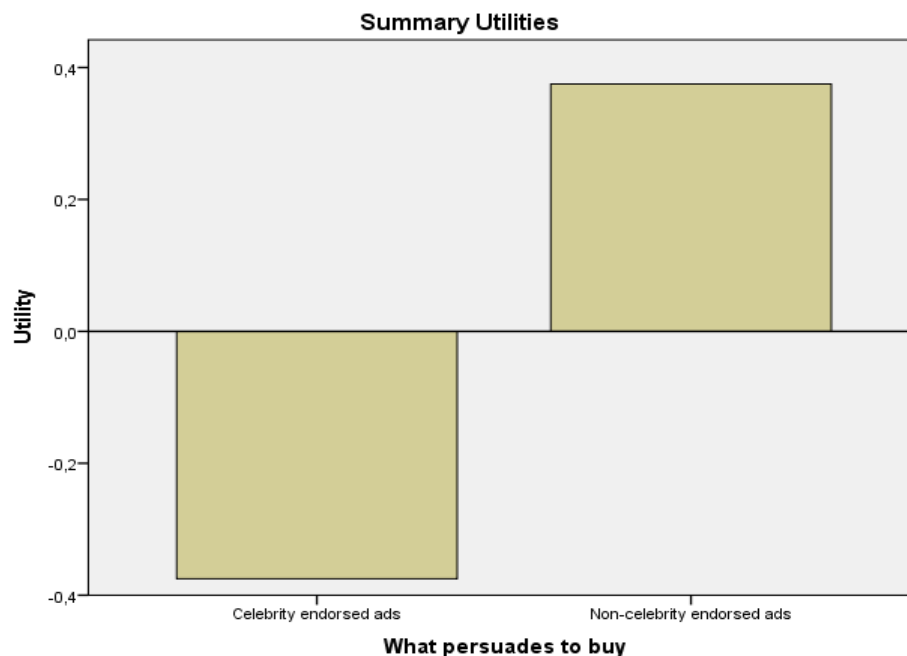


Figure 19. The graph shows persuasion

With the help of the above graph we can notice that utility for the level **‘Celebrity endorsed ads’** is negative somewhere between **-0.2 and -0.4** while the other level which is **‘Non-celebrity endorsed ads’** has a positive value of around **0.4**.

The next graph that we have in process is about our penultimate attribute which is price which is one of the most sought-after attributes by the consumer having three different levels.

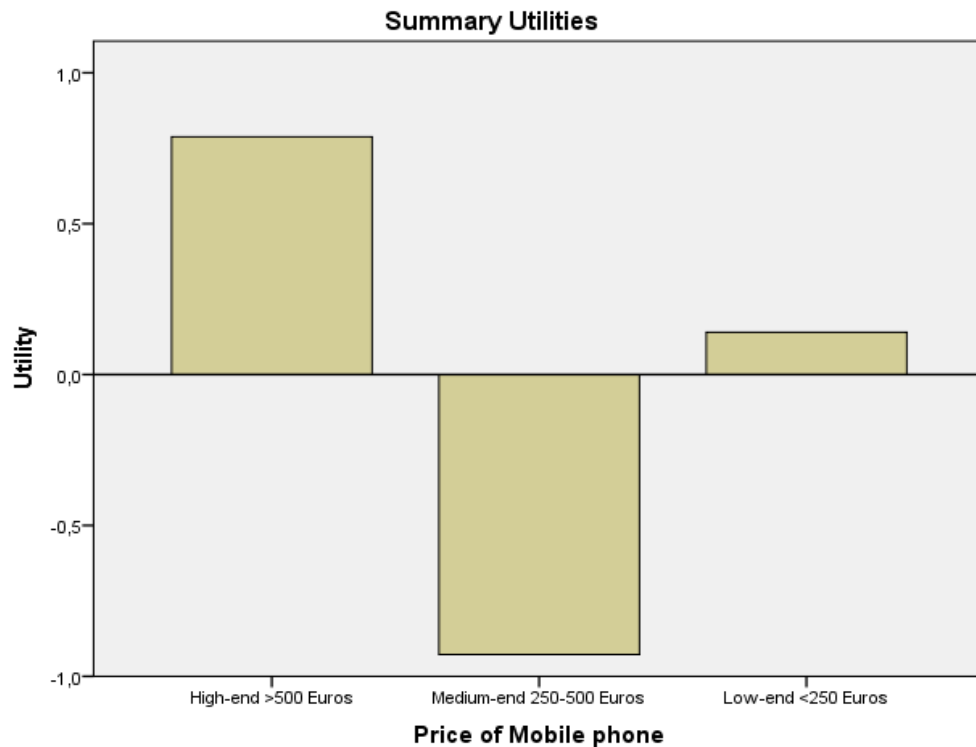


Figure 20. The graph shows the levels of Price

What we can observe from the above graph is utility summary for three different levels of our price attribute. As we can see that the level '**High-end >500 Euros**' bears positive utility value somewhere between **0.5** and **1.0** while the second level '**Medium-end 250-500 Euros**' has the negative utility value of more than **-0.5** but lower than **-1.0** and the last level which is '**Low-end <250 Euros**' also shows the positive utility value but very subtle which is not more than **0.5**.

The utility graph of our last attribute, which is Quality of the product that is also very important for the consumers, is as follows:

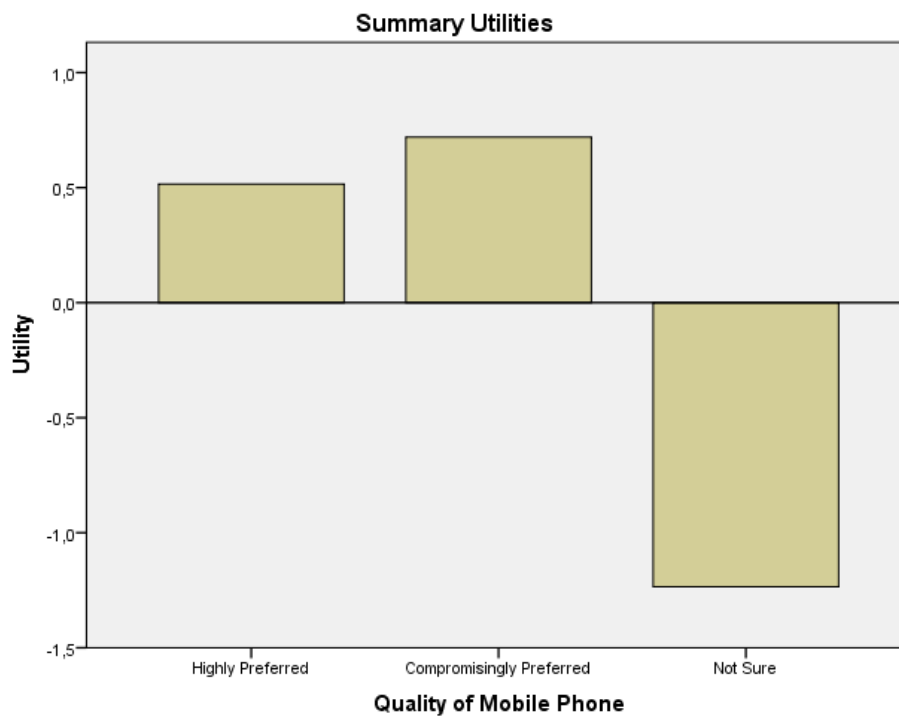


Figure 21. Levels of quality of mobile phone

What is evident from the above graph is that it has three levels, the first one '**Highly Preferred**' which has a positive utility score of exact **0.5** while the other level which is '**Compromisingly preferred**' has also positive utility score that stands at more than **0.5** but lower than **1.0**. while our last level of the quality attribute which is '**Not sure**' it scores severely negative around more than **-1.0**.

At the end we have importance summary which shows all attributes in one place that depicts sort of information which is more relevant and results can be inferred. On the X axis we have all the attributes while on the Y axis we have importance score starting from 0 and goes until 40.

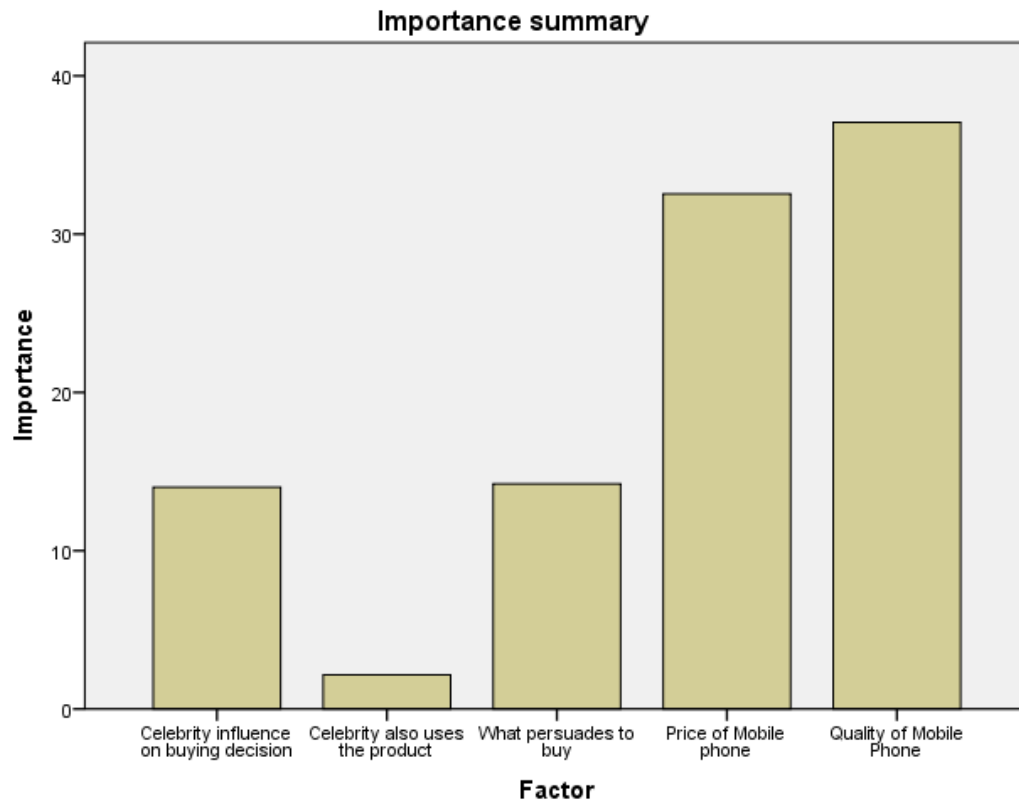


Figure 22. Graph shows about different attributes

we can see in the above graph that there are different importance scores assigned to different factors ranging from Influence to Quality. Importance score of celebrity influence on buying decision is somewhere between **0** and **20**, **15** to be exact. The same score is also for the persuasion factor. Importance score for usage by the celebrity is the lowest among all which stands around between **0** and **5** while the value for price and quality is significantly higher. As we can see that importance score for price is **more than 30** while for quality is around and **more than 35**.

5. Final Conclusions

In this chapter we will try to present the findings of the study by responding to the objectives and questions set and posed earlier in the study. With all the responses received from the respondents having the way being paved through the help of an SPSS tool which is Conjoint Analysis, it could become somehow possible to find out or infer the effects of advertising by the celebrities on the consumer buying decision. It also helped us to know the consumer perception towards celebrity endorsed ads along with non-celebrity endorsed ads and also helped us to find out their perception towards different factors like price of the product (mobile, in our case) as well as quality of the product. It also helps us answering the question whether consumers find non-celebrity advertisements convincing or not. After the analysis of all the attributes and their respective levels for the given study, it is possible to see different indicators that help us conclude.

Among all the analysis aspects, we begin with Average Importance Score which I have already mentioned about in the Analysis chapter above. Basically, Average importance score tells us that which attribute or factor is most important to respondents and which one is least important. As we can see or observe from the table of importance values that quality was the factor which consumers placed highest emphasis on, for which the importance value is **37069** which is the highest in the table and the factor which is least dear to them is usage of the product by the celebrities that scores the least importance value which is **2155**. Respondents find themselves very decisive with the quality by placing it as their top priority factor leaving those related with celebrities behind. The second highest factor preferred by the respondents after quality is price that scores around **32543** which shows that price is something which is of great importance to respondents because it depends on the budget what they usually have, obviously if they hail from an elite section of the society it doesn't make any sense for them to buy low-end price phones while compromising with the quality. They will always go, for sure, for the choice which can give them good quality and that too at the price they are willing to buy at whether it is high, medium or whatsoever. If the buyers come from middle-income groups and they wish to purchase a product, what priority they would like to go with would probably be the medium-end price with high quality or at least medium quality because if the price goes down, it is likely to have some effects on the quality of the products as it is very common and ubiquitous in the field of economics and if the consumers wish to buy a product at a low-end or medium-end price they would have to sacrifice some of the aspects out of all quality may be the one. As for the other attributes in

the importance value table, celebrity influence on buying decision of the consumers and what persuades customer to buy, have some values which are quite closer to each other **14009** and **14224** respectively. It was not important for the respondents whether the product that they are going to buy is being promoted by the celebrities or not, in simple terms they do not pay any heed to advertisement that feature celebrities in it. If there are some respondents who can be influenced through celebrity endorsements, they can be done so through non-celebrity endorsed ads even. There could be various folks advertising a particular product other than celebrities or film stars, it could be a common man, animation, politician and so on, they have more potential than the celebrities to influence the consumers choice as shown by the analysis.

The other aspect of the analysis is correlation which we also have discussed in the analysis chapter above. Generally, we have two types of correlation in the analysis which are Pearson's correlation and then we have Kendall's tau correlation. Before going further, I have a table of the Pearson's correlation that shows which value represents a stronger correlation and which one negligible. The table is as follows:

Table 4. Rule of Thumb for interpreting the size of a Correlation Coefficient, Source: (Witz et al., 1990)

Size of Correlation	Interpretation
.90 to 1.00 (−.90 to −1.00)	Very high positive (negative) correlation
.70 to .90 (−.70 to −.90)	High positive (negative) correlation
.50 to .70 (−.50 to −.70)	Moderate positive (negative) correlation
.30 to .50 (−.30 to −.50)	Low positive (negative) correlation
.00 to .30 (.00 to −.30)	negligible correlation

With reference to above table we can conclude our correlation coefficient that we have found out with the help of conjoint analysis through SPSS. The numbers exhibited by the above table clearly show that correlation between .90 to 1.00 is very high positive correlation while .70 to .90 is high positive correlation. So, what we have in the analysis shows the correlation value of .709 which goes into the slab of high positive correlation slab according to the above table. As for Kendall's tau correlation we all know that correlation value the closer it is to the +1 the stronger it is. So, in our case the value is .611 which shows that this is also somewhat strong correlation and shows quite strong association among the attributes.

Another aspect that we have in our analysis part is about the utility value which shows positive and negative values that represent the significance given by the respondents to individual levels of the attributes which could help us understand even better and conclude as well. As for our first attribute which is celebrity influence on buying decision of the consumer there are two levels specified, 'creates impact' and the other one is 'no impact' and we can see in the graph of summary utility that the level 'creates impact' has negative utility of around -0.4 and for the other level 'no impact' it has positive utility of 0.4 which clearly shows that respondents are of the view that product advertisements by the celebrity do not create any impact upon them. As we move forward we see the graph of second attribute which is about usage of the product by the celebrities and it also has two levels 'Yes' and 'No'. From this utility graph we can say that respondents are much likely to make their choice to buy the product if they see any celebrity using the same product as the first level which is 'yes' in the graph shows positive utility of more than 0.050 while the other level which is 'no' shows negative utility value of -0.050.

Moreover, as we move further we find that the utility graph of third attribute shows the level 'non-celebrity endorsed ads' is preferred by the respondents over the level 'celebrity endorsed ads'. So, customers can also be influenced by the non-celebrity endorsed ads as it is evident from the analysis so it can be the thing that can persuade the customers to buy.

Then comes the most important factor or attribute which is price. It is very important for the customer to ponder over this before making any decision to buy any product which befits their budget or their financial soundness. The levels assigned to this attribute are High end, Medium end and Low end, and we can infer from the graph that the level 'High-end >500 Euros' is the level which is highly preferred by the consumers or they give more importance to, followed by the level 'Low-end <250 Euros'. Consumers did not prefer the level 'Medium-end 250-500 Euros' as it has significantly negative value as shown by the graph.

Then comes our final attribute which is quality which also has three levels the very first one is 'highly preferred' and the second one is 'Compromisingly preferred' and the last one is 'Not sure'. We can observe in the utility graph that respondent have given a massive negative value to the level 'not sure' which clearly shows that consumers are not ready at all to compromise with the quality of the product. Consumers have given maximum utility value to the level 'compromisingly preferred' followed by the level 'highly preferred', the value are positive 0.5 and more than 0.5 but lesser than 1.0 respectively. It means that consumers

can compromisingly prefer the product with a bit lower quality if there are some other positive reasons associated such as price is a bit affordable, celebrity also uses the product and also being advertised by them and so on.

If we look at the conclusion as a whole what we can draw, with the help of our analysis which is carried out with the help of conjoint analysis, is that consumers are more concerned about the quality of the product because we have seen in the analysis that quality has the highest score in average importance values as well as utility graphs. So, consumers always prefer quality over any other thing. The second most preferred factor for the consumers is price followed by persuasion and celebrity influence, both of the factors share equal preference by the consumers. The least preferred factor by the consumers is usage of the product by the celebrities. It does not affect the consumers choice at all as the analysis clearly depicts out.

6. Summary

In today's dynamic market, not only domestic players are competing each other but foreign players also have come in to play to make the market operations ever tougher. Every firm is trying iron-hard to acquire new customers along with acquiring the new ones which ultimately increases their revenue and sales. With the advent of globalization, it has become very difficult for the companies to sell their products to the ultimate consumers it could only be possible through proper tactics and strategies. So, the steps which most of the companies generally take are several in numbers like reducing prices, providing ample features, offering discounts & offers and also celebrity endorsements which could help them increase their reputation and sales as well. In this research, I have tried to find out that how celebrity endorsements affect the consumer behaviour for which I have used a SPSS tool which is Conjoint Analysis, in which almost 16 concept cards were created with different combinations so as to know the taste and preference of the respondents. Respondents were asked to record their responses on one-to-one basis and rank their preferences accordingly. A conjoint analysis was run on the recorded responses of the respondents and the following results were found out that Quality was the attribute which got the maximum importance score followed by Price and usage attribute being the lowest one in scoring the importance score.

What we can infer from the above is that respondents were not of the view that celebrity endorsements make any impact on their buying behaviour but the factors which are really of importance are quality and price. Celebrity endorsements do make an impact but for the respondents this was least impactful as it is evident from the importance score based on the ranks that they have given accordingly. Even if the celebrity are also using the same product which they are advertising, respondents are least likely to bear any impact on their buying behaviour but respondents can slightly be impacted with the ads if they watch a celebrity in it rather than other common man and else.

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