

Project Dissertation Report on

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# **IMPACT OF CELEBRITY ENDORSEMENT ON BRAND EQUITY OF ORAL HYGIENE INDUSTRY**

*Submitted by*

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# CERTIFICATE

This is to certify that the work titled '**Impact of celebrity endorsement on brand equity of oral hygiene industry**' as part of the final year Major Research Project submitted by Greeshma PA in the 4<sup>th</sup> Semester of MBA, Delhi School of Management, Delhi Technological University during January-May 2021 is her original work and has not been submitted anywhere else for the award of any degree whatsoever.

The project is being submitted to the Delhi School of Management at Delhi Technological University as part of the requirements for the Master of Business Administration degree.

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# DECLARATION

I hereby declare that the work titled '**Impact of celebrity endorsement on brand equity of oral hygiene industry**' as part of the final year Major Research Project submitted by me in the 4<sup>th</sup> Semester of MBA, Delhi School of Management, Delhi Technological University, during January-May 2021 under the guidance of Assistant Prof. Deepali Malhotra is my original work and has not been submitted anywhere else.

The article was written by me in my own words and was not plagiarised. Anything in this article that isn't my own job has been properly referred to, quoted, and acknowledged.

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# ACKNOWLEDGMENT

It gives me great pleasure to express my gratitude for the assistance and guidance I received during my study. I would like to thank my faculty advisor Assistant Prof. Deepali Malhotra, who helped me to take up the topic '**Impact of celebrity endorsement on brand equity of oral hygiene industry**' and guided me to complete this project properly. The project provided me with a good opportunity to explore the areas of Marketing and Brand equity.

I owe my gratitude to the Delhi School of Management at Delhi Technological University for allowing me to work on this project. Lastly, I would like to thank all of the distinguished faculty members for contributing their knowledge and experience to this project.

I have put all my efforts to maintain the standard of the project and to deliver an error free project report.

**Greeshma P A**  
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## TABLE OF CONTENTS

<b>Certificate</b> .....	<b>i</b>
<b>Declaration</b> .....	<b>ii</b>
<b>Acknowledgement</b> .....	<b>iii</b>
<b>Abstract</b> .....	<b>iv</b>
<b>Table Contents</b> .....	<b>v</b>
<b>List of Figures</b> .....	<b>vii</b>
<b>1. Introduction</b> .....	<b>1</b>
Background.....	1
Objectives of the project.....	20
<b>2. Literature Review</b> .....	<b>21</b>
<b>3. Research Methodology</b> .....	<b>25</b>
Porters five forces analysis for toothpaste industry .....	26
SWOT Analysis for toothpaste industry .....	27
SWOT Analysis for toothpaste industry in India.....	28
<b>4. Data representation and Analysis</b> .....	<b>29</b>
Data collection: sources and Analysis.....	31
Impact of celebrity endorsement on brand equity .....	35
Data Analysis.....	38
Findings and recommendations.....	43
Limitations.....	45
<b>5. Conclusion</b> .....	<b>46</b>
References.....	47
Annexure.....	48

## LIST OF FIGURES

<b>Figure1.1</b> Global toothpaste industry .....	<b>10</b>
<b>Figure1.2</b> Zone wise segmentation.....	<b>12</b>
<b>Figure1.3</b> Rural and urban segmentation .....	<b>13</b>
<b>Figure1.4</b> Market share of major players of the industry.....	<b>14</b>
<b>Figure3.1</b> Porter’s five forces analysis for toothpaste industry) .....	<b>27</b>
<b>Figure3.2</b> SWOT analysis for toothpaste industry.....	<b>28</b>
<b>Figure4.1</b> Gender segmentation of the respondents .....	<b>31</b>
<b>Figure4.2</b> Representation of age of the respondents.....	<b>32</b>
<b>Figure 4.3</b> Factors that influence purchasing decision of the respondents .....	<b>32</b>
<b>Figure 4.4</b> Factors that attracts respondents attention .....	<b>33</b>
<b>Figure 4.5</b> Respondents opinion on quality of celebrity endorsed products.....	<b>34</b>
<b>Figure 4.6</b> Consumer buying behaviour towards their favourite celebrity endorsing a brand .....	<b>34</b>
<b>Figure 4.7</b> Customer viewpoint on positive brand image of the celebrity endorsed brand .....	<b>35</b>
<b>Figure 4.8</b> Representation of respondent’s viewpoint if the celebrities use the same products that they endorse .....	<b>35</b>
<b>Figure 4.9</b> Representation of the type of celebrity that persuades them to purchase the products.....	<b>36</b>
<b>Figure4.10</b> Respondents viewpoint on Influence of celebrity endorsement in brand promotion.....	<b>36</b>
<b>Figure 4.11</b> Representation of advertisement type/medium that persuade them the most to buy a product.....	<b>37</b>
<b>Figure4.12</b> Representation of factors influencing the purchase decision of respondents.....	<b>40</b>
<b>Figure 4.13</b> Representation of customer’s way of noticing a brand .....	<b>41</b>
<b>Figure 4.14</b> Representation of respondents towards buying behaviour if their favourite celebrity is endorsing.....	<b>42</b>

<b>Figure4.15</b> Representation of respondents if celebrity gives a positive image about the brand.....	<b>42</b>
<b>Figure4.17</b> Representation of the influence of celebrity endorsement on brand promotion.....	<b>43</b>
<b>Figure 4.18</b> Factors that influence the purchase of toothpaste.....	<b>44</b>
<b>Figure 4.19</b> Representation of different mediums influencing the persuasion of customers.....	<b>44</b>

# Chapter 1

## INTRODUCTION

### **Background**

#### Introduction to global toothpaste industry

The worldwide Toothpaste advertise is relied upon to reach USD 27.7 billion by 2023, seeing a solid CAGR amid the figure time frame. Asia-Pacific holds the significant offer in the worldwide Toothpaste showcase. About 8.1 billion units of Toothpaste expended in 2017, which is developing at a consistent CAGR. Expanded dental issues among kids and grown-ups because of poor dietary patterns have fundamentally determined the market. Additionally, rising premiumization and buyer looking for more focused on arrangement are further quickening the toothpaste showcase.

Toothpaste utilization is relied upon to increment with more shopper searching for a progressed and focused on answer for dental consideration. Rising extra cash in a creating locale, for example, Asia-Pacific requesting for increasingly refined toothpaste and costly toothpaste. Toothpaste with brightening impact is seeing a hearty interest all inclusive. In 2017, an oral consideration organization in the US, Dr. Richard Marques propelled brightening toothpaste with 100% common fixings including calcium carbonate and silica for tooth brightening.

The rapid relief toothpaste of sensodyne was launched in the United States by GSK in March 2018. The item figured with stannous fluoride helps in calming tooth-affectability torment inside three days. The organization additionally propelled its Aqua fresh Kids scope of toothpaste in the UK, which is uncommonly intended for kids matured 9-12-year old to give master assurance to teeth. The worldwide tooth brightening market

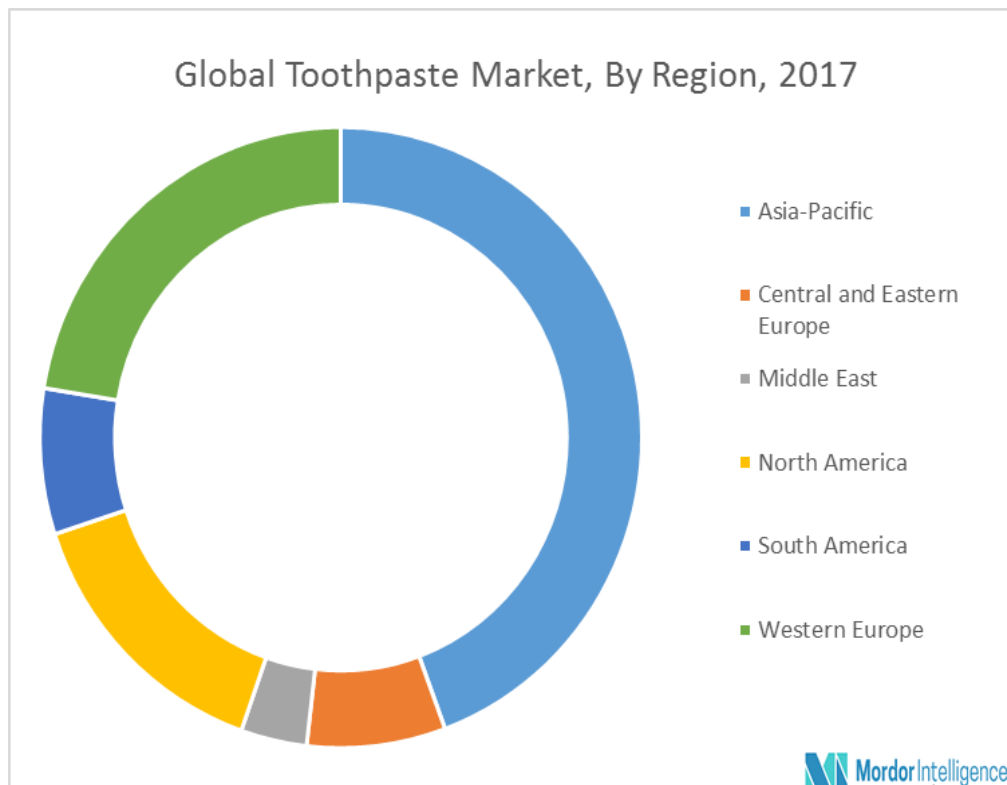


is outperformed by an esteem utilization of USD 3.15 billion out of 2016 which is seeing a quicker CAGR.

Standard toothpaste and corrective toothpaste consolidated hold the greater part of the piece of the pie with standard toothpaste seeing the quickest CAGR. Customer setting out on oral consideration routine is the essential factor powered the market development. Expert toothpaste which is principally intended for delicate teeth, for smokers and youngsters' is seeing a CAGR of 6.3% amid the figure time frame. Focal and Eastern Europe recorded a great development in pro toothpaste amid 2012 to 2017 attributable to expanded shopper toothpaste refinement. Customers are eager to pay additional for premium toothpaste which fulfills their particular prerequisite. South America is seeing the quickest esteem CAGR, which is essentially credited to the high unit cost because of swelling.

Accommodation stores offered extreme challenge to grocery stores/hypermarkets. Online retail represents a little offer of the market which saw an esteem CAGR of 3.8% amid 2012-2017. Amazon, the worldwide pioneer in online retail recorded a noteworthy development in toothpaste items deal only in US. Drug stores are another important sales outlet, with a 36 percent increase in esteem sales between 2012 and 2017.

Figure1.1: Global market: toothpaste industry



Source: [www.mordorintelligence.com](http://www.mordorintelligence.com)

•February 2018 – Oral care giant Procter and Gamble Co. propelled another variant of Crest toothpaste with "enacted froth," which comes to beneath the gum line to enhance oral wellbeing.

May 2017 - Unilever has agreed to a deal to acquire Quila's individual consideration brand in South America. In Colombia and Ecuador, the Quila Toothpaste brand Fortident is the second most common.

The worldwide Toothpaste advertise is focused with an expansive number of global player vying for piece of the overall industry. New item development centre around dynamic fixings is the principle technique received by players.

Toothpaste Market Major Players:

- Colgate-Palmolive Company.
- Procter and Gamble Co.
- GlaxoSmithKline Plc
- Johnson and Johnson Services Inc.
- Unilever Plc

Motivations to purchase toothpaste market report:

- Examining the market's point of view using current trends and Porter's five powers.
- The current state of business elements, as well as the market's potential growth prospects.
- Analysis of market segmentation, which includes both subjective and quantitative research, as well as the impact of financial and non-monetary factors.
- Investigation at the regional and national levels, taking into account the interests and supply forces that influence market growth.
- Market valuation (USD Millions) and volume (Units Millions) data for each segment and sub-section
- Value Analysis of Dissemination Channel Bargains
- Competitive scene including the bit of the general business of genuine players, close by the new thing dispatch and frameworks gotten by players in the previous five years
- Complete association profiles including the thing commitments, key money related information, continuous progressions, SWOT examination, and method used by the noteworthy market players.

•3-month agent reinforce, close by the Market Estimate sheet in surpass desires.

### Introduction of toothpaste industry in India

India's oral neatness grandstand is a champion among the most remarkable, speediest creating and forceful portion of the FMCG business. In any case, the circumstance was not proportionate since its improvement. Over these years, it has changed from static to dynamic, from less engaged to progressively forceful, standard to more form and moved one.

Previously, oral hygiene promotion was limited to the era of generally simple oral thinking items that were seen as primary, such as toothpastes and toothbrushes, and thus held an obvious FMCG bid. Regardless, the oral hygiene publicise in India has changed dramatically over time as a result of a combination of demand-side and supply-side influences, as well as government-supported techniques. India's oral hygiene grandstand has developed at a compounded annual growth rate of 11.4 percent over the last five years.

For the time being, India's oral hygiene function is being dominated by the toothpaste order, which includes both manual and turning brushes. Due to shifting consumer preferences, toothpowder bargains have decreased. Advanced oral health products, such as mouthwashes, dental floss, and teeth-whitening products, are making their debut in India, catering primarily to urban consumers. The key industry players are Colgate-Palmolive, Johnson and Johnson, and Unilever PLC, and the accommodation store dominates the other distribution networks.

### Factors contributing to India's oral hygiene industry

The development in India's personal care industry is generally affected by changing buyer conduct, firms' business systems, govt. approaches and the expanding passageway of different driving global brands in the Indian market.

With the increase in disposable income and lifestyle attitudes, buyers are exchanging up for luxury items. To receive the rewards of expanded buyer requests, firms are strategizing their activities in like manner. They are concentrating on development and dispatch of new items, focusing on undiscovered rustic market through generation of normal home grown oral consideration items, premiumisation is assuming a lead job, putting immense sums in commercials through computerized stage just as through crusade and denoting their solid nearness in the essential and propelled oral consideration item market, for example, toothpaste and mouthwash to tap the potential chances.

Govt. has likewise presented different positive arrangements alongside expanding mindfulness regarding oral social insurance by sorting out free dental registration in semi-urban and provincial territories and furthermore manages the issue of low dental practitioner populace proportion in the nation.

The following are some of the main macroeconomic trends that are driving growth in the oral hygiene industry:

- Growing populations and a growing white-collar class are driving the mass market.
- Increased spending on enhanced oral consideration products due to rising GDP.
- As the GDP per capita rises, so does acquiring power.

- Non-expanding joblessness rates combined with a tightening labour market, resulting in a larger consumer base.

#### Oral Hygiene Market Prospects in India:

The future viewpoint for the oral cleanliness market of India gives off an impression of being promising attributable to different economic situations and educative activities on part of makers and govt., which has prompted expanded interest from shopper side just as offers extraordinary potential development chances to the makers. Aside from interest for enhanced oral consideration items, Indian shoppers are getting progressively slanted towards home grown items lately. Expansive rustic populace relies on characteristic items like neem twigs and so on for oral cleanliness. Subsequently, through premiumisation and generation of regular home-grown oral consideration items, a vast market fragment can be caught. Additionally, low market infiltration both as far as area (urban-provincial) and item (essential and auxiliary oral consideration items), infers a to a great extent undiscovered Indian oral consideration showcase with extraordinary chances to the respective makers to extend and develop.

With a CAGR of 6% between 2015 and 2020, India's oral hygiene market is expected to develop at a moderate pace in terms of value and volume, with sales expected to reach INR 150 billion by 2020. The most popular category would be toothpaste, with the Mouth Wash category expected to grow at the fastest rate. During the period 2015-2020, the use of Screw Top conclusion form is expected to grow at a CAGR of 2.8 percent, outpacing the appropriation channels.

## History of toothpaste in India

The origin of toothpaste in India can be traced back to 1975, when the toothpaste industry delivered 1200 tonnes of toothpaste to India, with Colgate's Indian business section emphasising the importance of oral thinking.

Colgate was in control with a sizable portion of the Market, which it has so far retained. Colgate Palmolive and Hindustan Lever Limited are two notable players in the toothpaste industry, with a few minor players such as Balsara, hygiene, Dabur, and others.

Colgate Dental Cream eventually started controlling 52 percent of the overall market. With 23 percent of the current slice of the pie, HLL's Close up lies is far behind. Colgate Gel is the third largest player in the industry, accounting for 10.5 percent of the overall market. The remaining 14.5 percent of the pie goes to different brands. The Gel segment has a market capitalization of Rs. 248 crores and is growing at a much faster pace than the Cream segment. When compared to other countries, toothpaste use in India is poor, implying a market capacity problem. Individual toothpaste consumption in urban India is 190gms, while it is 200gms in Indonesia and Thailand.

In developed countries such as the United States of America and the United Kingdom, one of the main factors that drew customers in was the fresh breath. The Bright Red Gel blended well with the Fresh Breath Benefit in terms of presentation. LINTAS was in charge of the chart-topping album, which focused on the song Fresh Breath, which brought teenagers closer together.

Close Up had 3% of the 16,000 tonnes of toothpaste broadcast by 1980. Beyond what anyone would think feasible was copied into an agreement with an untouchable manufacturer, and the brand was taken national over

the course of 18 months, with the premium being reduced by 30%. In 1983, Colgate began to hate seeing a slice of pie with a crush on it.

In Tamil Nadu, Lever changed three Ps in its marketing mix in 1988.

(1) The item

- A blue mint-flavored paste has been introduced.
- Read's tangerines have decreased. (For genuine purchasers.)
- Soft Squeeze Lami Tubes for Toothpaste performed exceptionally well across the country.

(2) Interaction

- The emphasis of the advertisement centre has shifted from the spotlight to gregarious couples. This introduction to the Mother was becoming increasingly sufficient.

(3) Disbursement

- Brand expansion into Suburban and Rural areas.
- Posters and Mobile Vans were placed in areas where the urban way of life was associated with longing. This was a calculated decision because the company did not want the Brand to be burdened with a prohibitive cost.

Colgate pursued Close Up in 1990 by sending out its Blue Colgate Gel. It was aimed mostly at young people who preferred a more natural look. It was introduced as a closeup gel competitor. Colgate's commercials focused on the concepts of fresh air and electricity. Gel entered the Battleground at this stage in order to become the pioneer.

Following that, HLL attempted to gain attention by introducing "stand up pump pots" for metro areas. Companies used sachet ideas to break the market of colgate's post. The Close Up sachets which was available for 3



rupees per sachet provided more utility to consumers as they were able to use multiple times in groups of 5.

"Quit for the day," a fluid in a convey along crush can in two sizes, was introduced in 1996.

- 100 gms.
- 30 gms.

To crush the Gel directly into the mouth, HLL gave it a double positioning stage of a Mouth rinse and toothpaste. Colgate is an essential toothpaste in India, and its volume is the most important factor.

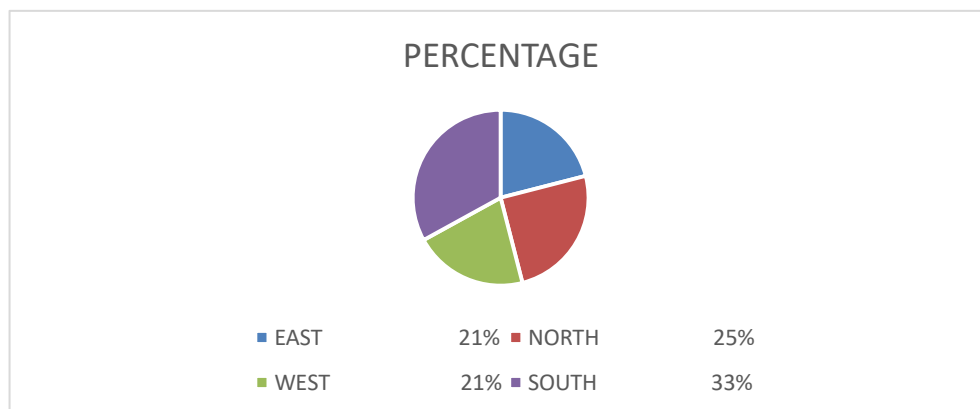
The toothpaste company

The above division nuances provide us with a general picture of the toothpaste industry. The circulation is truly even in all of the districts, as shown by the region astute division table. Similarly, the ratio of rural to urban markets is 40:60, which is natural.

### Data for the toothpaste industry

(a) Zone wise segmentation :

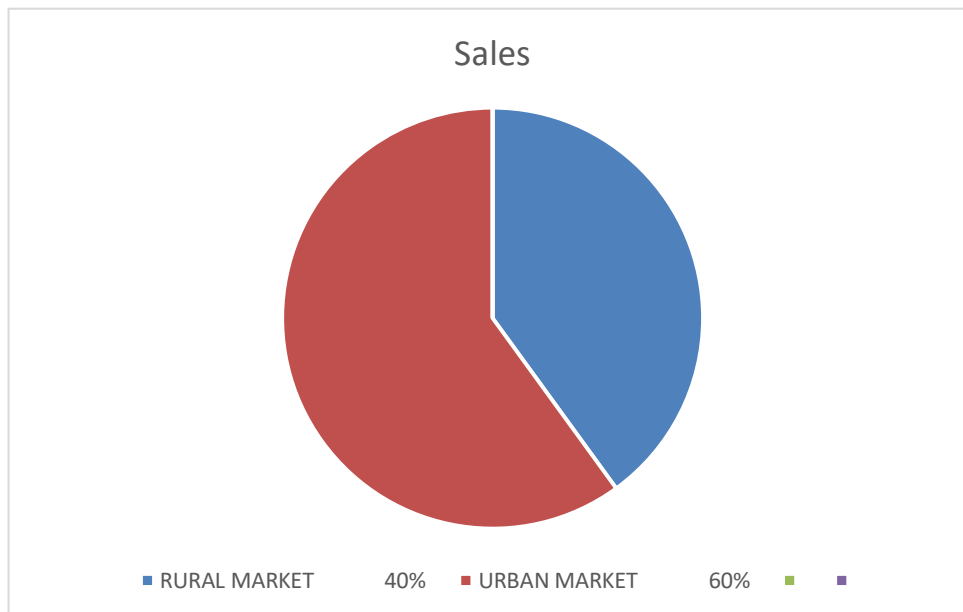
Figure 1.2: zone wise segmentation



Source: Google images

(b) Segmentation as rural and urban markets:

Figure 1.3: Rural and urban segmentation



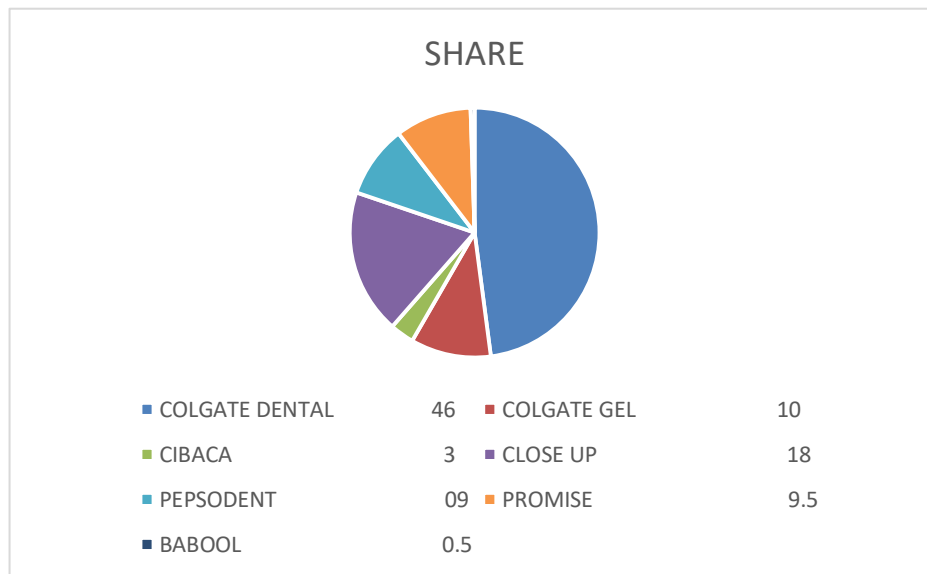
Source: Google images

The above picture shows the rural and urban segmentation ratio of toothpaste industry.

The distribution is even in all regions, as seen in the zone-by-zone segmentation graph. As predicted, the ratio of rural to urban markets is 40:60, so the data appears typical and no unexpected changes are apparent.

(c) Market share of the industry's major players:

Figure 1.4: Market share of major industry players



Source: Google images

The brands mentioned above have carved out a place in the psyches of their customers, or to put it another way, in their minds.

Also, the brands like Promise and Babool are taking into account an unmistakable portion of clients which is the Herbal toothpaste client fragment. In this manner, they additionally have situated themselves as Herbal toothpastes and subsequently they generally focus on a similar section. This can be named as a 'specialty showcase' which they are obliging these portions

Every advertisement expects to make mindfulness and stir enthusiasm for the psyches of clients. To do as such sponsors utilize a few of showcasing strategies. Celebrity Endorsement is one among the powerful instruments by which sponsors endeavour to use the photos and distinguishing proof of the celebrity to enhance an item or organization. This not just makes the commercial exuberant, appealing, intriguing, yet alluring also (Ohanian 1991, Kamins 1990).

In this way, happens in light of the fact that group of onlookers plays the celebrity as a good example and thusly these celebrities affect their lives. Celebrity endorsement has been in use from a very long time in actuality not very late when promotion procedures were going up against new shapes since promoters said soon that by utilizing the openly eminent identities in commercials they will almost certainly adjust brands identities with that of the celebrities. It's essential that not every one of the celebrities end up being fruitful endorsers, along these lines making the choice process increasingly troublesome. That is the reason promoters go for a watchful choice of celebrities in such a case that any small scale perspective may turn out badly in celebrity support determination process, entire of the VIP embraced ad battle may crumple.

This will eventually indicate mark the route back to structure. Promoters attempt to contract such celebrity for support who are not just appealing (Pastry specialist and Churchill Jr 1977) yet valid also (Sternthal, Dholakia et al. 1978). Together, these points of view create doubt about the overall impact on consumers, as most customers gravitate toward famous people who are dependable, trustworthy, and dependable, as well as individuals who are attractive and have enchanting physical features, and some look for and consider all of these dimensions. Sponsors often look for an acceptable (or at the very least a few) match between the VIP's identity and the item's qualities.

#### Timeline for toothpaste

For a great many years, people have perceived the estimation of their teeth and thought about them in like manner. After some time, our capacity to think about our teeth has tremendously enhanced through some stunning creations. Outward to these creations is that of toothpaste. Truth be told, it might have the longest history of all: Here's a short depiction:

•**3000-5000 BC:** The Egyptians were known to use toothpaste for cleaning their teeth before the introduction of toothbrush. The paste recipe included egg shells, water, hooves etc.

•**500 BC:** Followed by Egyptian's suit, the Ancient Greeks and Romans started including squashed bones and shellfish shells to the blend for abrasiveness and powdered charcoal and bark for seasoning. Then India begins utilizing toothpaste now as well. Also china with the Chinese including ginseng, mints grown at home and salt to their blend to get a perfect tasty combination.

•**1800 AD:** Soap turns into toothpaste's principle fixing. They started selling the substance in powder form.

•**1850s:** Introduction of gel toothpaste called Crème "Dentifrice" is produced.

•**1873:** Colgate started to create the gel toothpaste in mass quantity in container form.

•**1890s:** Colgate changes the model over to the tube form.

•**1914:** The toothpaste makers added fluoride for the first time in toothpaste to fight tooth rot.

•**1945:** Soap is supplanted by different fixings like sodium laurel sulphate, which transforms it into smoother glue, improving it less grating and for tooth finish.

•**Today:** We can locate a wide assortment of gel kind toothpaste with different shading, enhancing, brightening, sustaining, frothing, or soaking properties.

### Introduction to celebrity endorsements and their impact on brand equity

Celebrity publicizing items is just the same old thing new, in certainty it has been a piece of our lives for quite a long time.

The principal celebrity endorsement goes back to the 1760's, the point at which the expression "mark" still hadn't been authored yet. Josiah Wedgwood, a British business visionary, made a tea set for Queen Charlotte. Before long, everybody had caught wind of the tea set and started calling it "Queens Ware", bringing up its rich plan and complexity. This had separate him from rivalry, and adapted fundamentally while making a deferential brand picture.

Harking back to the 2000's, you couldn't sit through a business break without seeing the teenager pop symbol of that period, Britney Spears, endorsement Pepsi (an arrangement that brought her no less than 50 million dollars).

With celebrities endorsing or promoting their personal products, brands may increase mindfulness, confidence, and the natural world, both of which are important factors in the buy basic leadership method. When a VIP they admire or associate with endorses or promotes a brand's goods, buyers develop a more thoughtful attitude toward it. It's a simple psychological impact. They will connect celebrities' wealth, attitude, and excellence to specific products that they endorse.

Brands are exploiting the internet lifestyle and network of celebrities to create a progressive image in customer's mind. Internet based life is a highly influencing medium for customers, particularly those from lower socioeconomic groups, to attract and form close relationships with the celebrities they seek, allowing these celebrities to promote an organisation or a product on their own social media pages.

For brands looking to raise awareness, create reputation, and sell goods, celebrity is often regarded as a workable choice. In the United States, 14-19% of commercials featured prominent people endorsing products and brands. A figure that varied greatly depending on the industry. Nike, for example, is known to spend \$475 million annually to encourage competitors to embrace their brand image. Markets keep an eye on news that a simple statement from a company naming a celebrity or rival will cause stock prices to rise slightly and increase deals by 4% overall.

While celebrity supports absolutely help to draw in buyers, its immediate impact on the buyers' obtaining choices are uncertain. In the book "Contemporary Ideas and research in Marketing", scientists found that 85% of individuals overviewed said that celebrity supports upgraded their trust in and inclination for an item, however 15% of people admitted that famous people influenced their buying choices. Even shoppers are not fully aware of the impact created by celebrities through their presence in advertisements since 51% of the respondents reporting that celebrities had zero influence on their purchase decisions.

In a period like 20<sup>th</sup> century, where the daily life of people is very much influenced by internet and social media, it is not surprising that our choices get affected by the VIPs lifestyle and endorsement. It varies from people, for some the effect will be more and for some it will be less.

It shows the change in values that happened during this time. From showcasing a product's traits as the key feature to create mass movement, to involving celebrities, now it's primarily about how good an organisation can depict to influence buyers the individual qualities and advantages of an item. Celebrity is often seen as a viable choice for brands seeking to raise awareness, establish reputation, and market their products. 14-19% of advertisements in the United States featured well-known celebrities promoting goods and brands. Depending on the market, the figure varied greatly. Nike, for example, is said to spend \$475 million a

year encouraging rivals to adopt their brand image. Markets are paying attention to reports that a simple announcement from a company naming a celebrity or competitor would cause stock prices to rise marginally and raise total deals by 4%.

By the end of a day, a brand should communicate to their customers for what reason to buy their products, and not the VIP. They, not the VIPs, are in charge of guiding, persuading, and enabling consumers to make decisions.

All brands should have knowledge about a segment of the essential parts of celebrity marketing as examined beneath:

Consistency and long haul duty: Firms should strive to maintain continuity between the endorser and the brand, just as they should with marketing, in order to establish a solid brand identity/image and character. More importantly, companies should view celebrity endorsements as long-term strategic decisions that influence the brand. Three essentials for choosing celebrities: Before deciding to take the help of a celebrity to support their brands, firms need to make sure that they satisfy three fundamental requirements, to be specific, the endorser ought to be alluring, have a positive image among the public, and be seen as having the essential learning.

Celebrity– mark coordinate: Firms try to ensure a match between the company being sponsored and the endorser that the supports, so that it can unequivocally influence the points of view of consumers and create a good impression in the minds of customers regarding the brand. They should be compatible with the expectations discussed above.

Consistent checks: Companies should monitor properly, direct and open picture of the respective endorser constantly to limit any potential negative impression on a regular basis. A wise approach to ensure this is to



guarantee that celebrity support contracts are properly drafted, with all points clear referring to any such negative occasions that happened before.

Choosing outstanding endorsers: Companies should try to get on board certain celebrities who don't underwrite contenders' products or other extremely unusual items, so that the endorser and the company have a fair exchange of identity and character.

When celebrities demand a high sticker price, companies should look for a clear post for a rising celebrity who has shown some promise and potential, and make a deal with them early in their growth process if manageable to make sure a win-win situation.

Brand over endorser: As marketers use celebrities to promote their brands, one direct result may be the celebrity's possible dominance of the brand. Firms should detail supporting pledges and multiple interchanges to ensure this does not happen.

Celebrity endorsement is merely a means to an end: Companies should realise that getting a celebrity endorse a product isn't a goal in and of itself; rather, it's a component of the overall marketing mix that comes under the umbrella of sponsorship ads.

Even though companies are attempting to quantify the effects of celebrity endorsements on their products, they have developed a system that combines quantitative and subjective measures to determine the general response to celebrity endorsements on their brands.

Trademark and legitimate contracts: The companies ought to guarantee that the celebrity which they procure are on appropriate lawful terms with the goal that they don't support contenders' items in a similar item categorisation, accordingly, making disarray in the brains of the shoppers.

The essential angle that firms must note is that Celebrities can't supplant the far reaching brand building forms. At the point when every single advance in the marketing procedure is pursued and actualized, at that point, celebrity supports can give the bleeding edge as it improved the situation Nike and numerous others.

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### **Objectives of the study**

- To investigate consumer-based brand equity in relation to the demographic characteristics of the survey.
- To discuss a toothpaste brand's appeal and trustworthiness in relation to celebrity endorsement.
- To gain a better understanding of the connection between celebrity endorsement and brand equity.
- To gain a better understanding of how celebrity endorsement affects the toothpaste industry.

## **Chapter 2**

### **LITERATURE REVIEW**

#### **1. Managing brand equity by aaker, d.a. (1991), new york, ny**

In an interesting examination of the case of brand equity, Aaker gives an remarkable and all around characterized structure of the connection between a brand and its celebrity endorsement image, just as every one of the five hidden resources, which will highlight for chiefs precisely how mark value contributes esteem.

The utter essential resources of any business are elusive: its organization name, brands, images, and goals, and their hidden affiliations, saw quality, name value, client base, and restrictive assets, for example, licenses, trademarks, and channel connections. These benefits, which involve mark value, are a vital wellspring of upper hand and future income, fights David Aaker, a national specialist on marking. However, look into demonstrates that administrators can't relate to certainty their image affiliations, dimensions of buyer mindfulness, or level of client faithfulness. In the most recent time, the top executives edgy for momentary budgetary outcomes have regularly accidentally harmed their brands through value advancements and indiscreet brand augmentations, causing irreversible disintegration of the estimation of the brand name. Albeit a few firms, for example, Canada Dry and Colgate-Palmolive, have as of late made a value the board position to be watchman of the estimation of brand names, unreasonably couple of chiefs, Aaker closes, truly comprehend the idea of brand value and how it must be actualized.

## **2. Celebrity endorsement, brand credibility and brand equity by Amanda spry –by department of management and marketing, the university of melbourne, melbourne, Australia**

To deconstruct the vital distinctions between endorser validity (high vs. low endorser validity) and brand believability (high vs. low brand validity) in order to determine the shopper-based brand worth of parent and sub-brands.. A field test was directed in Jakarta to 240 respondents. The information was gathered utilizing 2x2x2 between subject factorial structures. Single direction ANOVA and Tukey's Post Hoc test were utilized to dissect the huge diverse between research factors. For parent brands: celebrity endorser validity does not build mark mindfulness, mark affiliation but rather it increments saw nature of brand with high believability. In the interim, celebrity endorser believability builds mindfulness, yet it doesn't expand mark affiliation and saw nature of brand with low validity. For sub-brands: celebrity endorser validity of sub-brand of very dependable brand just builds mark familiarity with the sub-mark yet it doesn't expand mark mindfulness, mark affiliation and saw nature of both sub-brands with high and low believability. The job of celebrity endorser has critical job in expanding consciousness of brands with low validity, so celebrity endorser can be considered as powerful advertising instruments for new brand in the market. In addition, celebrity endorser increments saw nature of the more settled brands.

## **3. “Does celebrity endorsement influence brand equity” by Dr. P. K. Abdulsalam. B. Johnson (2017)**

Brand value is one of the most famous ideas in promoting today. It is the additional esteem that a brand conveys to an item or administration past the practical advantages gave. Advertisers use publicizing, a persuasive and effective showcasing tool, to create and advance awareness for their products or brands. Among the numerous types of publicizing, celebrity endorsement is increasingly prevalent and alluring. Everywhere throughout

the world celebrity as spokespersons have been utilized for advancing wide assortments of brands. Four key traits of the celebrities broke down against the different parts of brand value and the outcome uncovers that the celebrity endorsement goes about as a viable wellspring of advancing brand value.

- Brand recognition
- Brand recall
- Brand preference
- Brand loyalty

**4. “The difference in consumer risk perception between celebrity endorser and expert endorser in college advertisements, by Euissoliha, Nailazulfa ,(2009)**

This examination paper intends to inspect the distinction in shopper hazard recognition among celebrity and expert endorser in commercial. This paper demonstrates that there is a distinction in buyer chance observation between a specialist endorser and VIP endorser in school ad. We likewise discovered that there is contrast in buyer's apparent execution chance, shopper's apparent money related hazard and customer's social hazard between a specialist and celebrity endorser in College commercial. Then again, we further discovered that there was no distinction in shopper seen mental hazard between a specialist and celebrity endorser in College promotion.

**5. “Impact of celebrity endorsement on brand equity in cosmetic product”- by S. Sivesan , (2013)**

Celebrity endorsement is one of the advertising systems which are embraced to accomplish the authoritative objectives. This exploration

paper endeavors to determine the impact of celebrity endorsement on the brand value of a restorative object. We saw that celebrity support and brand value are emphatically connected with the estimation of 0.3394 which is exceedingly huge at one percent level. A consequence of the relapse examination is celebrity endorsement 0.44 which implies 44 percent effect on brand value.

**6. “Impact of celebrity endorsements on brand” by amima shoeb, anila khalid ,(2014)**

Advertisers recognize that this power approach is a winning formula for developing brand image, increasing deal revenue, and increasing solid brand unwaveringness.

The examination paper causes us find that the celebrity support technique has turned into a vital segment of promoting interchanges procedure for firms in the present focused condition.

The fundamental features of the exploration reveal to us that:

- The celebrity agreeableness, accessibility, territorial intrigue factors, fame, engaging quality, picture, conviction framework are some of the other vital factors on the effect of celebrity endorsement on brands.
- The client needs an assortment of perspectives from the support like validity and agreeableness of the particular endorser.
- Multiple supports make jumbling the psyches of customer.
- In the event of various supports by a celebrity, the accomplishment of celebrity advocacy for a brand hangs on totally on the intensity of that brand.

## Chapter 3

### RESEARCH METHODOLOGY

This is used to guide the research in providing a proper direction and systematic way. This study is done in the following manner.

- A. Primary Data includes Questionnaire (annexure).
  
- B. Secondary data is inclusive of Magazines, print media, digital media etc. which helped to amplify the research further.
  - Research Design: The research design is Exploratory & Descriptive in nature.
  - Research Instrument: Primary data been collected using structured questionnaires
  - Sample size: Sample size selected for the study : 321.
  - Statistical tools: Tools used for analysis: Descriptive analysis.
  - Software Used: The software used for analysis of data is MS Excel.
  - Sampling Technique: The type of technique used for sampling is Non-Probability-Convenient sampling.

## Study of Porter's Five Powers Model for the Toothpaste Industry

Figure 3.1: Porter's 5 power analysis for toothpaste industry

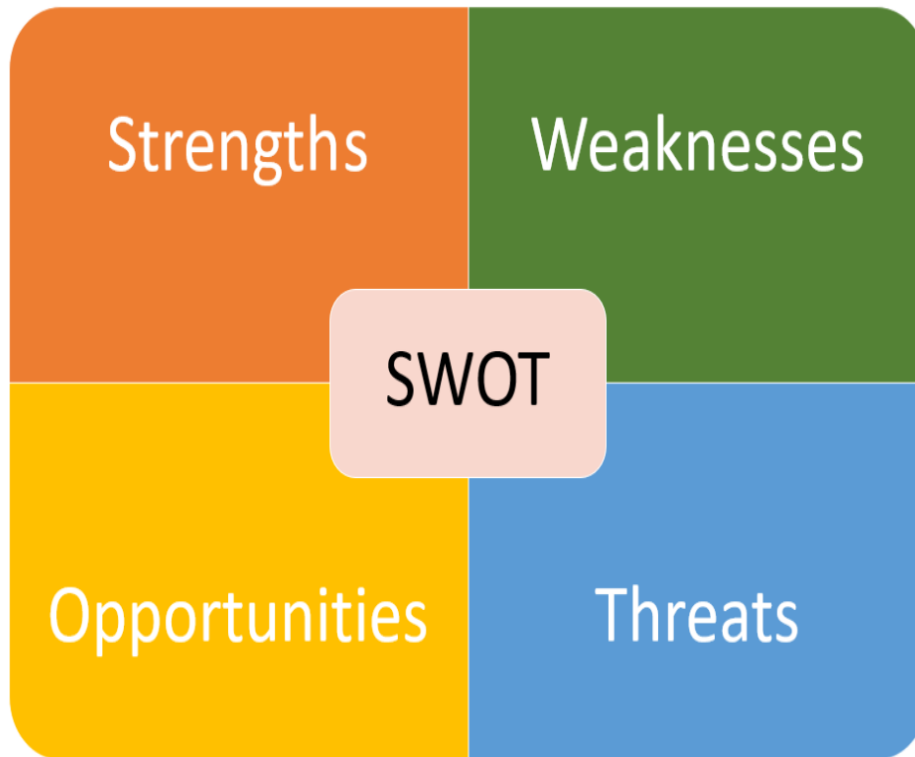


source:<http://fernfortuniversity.com/term-papers/porter5/analysis/603-colgate-palmolive-company.php>



### 3.2 SWOT analysis for toothpaste industry

Figure 3.2: Swot analysis



Source: Google images

#### Strengths:

A firm's core competences are its resources and capabilities that can be utilised for developing a competitive advantage. Example can be:

- Patent's
- Relevant Brand Names
- Strong Reputation among various customers
- Cost advantage from proprietary know-how
- Convenient access to different distribution networks

### Weaknesses:

The major weaknesses are:

- Weak patent insurances
- A weak brand names
- Heavy cost structure
- Weak access to important distribution channels

### Opportunities:

The outer environment analysis may show certain latest opportunities for profit and growth of the firms. For example:

- An unrecognised customer need
- Introduction of latest technologies
- Loosening of regulatory policy

### Threats:

Changes in external environment also pose as threat to the firms. Some illustrations of threats are:

- Shift in consumer prefer ability
- New regulatory system
- Competition from rivals

## **3.3 Swot analysis of toothpaste industry in India**

### Strengths:

- Rural and urban markets have a wide presence.
- Less Operational Cost
- Raw Materials are easily available

### Weaknesses:

- Point of Parity
- Less scope for Research & Development

Opportunities:

- Lot of untapped market areas available
- Increasing purchasing power of people
- Low Dentist Population ratio
- Increased awareness about dental health among people.  
Penetration level
- Camps organised by health department

Threats:

- Strong and well-established competitors
- Threat of Similar kind of products (substitutes).

## Chapter 4

### DATA REPRESENTATION AND ANALYSIS

#### Data collection: Sources and approach

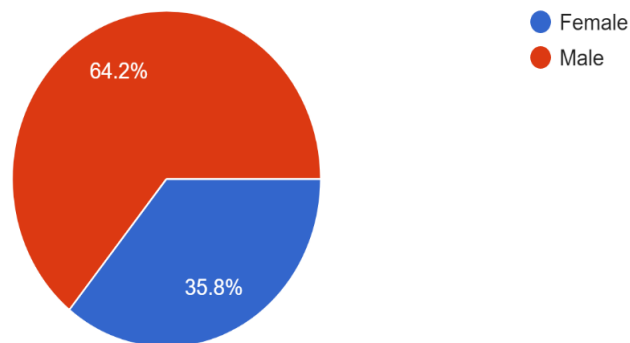
The data was collected with the help of questionnaire (annexure) distributed among a pool of people, I was able to record the impact of celebrity endorsements and their effect on brand equity in toothpaste industry and further, the studies and the responses have been analysed through bar charts and pie graphs. The following were the responses:

**Sample Size/Number of Responses: 321.**

#### Consumer responses towards the survey/questionnaire

##### 1. Ratio of gender among the sample size

Figure 4.1: Gender segmentation of the respondents

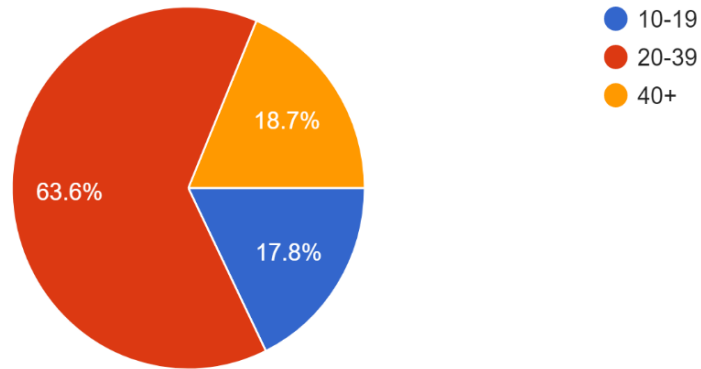


Source: own creation

**INTERPRETATION :** Among the sample size of 321, 64% of the population was male, where as 35.8% were female respondents.

## 2.The age demographics of the sample

Figure 4.2: Representation of age of the respondents



Source: own analysis

**INTERPRETATION:** The age demographics of the sample size as follows:

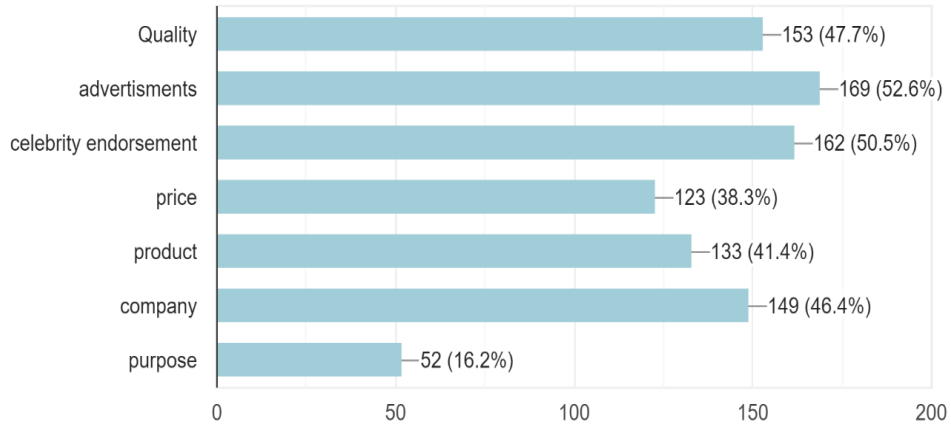
10-19 - 17.8%

20-39 - 63.6%

40+ - 18.7%

## 3. The factors considered before buying a toothpaste brand

Figure 4.3: Factors that influence purchasing decision of the respondents

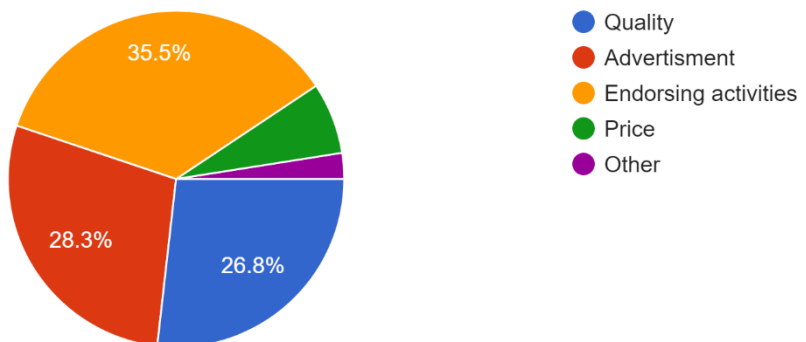


Source: own analysis

INTERPRETATION: The respondents believed that quality, advertisements, celebrity endorsements were the most preferred factors while buying toothpaste, where as purpose is the least considered factor.

4. Factors that made the respondents notice a brand

Figure 4.4: Factors that attracts respondents attention

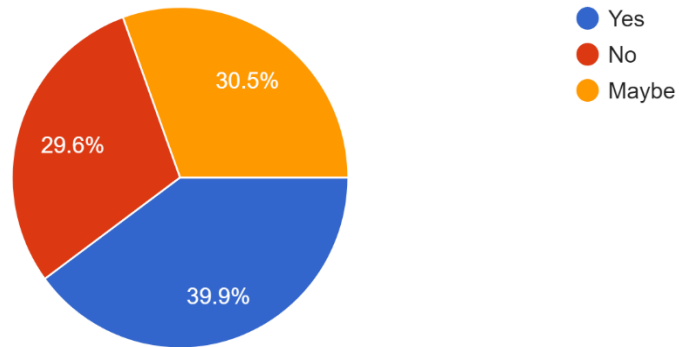


Source: own analysis

INTERPRETATION: Among the various factors responsible for noticing a brand, consumers believed that endorsing activities was the most attractive where as price the least attractive factor was.

5. The products specifically endorsed by celebrities are of good quality

Figure 4.5: Respondents opinion on quality of celebrity endorsed products

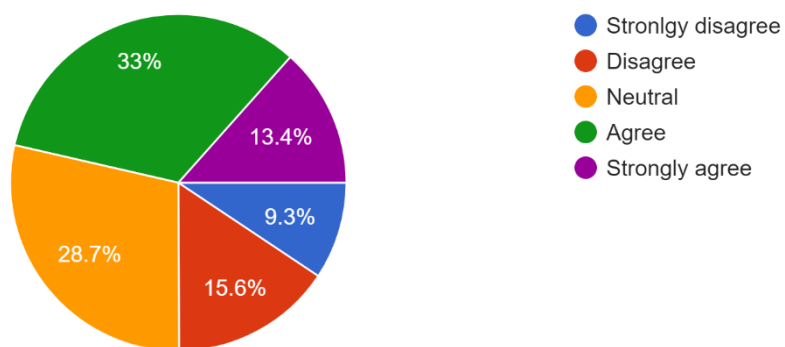


Source: own creation

INTERPRETATIONS: Consumers believed that products which are endorsed by the celebrities are generally of good quality.

6. Consumer viewpoint if they buy the brand if their favourite celebrity is endorsing it

Figure 4.6: Consumer buying behaviour towards a product if endorsed by their favourite celebrity

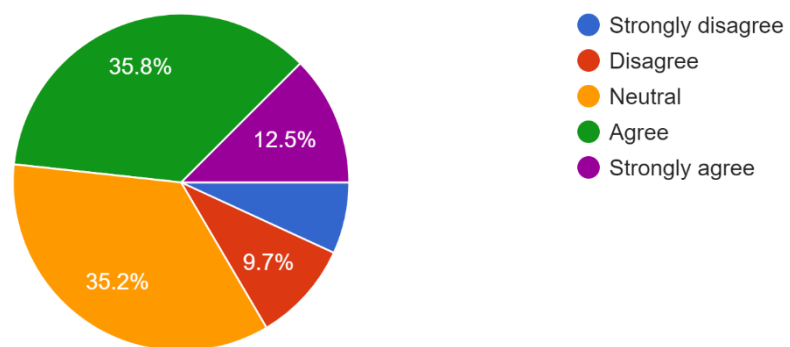


Source: own creation

INTERPRETATION: The respondents believed that they would buy the products if their favourite celebrity is endorsing it.

7. Consumers viewpoint on if the celebrity have a positive image towards the endorsed brand.

Figure 4.7: Customer viewpoint on positive brand image of the celebrity endorsed brands



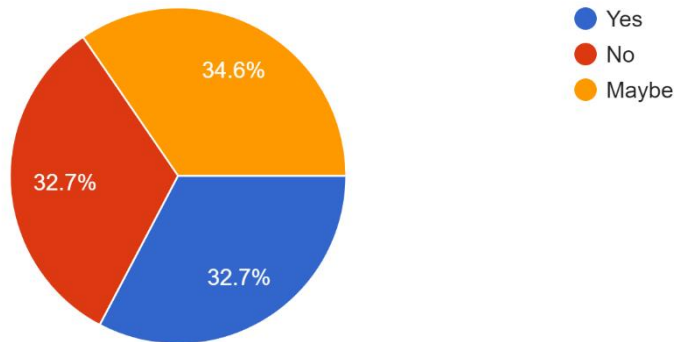
Source: own creation

INTERPRETATION: The consumers agreed that the celebrities that endorsed the products gave the brand a positive image.

8. The respondent's viewpoint if the endorsed products are also used by the celebrities:



Figure 4.8: Representation of respondent's viewpoint if if the endorsed products are also used by the celebrities

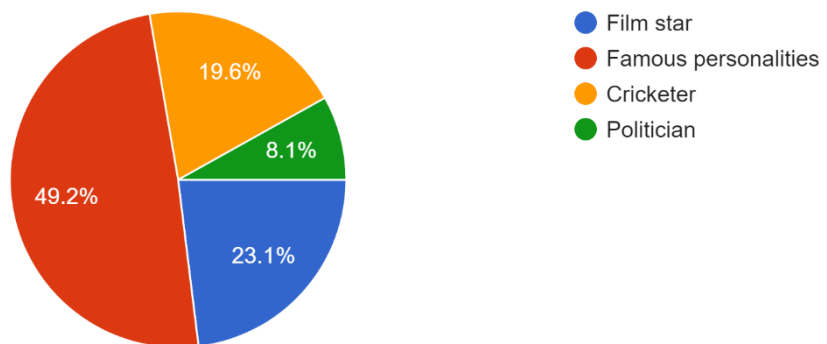


Source: own creation

INTERPRETATION: The respondents believed that the celebrities might be using some of the products that they promote.

9. The type of celebrity endorsements that persuades them to purchase the products.

Figure 4.9 Representation of the type of celebrity that persuades them to purchase the products.

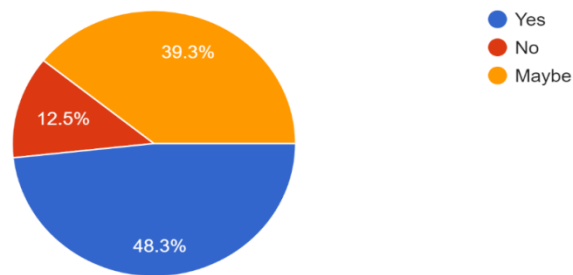


Source: own analysis

INTERPRETATION: The respondents believed that they were most persuaded when the products are endorsed by famous personalities whereas least persuaded when the products are endorsed by politician.

10. Do celebrity endorsements help in brand promotion

Figure 4.10: Respondents viewpoint on Influence of celebrity endorsement in brand promotion

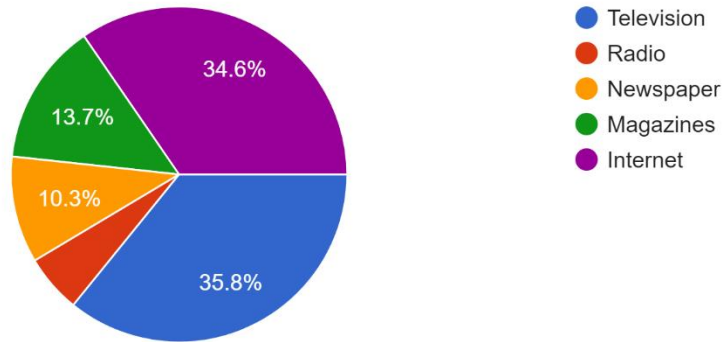


Source: own creation

INTERPRETATION: The majority respondents believed that celebrity endorsements helped in promoting the brand.

11. Type of advertisement medium that persuade them the most to buy a product.

Figure 4.11: Representation of advertisement type/medium that persuade them the most to buy a product.



Source: own creation

INTERPRETATION: According to the survey, majority of the respondents believed that television and internet were the major sources of persuasion for them to buy a product, whereas radio was among the least medium.

### **Impact of celebrity endorsement on brand loyalty**

It's impossible to overestimate the positive effects of item deals. According to the Market Watch guarantee in Social Media Week, even one help will result in a 4 percent increase in sales in a short period of time. This is the primary explanation why it would be absurd for businesses and independent ventures to condemn the insignificant investigation of celebrity influencers for the purpose of promoting their image. If the company could come up with a distinct name that resonates with their target audience, the results would be important.

With regards to influencing brand dedication one examination entitled "Effect of celebrity supports on buyer mark steadfastness: Does it truly matter?" found that while the utilization of celebrity endorsers does not

really impact buyer mark devotion celebrity, "supports are an amazing and valuable apparatus that amplifies the impact of a crusade."

Famous people create confidence in consumers:

Popular people's brand esteem is instantaneous and tangible. When a celebrity signs an endorsement deal and manages an item, an element of credibility is suddenly present in the company, owing to the power of the name backing it up.

According to an Ad Age survey, a brand that signs a support contract with a VIP or a rival will see the stock rise to 0.25 when the news is published. This speaks to an expansion in saw authenticity from the VIP's endorsement, despite the fact that the item has not changed by any stretch of the imagination.

A similar article advocates that by and large, groups of onlookers are presented to approximately 3,000 commercials today over all media, prompting a component of promoting overexposure. Studies have demonstrated that notices that utilization a celebrity, about whom numerous individuals as of now have positive emotions and driving forces, catch a crowd of people's eye more effectively than a standard promotion.

Supports should be accurately targeted

When we are targeting celebrities, in order for their effect to appear all together, the influencers should have a comparable target group supports if they need it. Using celebrities or rivals to promote something that their target audience has no interest in, as Convince and Convert points out, would not result in a significant marketing sprinkle.

For instance, you wouldn't see LeBron James advancing cosmetics. He is one among the most famous people on earth, but unless the celebrity who is being focused on or related precisely towards the potential clients of items advanced by him/her, the impact created will be moderately little.

This is the reason why competitors are commonly used to advance items which is utilized or related to their fields. One example can be, sports beverages or recuperation items.

From celebrity or competitor's viewpoint ordinarily, there must be a social and qualities fit. "With regards to supports, I work with brands that I feel like it line up with my qualities," Hall of Fame Wide Receiver Jerry Rice re said this statement once. He also made a statement "I acknowledge diplomat jobs with firms who have items I use or wear, so the relationship is real and not constrained."

#### Famous people Carry A Brand of Their Own

If the "influencer" has a strong enough name, they don't have to directly promote a product to see how their impact works. on sales or to be included in limited-time materials.

Take, for example, one well-known British eyewear retailer who chose to assist customers who support British sovereignty. The Queen and her ilk haven't come out and said they endorse this particular brand, but they are cleverly piggybacking on the regal family's established brand.

In this case, a retailer has capitalised on the influences that their customers encounter in their everyday lives by providing a downloadable style manual for matching their eyewear to one of the world's most recognisable families.

#### Expressions of Caution

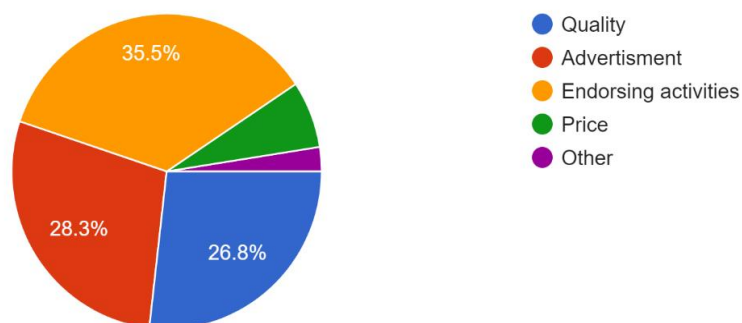
It is important to remember not to abandon other promotional platforms in order to focus on supporters. As important as the proximity of influencers appears to be, it must remain just a part of a multi-directional strategy if it is to have a larger impact on the gathering of people who are loyal to a particular brand.

It's also important to remember that fame alone does not guarantee success. Like the previously mentioned "Effect of celebrity endorsements." examine insightfully brings up, "It is always a mix of few key factors particularly the cost and different components that contribute towards the success of a brand and its recognition in the minds of consumers, as well as its business ads."

### Data analysis

The analysis of the survey/questionnaire is done based on response provided by the respondents with sample size of 321. The analysis will in accordance with celebrity endorsement's impact on brand equity in toothpaste industry.

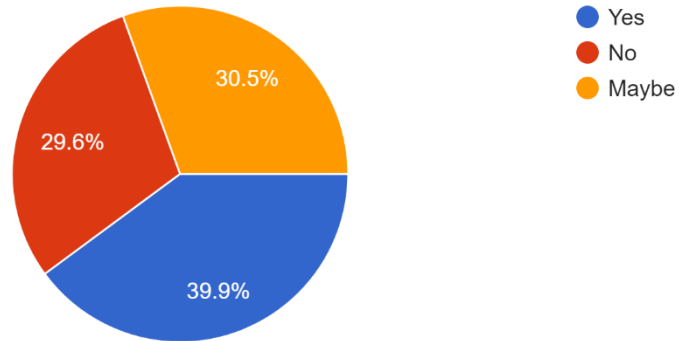
Figure 4.12: Representation of factors influencing the purchase decision of respondents



Source: own analysis

The picture above shows that **Endorsing Activities** are a main factor which influences the consumer's way of noticing the brand in the market which is further followed by **Advertisements**.

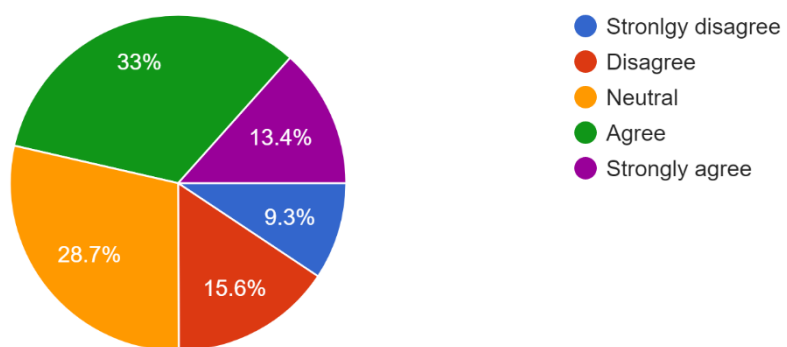
Figure 4.13: Representation of customer's way of noticing a brand



Source: own creation

In figure 4.13, As we can see, this leads to the fact that the respondents believe and accept that the celebrity-endorsed goods are of high quality.

Figure 4.14: Representation of respondents towards buying behaviour if their preferred celebrity is endorsing it.

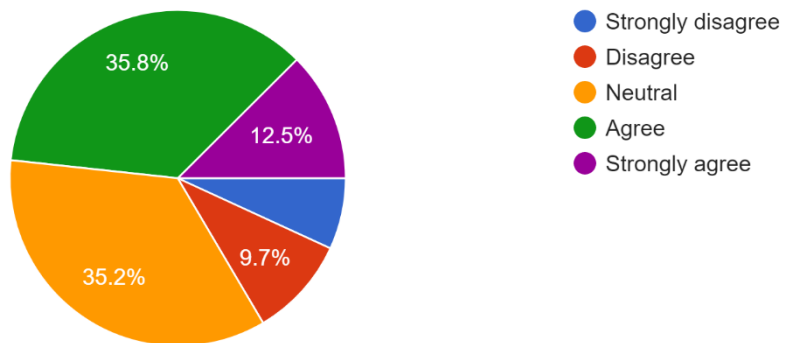


Source: own creation

The figure 4.14 depicts that the respondents agreed that they would buy a brand if their dearest celebrity is endorsing it. This is because of the

credibility of the endorser that the respondents feel that the products are of good quality.

Figure 4.15: Representation of respondents if celebrity gives a positive impression about the brand



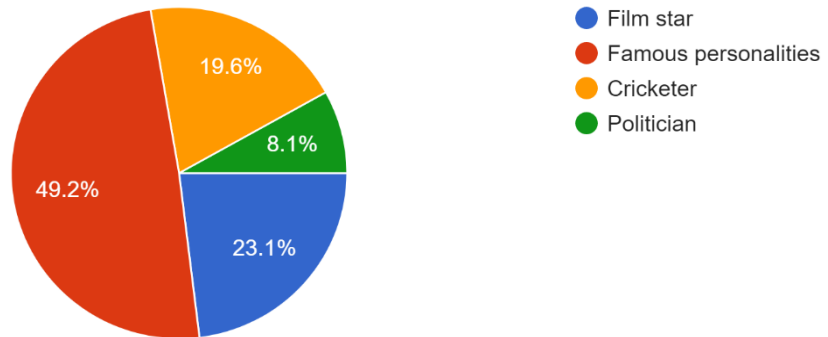
Source: own creation

As we see that the respondents agree to buy products that are promoted by their most loved celebrity, which leads us to the credibility of the endorser.

In the picture above, we see that the respondents completely agree that the celebrity promotes the endorsed brand in a positive light.



Figure 4.16: Representation of the type of celebrities favoured by respondents

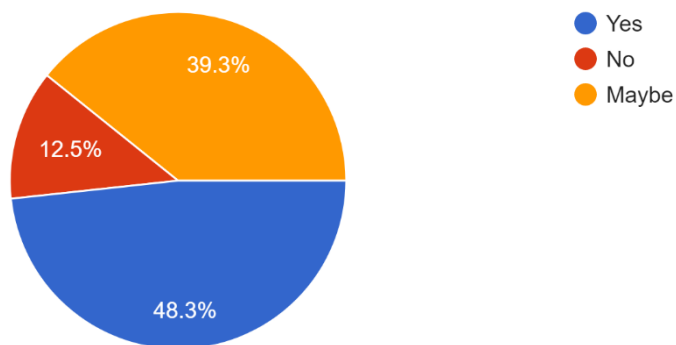


Source: own creation

The figure above depicts that among the above, the famous personalities persuade the purchase of the products the most and politicians persuade the least. This again leads us to the fact of endorser credibility.

The politicians are believed to be less credible because the misleading statements. Whereas, famous personalities are believed to be more credible and familiar to the audience.

Figure 4.17 Representation of celebrity endorsement's effect on brand promotion

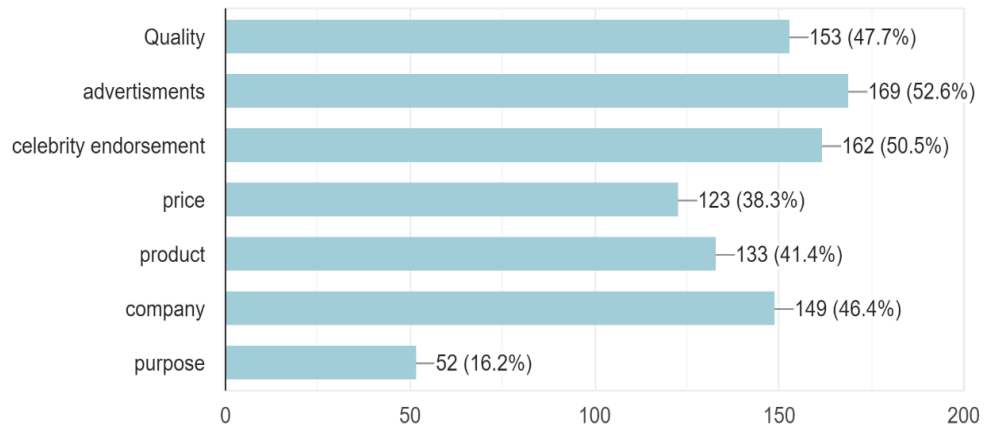


Source: own creation

About 50% of the sample size believed that celebrity endorsements

helped in brand promotion. This is due to the brand endorser's influence on the customers and the awareness about the branding technique.

Figure 4.18: Factors that influence the purchase of toothpaste



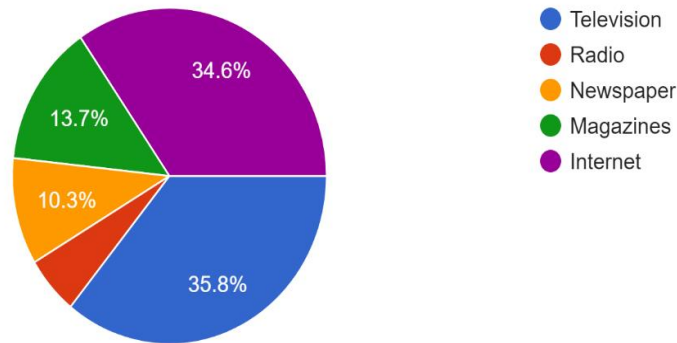
Source: own creation

The above picture shows that the advertisements and celebrity endorsements are one of the major Factor that people looked upon before buying a toothpaste.

This shows us the influence of social media and its medium on the customers.

They are less influenced by the product, purpose which should be one of the main factors while buying personal care products.

Figure 4.19: Representation of different mediums influencing the persuasion of customers



Source: own creation

As we saw the importance of advertisements and celebrity endorsements in the purchasing decision while buying toothpaste, we also see that in the above picture, television and internet are major sources of persuasion for the customers while buying any products.

This shows us the power of social media and its mediums towards the customer driven market.

## Findings and recommendations

### Findings

1. The respondents believed that advertisements and celebrity endorsements had major impact on their purchasing decision while buying toothpaste.
2. It is found that celebrity endorsements are directly related to the sales of the product and brand equity.
3. People mostly prefer the products which are endorsed by famous

personalities rather than politician endorsements.

4. Respondents mostly have an opinion that celebrity endorsements give a positive image to the brand and also help in brand promotion.
5. It is also evident from the research that advertisements on television and internet persuade the most to people for buying products and in creating brand equity.

### Recommendations

- BRAND QUALITY - Toothpaste brand and firms ought to consider on item quality alongside spending through cash on anticipating a face for the item through renowned celebrity supports. Firms should serve the clients with a FDA affirmed and high calibre demonstrated toothpaste mark and should endeavour to get one. The organization must concentrate on the fixings and must maintain a strategic distance from any dangerous, restricted or polluted fixings and must move the item in this edge other than a big-name item.
- BRAND TRUST-Celebrity support in a toothpaste promotion adds to the brand trust all things considered. The entire reason of bringing a celebrity to advance an item is altered by the above discoveries. The present customers have found on various methods on instructing themselves about the shopper durables other than great looking hunks and lovely women counterfeit tributes. Consequently, the best administration must continue with various promoting methodologies directly from keeping up a decent

item quality to after deals administration to pick up brand value in this contending industry.

- **CELEBRITY ENDORSEMENT** – Famous celebrities with a large colossal fan base can have an incentive in their motion picture's first day first show openings. These celebrities can, in theory, influence a potential client's toothpaste purchase decision through endorsement. Assets allocated to contract celebrities for endorsement could be used to advance item creation and enhancement in R&D.
- **BRANDASSOCIATION** – Different Companies taking into account the toothpaste showcase must not interface or advance the toothpaste dependent on the celebrity identity or celebrity supports. Firms must concentrate on making customer based brand value which must represent its highlights and esteem. The firms must form mark identity other than relying upon the individual celebrity obstruct and connect stories. Different advancement and systems must be actualized through the best administration to advance brands utilizing celebrity other than relying upon outside components for making brand value.
- **CELEBRITY SWITCHING/BRAND LOYALTY** - The nearness of celebrity in a toothpaste support fortify brand repurchase and brand mindfulness which is connected to mark value. With just a few toothpaste brands dominating the Indian market, businesses must place their own brands or goods to gain market share.
- **NEGATIVE IMAGE** – the top administration must not think about the negative picture of the celebrity while doing the marking of an

item. Firms must change the celebrity for supports of the toothpaste item/mark dependent on the picture of the celebrity in the business and must go for having a solid possibility to embrace the item for a long run.

### **Limitations of study**

- The sample for the study is taken randomly from all over India.
- Geographical Dimensions
- Psychographic factors
- The study used few demographic variables.
- Inexperience of the researcher.

## **Chapter 5**

### **CONCLUSION**

The influence of celebrity endorsements on shopper-based brand equity is important. To increase the appeal of a brand, companies must place a premium on celebrity. Top management should focus on establishing, the, and maintaining brand confidence. Toothpaste companies must make a wise decision when it comes to selecting a positive celebrity to promote their products. They should not turn famous people for the sake of a fleeting image, but rather focus on the long term. Firms should likewise take a shot at advancing their product quality brand trust value, mark steadfastness through different methods other than celebrity endorsement.

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## Annexure

QUESTIONS

RESPONSES

321

### Impact of Celebrity Endorsements on Brand Equity

TOOTHPASTE INDUSTRY

Gender \*

Female

Male

Age \*

10-19

20-39

40+

Which are the factors you consider before you buy a toothpaste?

Checkboxes

- Quality
- advertisements
- celebrity endorsement
- price
- product
- company
- purpose
- Add option or [ADD "OTHER"](#)

Required

What makes you notice a brand? \*

- Quality
- Advertisement
- Endorsing activities
- Price
- Other

Do you believe products specifically advertised by the celebrities are of good quality? \*

- Yes
- No
- Maybe

Would you buy a brand if your favorite celebrity is endorsing it? \*

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Does your favourite celebrity give a positive image to the endorsed brand? \*

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Do you believe the celebrities also use those products which they themselves \*  
endorse?

- Yes
- No
- Maybe

What type of celebrity endorsement persuades you personally to purchase \*  
products?

- Film star
- Famous personalities
- Cricketer
- Politician

Does celebrity endorsement help in brand promotion? \*

- Yes
- No
- Maybe

What means of advertisements persuades you the most to purchase a \*  
product?

- Television
- Radio
- Newspaper
- Magazines
- Internet

# Plagiarism Report

5/21/2021

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IMPACT OF CELEBRITY ENDORSEMENT ON BRAND EQUITY FINAL.docx

May 21, 2021

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## IMPACT OF CELEBRITY ENDORSEMENT ON BRAND EQUITY FI...

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### Major project

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**Deepali Malhotra** <deepalimalhotra@dtu.ac.in>

Mon, May 24, 2021 at 8:26 PM

To: 2K19/DMBA/35 GREESHMA P A <greeshmapa\_2k19dmba35@dtu.ac.in>

Approved. Plagiarism is less than 20 percent. You can go ahead with the submission.

With regards  
Deepali Malhotra  
Assistant Professor  
Delhi School of Management  
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