



Celebrity Endorsement as an Effective Tool for Destination Marketing among Occupation Groups in Bangalore

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Abstract

Celebrity Endorsement is one of the major forms of advertising in which a business organization makes use of famous individuals or well-known organizations in order to boost consumer interest in the product and/or services that they want to sell. Now a day, every company is trying to bring in a brand ambassador for their brands. Slowly the trend of tying up with a celebrity in promoting has moved towards promoting tourism destinations. This paper tries to find out the effect of celebrity endorsement as an effective marketing destination tool.

The objectives framed to reach to this goal were to identify whether the consumers consider the tourism advertisements that are endorsed by celebrities and to determine whether the use of celebrities have a greater effect than the use of non-celebrities when advertising a tourist destination. Data was collected from 250 respondents from Bangalore through a questionnaire. Some of the tools that are been used to test the hypothesis are one sample t- test, ANOVA and Tukey test.

The major findings from the study were that the respondents only get brand recognition and recall of the destination when the advertisement is done by a celebrity endorser; it was found that non-celebrity advertisements

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are more convincing and better choice makers. It was also found out that occupation of the consumers would have no impact in getting attracted to celebrity endorsers but students were one category that loved to see celebrity endorsers on screen.

Keywords: Celebrity endorsement, Tourism destination advertisements, Expertise, Trustworthiness, Similarity, Familiarity, Likeability, Match between the celebrity, Transfer meaning, Physical attractiveness.

Introduction

Having an excellent product will alone not help to compete in markets of high standards. Advertising strategies aim to persuade the customers, who are becoming ever more educated and sophisticated. Celebrity endorsement advertising has thus become an important element of the advertising strategy. An advertisement that uses celebrity endorsers enjoys high recognition among the consumers. Companies spend a huge amount of money to get celebrities to endorse their products and services. In United Kingdom, over 25 per cent of all advertisements include some aspect of a celebrity endorsement; South Korea has 57 per cent of television commercials employing celebrity endorsers, while Japan jumps to 85 per cent of television advertisements having a celebrity involved. Celebrities have been used to promote products since 1893 when actress Lillie Langtry was hired as an endorser of Pears' Soap (Doss, Samuel 2011).

Celebrity Endorsement

Celebrity endorsement is one of the ways out for marketing problems. It helps the consumer to recognise and recall the brand thus influencing the buying behaviour. There are possibilities of big failures too if the advertisement is not accompanied by a powerful and creative idea. Since celebrity endorsers creates an elevated effect on purchase decision of consumers, producers and retailers always prefer to use celebrities in their advertisement. Some studies prove that the use of appropriate celebrities help increase a positive attitude on consumers.

Some of the benefits of having celebrities in advertisements are: Helps identify the brand, helps change a negative attitude towards a brand, helps reposition an existing brand, helps to easily position a product in the global market and helps influence the purchase intentions of consumers.

Types of Celebrity Endorsements

Testimonial: Celebrity is asked to perform as a spokesperson for the brand that is being endorsed.

Imported: Celebrity enacts a role which is well known to the audience.

Invented: Celebrity is asked to play an original role in the advertisement.

Observer: Celebrity comments well about the brand by acting as an observer of the brand.

Harnessed: Celebrity's image is incorporated in the advertisement as a storyline.

Celebrity Endorsement in India

In India celebrity endorsement is successful because consumers have the perception that if a brand is endorsed by a celebrity, then it has a superior quality as it is endorsed by a credible source. Celebrities in India are very good examples of reference groups. With a population of more than 1 billion, people in India need something or someone to look up on to move on. India is a country where people are driven away by film stars, cricketers, politicians, and even criminals. People feel that after using the products and brand used by their favourite celebrities they become more like their celebrities. And clever marketers make use of this very celebrity appeal.

The factors that have helped Celebrity Endorsement work out well in India: Familiarity and high reliability towards the celebrity. Associations with users: Advertisers do research on their target audience and based on that they relate to whether it is prestige or success and then associate the traits with the celebrity.

High values entrusted on the celebrities: Consumers give high value to the celebrities based on their expertise in their own fields.

Feeling of good quality: Consumers feel that if the brand is endorsed by celebrities it offers good quality.

Celebrity Endorsement in Tourism Industry

Service industry is finding it difficult to bring in creativity and differential among the products that are being advertised. Penetration into the market and gaining the awareness of the consumers has become a challenging one. These complexities occur as the promotional substance in television is 24 per cent, in magazine it is 50 per cent, and newspapers contains the most that is about 64 per cent of the advertisements. The problem now is the consumers are overfilled with promotional messages that they find it difficult to remember the products or services provided by the service industry especially tourism industry. One way out of this problem is to make effective use of celebrity endorser. Researchers have identified that celebrity endorsement can add to a higher advertisement ratings and product acceptance Phang G., Cyril E (n.d). But making use of the services of the celebrities can be like a double-edged sword. So it is very important that the right celebrity is selected to endorse the product.

Benefits of Celebrity Endorsement in Tourism Advertising

Audiences are very eager to read about their favourite celebrities or to view them in televisions this makes celebrity endorsement a good marketing tool for the tourism industry. Researchers have found that celebrities can change the buying behaviour and purchase intentions of the consumers Rajagopal (2011). Some of the benefits of using favourite celebrities in advertising are that it helps to capture the attention of the audience, helps to build reliability towards the product serviced, helps to recall the product more easily, product recognition can be easily achieved with the help of celebrity endorsement and helps to create a positive attitude towards the tourism product.

One popular example of celebrity endorsement in tourism destinations advertisements is that of Australia- A different light

advertising campaign in the year 2004. The peculiarity of this campaign was that Australian celebrities from different fields like entertainment, sports, media and art were part of the campaign. A study on this campaign has proven that celebrities promoting their home town are comparatively better. This does not mean that they have to live in the host country for a long time or at time of shooting the campaign; all the celebrities in the Australian campaign were natives to the country but were residing in some other place. The audience has to just get the feeling that they are citizens and they can be relied upon. Thus one can conclude that in a tourism industry celebrity endorsement can help alter or create a destination image that a tourist or potential customer have on the destination which in turn will create a tendency to choose the destination.

Review of Literature

D'Souza (2012) talks about the happenings of the shooting of Gujarat tourism, how Amitabh Bachchan was fully involved in the shoot and that he wanted to do the campaign without any pay. The article states that there was a 15 per cent annual rise in tourists to Gujarat after the advertisement was aired. It was also stated in the article that the Chief Minister of West Bengal, Mamata Banerjee was expecting an inflow of international tourists (NRI's) when she roped in Shahrukh Khan to endorse Bengal. The article even talks about the not very famous brand ambassadors like Prachi Desai an actor who represents Goa, HemaMalini in the Sparsh Ganga campaign, SainaNehwal, the badminton player for Andhra Pradesh 2010 and Preity Zinta for her native land Himachal Pradesh. Thus in the review we can find some says that celebrity endorsement is a brilliant move where as some experts say that celebrity endorsement is a lazy move especially while endorsing a destination.

Hakimi *et al.* (2011) investigated the influence that celebrity endorsement has on consumer in Malaysia and the factors of celebrities that affect the brand image of the product. The respondents used in this study were the students of the age group between 18 and 33 years. The major findings of the study were that

a major relationship existed between the credibility, attractiveness, expertise and match between the endorser of a product and the brand image the product has among the Malaysian customers in the industry of clothing. Trustworthiness of the celebrities was found to have no influence on the consumers.

Pandey (2011) had a feeling that young people were manipulated easily by TV commercials and celebrities therefore the study was done on 300 youngsters pursuing graduation and post-graduation degrees, to know the impact of TV on them and their buying pattern. The major findings was that most of the youngsters after seeing the advertisement endorsed by female celebrities wanted to buy the product. It was also found that the youngsters could easily make choice of the products which are endorsed by celebrities. It was revealed in the study that food, cosmetics, stationary, toiletry if endorsed by female celebrity made teenagers buy the product. It was thus concluded in the study, that the young were more serious about the gender, trustworthiness, beauty, honesty etc. of the celebrities and it is very important to consider the young even though they do not have the purchasing power, as they influence their parents when they go shopping.

Dzidrov (2010) tried to investigate how consumers of China perceive advertisements related to tourism, to learn the reactions of Chinese consumers towards TV and print advertisements and to examine what role does advertisement playing to perused the people of China and the selection of the media that would best suit to the objectives of the advertisement with relevance to the Chinese society. The survey was conducted in three different places; Beijing, Wuhan and Changsha. The finding of the study was that the respondents felt that advertising was trustworthy and some of the respondents thought that advertisements were misleading and dishonest. It was even found that TV is the best media by which tourism advertisements can be shown in China and newspaper advertisements are the least preferred.

In Waldt, Abedniya and Zaeim (2009), expertise, trustworthiness and attractiveness was taken into consideration to find out the perception of the respondents towards the endorsers and the spokesmen those who are created. The study was mainly done to

help the marketers to find the right person as they are incurring a cost of more than a million to bring in a celebrity. The tool of data collection was a questionnaire which was self-administered. About 185 respondents were taken and each shown pictures of three celebrity endorsers and also three created spokesmen. The major aim of the study was to find whether the factors of a celebrity endorser is same as that to created spokesmen and how it will affect the consumers in the buying behaviour of the consumers. The finding of the study was that attractiveness cannot be considered as a factor for created spokesman when compared to celebrities. Credibility of both, celebrities and created spokesmen were satisfying enough for the respondents to get attracted to the product thus it was found that the marketer should consider the merits and demerits of both and according to the product choose the endorser. It was also suggested that it is better for the organisations to bring up their own spokesmen in the long run as the demerits like cost and negative impact can be avoided.

Van (2009) helps in understanding how the tourists respond to print advertisements that involve celebrity endorsement in Hong Kong and find out what impact does the native male and female and non-native male and female celebrity endorsers make on the tourists. Some of the major objectives of this study are to find out how the factors of celebrity endorsement influence the attitude of tourists towards advertisement and destination and whether they influence the buying behaviour. It also found out whether the match between the celebrities and the destination helps create the credibility of the endorser and provide the selection criteria for the celebrities that can be best used in print media. The major highlight of this study is the practical benefit for the DMOs on the ways for selecting the celebrities.

Glover (2009) helps to gives an understanding of the effect of the different elements of destination image like complexity, multiplicity, relativity and dynamics in relation to the celebrity endorser. This paper takes the basis of its study as Australia campaign - 'A different light campaign'. The article highlights the benefits of using multiple celebrity endorsers and the use of native celebrities. Some of the aspects that are not touched in this study are that the prior awareness of the customer towards a destination

and the effect of celebrity endorsement are not taken into consideration. Another aspect is that the customer may be aware of the destination through media other than that of DMO's.

Magnini, Honeycutt and Cross (2008) article finds a way out from the clutters of advertising in the hospitality industry and that is through celebrity endorsement. It examines the different factors like likelihood, expertise, exclusivity, as a reference group etc. which are essential for an endorser of hospitality industry to be effective. It also gives suggestions to operators of the hospitality sector when selecting a celebrity endorser. The survey was done on 402 adults in USA and the sampling method used is convenient sampling method. The major findings of the study were that trustworthiness was received for celebrities who were effective. Match of the celebrity to the product is really important, the greater the strength of the reference group, greater the effectiveness.

Al-Ghamdi (2005) study is based on the tourist programme that is aired in Saudi TV and the role that Saudi TV could play in promoting domestic tourism. 500 male tourists were taken for the study who visited the regions of Jeddah and Al-Baha. The major findings were that the tourists watched TV programs related to tourism to satisfy their cognitive wants, to get information about the places to visit in the domestic region more than for entertainment purpose. But it was found that audiences got very less information about the destination. The study suggested that it would be better to air the programme at the convenient and preferred timing of the tourist. The requirements of the audience also should be taken into consideration. It was also found that the women and children were the major influential groups to go for tours in Saudi.

Zafar (n.d.) aims at finding out the impact of celebrity endorsement on the basis of attractiveness, source credibility and congruence on consumers and they claimed that celebrities do have an impact on the buying behaviour and brand perception. Tests like ANOVA, regression etc. were used to prove the above. It was concluded that celebrity endorsement had a high impact on the purchase attitude and intentions of the consumers. It was found that celebrity endorsement helped in the sales hike and the factors like

attractiveness, credibility etc. were all influential factors. The study also finds that when a celebrity is endorsing a product the product always has a secondary importance because of the vampire effect.

Methodology

Objectives of the study

- To identify whether celebrity endorsement helps consumers to get attracted, to visit, to recognise and recall the destination.
- To determine whether celebrity advertisements have better effect than non-celebrity advertisements.

Hypothesis of the study

- H1: Consumers recognize and recalls tourism advertisements, get attracted to the destination, identify its details and visit the destination when endorsed by a celebrity.
- H2: There is a significant difference between occupations and perceptions of getting attracted to a destination, recognizing and recalling, identifying destination details and then visiting the destination when endorsed by celebrities.
- H3: Celebrity advertisements create better destination recognition, convince better, carry more weightage, help better choosing and enhance buyer's belief of want satisfaction than non-celebrity advertisements

Sampling method

The sample consists of 250 people from across Bangalore. The sampling methods used to select the sample are convenience sampling method (non-probabilistic sampling method) & stratified sampling as equal proportion of questionnaire is given to people of different occupations like Teacher, IT employees, Business Professionals, Students and others.

Tools for the study

Primary data was collected with the help of questionnaire method. The questionnaire was divided into three parts. The first deals with

demographic data of the respondents, the second section relates to the opinions of the respondents on celebrity endorsement in tourism advertisements and the third section focuses on the suggestions of the respondents if they want Bangalore to be promoted by a celebrity. Content of the questionnaire was validated by experts from both the academic and industry sectors. Secondary data was collected from journals, books, newspapers etc.

Analysis results and findings:

Influence of Celebrity Endorsement on the Consumer Decision Making Process When Choosing a Destination

H1: Consumer recognizes and recalls tourism advertisements, gets attracted to the destination, identifies its details and visits the destination when endorsed by a celebrity.

H1 (a): Consumers visit destination if endorsed by a celebrity.

H1 (b): Consumers are attracted to a destination when they see a celebrity in the advertisement.

H1(c): Consumers can promptly recognise and recall a destination that has been endorsed by a celebrity.

H1(d): Tourism product details are identified by the consumers if the product is endorsed by a celebrity.

Table1. Descriptive statistics and one sample t test result of opinions of celebrity endorsements

			t value	p value
I visit places that have been endorsed by celebrities	μ	3.11	1.550	0.122
	σ	1.101		
I am attracted to a destination that has a familiar face in its Ad	μ	2.82	-2.454	0.015
	σ	1.160		
I can more promptly recognise and recall a destination that has a celebrity in its Ad	μ	2.57	-6.194	0.000
	σ	1.093		
I pay more attention to tourism product details if it is endorsed by a celebrity	μ	2.93	-0.954	0.341
	σ	1.194		

μ represents mean and σ represents stddev

Interpretation

Statement 1: I visit places that are endorsed by celebrities

From the above table 1, it was found that the one sample t test shows a p value of 0.122 which is more than 0.05 ($0.122 > 0.05$), thus indicating to accept the null hypothesis which shows that consumers will not visit the destination if endorsed by celebrity.

Statement 2: I am attracted to a destination if a familiar face of the celebrity is shown

One sample t test was done to test the hypothesis it was found that the p value is 0.015 which is less than 0.05 ($0.015 < 0.05$). Such a p value indicates to reject the null hypothesis thus concluding that the consumers will be attracted to the destination if celebrity endorses a tourist destination.

Statement 3: I can promptly recognise and recall the destination endorsed by celebrities

One sample t test was done to test the hypothesis, it was found that the p value is 0.000 which is less than 0.05 ($0.000 < 0.05$). Such a p value indicates to reject the null hypothesis thus concluding that the consumers can promptly recognise and recall the tourism advertisements if endorsed by a celebrity.

Statement 4: I pay more attention to tourism product details if it is endorsed by a celebrity

One sample t test was done to test the hypothesis, it was found that the p value is 0.341 which is greater than 0.05 ($0.341 > 0.05$). Such a p value indicates to accept the null hypothesis thus concluding that the consumers would not pay more attention to the product details even if endorsed by a celebrity.

Opinion towards Celebrity Endorsed Tourism Advertisements across Occupation in Influencing Consumer on Decision Making Process

H2: There is a significant difference across occupations and perception of getting attracted to a destination, recognizing and recalling, identifying destination details and then visiting the destination when endorsed by celebrities.

Table 2. Dependence of occupation and opinion of celebrity endorsement

ANOVA	I visit places that have been endorsed by celebrities		I am attracted to a destination that has a familiar face in its Ad		I can more promptly recognise and recall a destination that has a celebrity in its Ad		I pay more attention to tourism product details if it is endorsed by a celebrity	
	F stat	P value	F stat	P value	F stat	P value	F stat	P value
Occupation	0.711	0.585	0.509	0.729	0.883	0.475	0.527	0.716

Interpretation

It can be inferred from table 2 that there is no significant difference between the occupational group in the perception of visiting a destination if endorsed by celebrity as determined by ANOVA, having a p value 0.585, which is greater than 0.05 thus accepting the null hypothesis.

No significant difference between the occupational group in the opinion that they get attracted to a destination when endorsed by a celebrity was found as determined by ANOVA having a p value of 0.729, which is greater than 0.05 thus accepting the null hypothesis.

There is no significant difference between the occupational groups in the perception that celebrity endorsement helps to recall and recognise tourist destination advertisements with a p value of 0.475 which is determined by ANOVA, thus accepting the null hypothesis.

A p value of 0.716 in ANOVA ($0.716 > 0.05$) can be interpreted in such a way that there is no significant difference between occupational group in the opinion of giving attention to the product details if endorsed by a celebrity thus accepting the null hypothesis.

Effect of Celebrity Endorsement to Non Celebrity Advertisements

H3: Celebrity advertisements create better destination recognition, convince better, carry more weightage, help better choosing and enhance buyer’s belief of want satisfaction than non-celebrity advertisements.

H3 (a) Celebrity advertisements create better destination recognition than non-celebrity advertisements

Table 3. ANOVA results of opinions on recognition towards celebrity advertisement, feature advertisement and testimonials across occupation

Advertisement creates better destination recognition		
source	f value	p value
occupation	0.006	0.994

Table 4. Tukey results of opinions on recognition towards celebrity advertisement, feature advertisement and testimonials

(I) 8a	(J) 8a	Mean Difference (I-J)	Sig.
Celebrity	Features	-0.009	0.999
	Testimonial	0.016	0.998
Features	Celebrity	0.009	0.999
	Testimonial	0.025	0.993
Testimonial	Celebrity	-0.016	0.998
	Features	-0.025	0.993

Interpretation

From the ANOVA Table 4 p value of 0.994 which is greater than 0.05 was determined, it can be thus concluded that recognition of a destination had no significant difference between celebrity advertisements, feature advertisements and testimonial advertisements. Tukey post-hoc comparisons table having three groups indicate that celebrities provides less destination recognition than features by 0.009 but celebrities had better brand recognition than using testimonials by 0.16 but as the significance were 0.999,0.998 and 0.993 it is concluded that celebrity endorsement do not create better recognition than non-celebrity advertisements, thus accepting null hypothesis.

H3(b) Celebrity advertisements convinces better than non-celebrity advertisements

Table 5. ANOVA results of opinions on convincing by celebrity advertisement, feature advertisement and testimonials across occupation

Advertisement is more convincing		
source	f value	p value
occupation	1.233	0.293

Table 6. Tukey results of opinions on convincing by celebrity advertisement, feature advertisement and testimonials

(I) 8b	(J) 8b	Mean Difference (I-J)	Sig.
Celebrity	Features	-0.196	0.676
	Testimonial	-0.381	0.265
Features	Celebrity	0.196	0.676
	Testimonial	-0.185	0.640
Testimonial	Celebrity	0.381	0.265
	Features	0.185	0.640

Interpretation

ANOVA test table showed a p value of 0.293 which is greater than 0.05, it can be thus concluded that there is no significant difference in getting convinced by celebrity advertisements, feature advertisements and testimonial advertisements. Tukey post-hoc comparisons table of the three groups indicate that celebrities convince less when compared to features by 0.196 and to testimonials by 0.381 but as the significances were 0.676, 0.265 and 0.640, it is concluded that celebrity endorsement advertisements do not convince better than non-celebrity advertisements, thus accepting null hypothesis.

H5(c) Celebrity advertisements carry more weightage than non-celebrity advertisements

Table 7. ANOVA results of opinions on weightage by celebrity advertisement, feature advertisement and testimonials across occupation

Advertisements carry more weight age		
source	f value	p value
occupation	0.527	0.591

Table 8. Tukey results of opinions on weightage by celebrity advertisement, feature advertisement and testimonials

(I) 8c	(J) 8c	Mean Difference (I-J)	Sig.
Celebrity	Features	-0.202	0.610
	Testimonial	-0.024	0.994
Features	Celebrity	0.202	0.610
	Testimonial	0.178	0.708
Testimonial	Celebrity	0.024	0.994
	Features	-0.178	0.708

Interpretation

ANOVA test table showed a p value of 0.591 which is greater than 0.05, it can be thus concluded that there is no significant difference in creating weightage by celebrity advertisements, feature advertisements and testimonial advertisements. Tukey post-hoc comparisons table 6 of the three groups indicate that celebrity has weightage less when compared to features by 0.202 and to testimonials by 0.024 but as the significances are 0.610, 0.994 and 0.708 it is concluded that celebrity endorsement advertisements do not have better weight than non-celebrity advertisements, thus accepting null hypothesis.

H5(d) Celebrity advertisements help make better choice among destination than non-celebrity advertisements

Table 9. ANOVA results of opinions on selection among destinations by celebrity advertisement, feature advertisement and testimonials across occupation

Make best choice among different destinations		
Source	f value	p value
occupation	2.531	0.082

Table 10. Tukey results of opinions on selection among destinations by celebrity advertisement, feature advertisement and testimonials across occupation

(I) 8d	(J) 8d	Mean Difference (I-J)	Sig.
Celebrity	Features	0.380	0.219
	Testimonial	-0.036	0.989
Features	Celebrity	-0.380	0.219
	Testimonial	-0.416	0.122
Testimonial	Celebrity	0.036	0.989
	Features	0.416	0.122

Interpretation

ANOVA test table showed a p value of 0.082 which is greater than 0.05, it can be thus concluded that there is no significant difference in making a better choice among destinations by celebrity advertisements, feature advertisements and testimonial advertisements. Tukey post-hoc comparisons table of the three groups indicate that celebrity help choosing to go to a destination than by features by 0.380 and to testimonials, celebrities is less helping by 0.036 but as the significances were 0.219, 0.989 and 0.122, it is concluded that celebrity endorsement advertisements do not help make better choice among destinations than non-celebrity advertisements, thus accepting null hypothesis.

H5(e) Celebrity advertisements enhance the buyer’s belief of want satisfaction better than non-celebrity advertisements.

Table 11. ANOVA results of opinions on enhancing want satisfaction by celebrity advertisement, feature advertisement and testimonials across occupation

Advertisement enhances the buyer’s belief of want satisfaction		
source	f value	p value
occupation	2.422	0.091

Table 12. Tukey results of opinions on enhancing want satisfaction by celebrity advertisement, feature advertisement and testimonials across occupation

(I) 8e	(J) 8e	Mean Difference (I-J)	Sig.
Celebrity	Features	-0.180	0.714
	Testimonial	-0.494	0.091
Features	Celebrity	0.180	0.714
	Testimonial	-0.314	0.276
Testimonial	Celebrity	0.494	0.091
	Features	0.314	0.276

Interpretation

ANOVA test table showed a p value of 0.091 which is greater than 0.05, it can be thus concluded that there is no significant difference enhancing belief of want satisfaction among destinations by celebrity advertisements, feature advertisements and testimonial advertisements. Tukey post-hoc comparisons table of the three groups indicate that celebrity do not help enhancing for want satisfaction by 0.180 and to testimonials, celebrities is less helping by 0.494 but as the significances were 0.714, 0.091 and 0.276, it is concluded that celebrity endorsement advertisements do not help enhance belief of want satisfaction than non-celebrity advertisements, thus accepting null hypothesis.

Findings

It was found that celebrity endorsement would not influence the respondents to visit the destination but it will influence in getting attracted to the destination. It was also found that if a celebrity endorses a destination, it is easy for consumers to recognise and recall the destination more promptly as opposed to no celebrity endorsing the advertisement. The respondents responded that it is not necessary that if the destination is endorsed by a celebrity, they would look into the product details.

It was also found that occupation has no role to play with getting attracted to the destination, visiting the destination, caring for the product details and recalling the ad when done by a celebrity.

The study revealed that there was a significant difference between the three, i.e. celebrity endorsement, attribute featuring and the

testimonial presentation when it comes to brand recognition. It was made known in the study that there was a significant difference between celebrity endorsement, attribute featuring and the testimonial presentation when it comes to convincing a customer to visit a destination. The study found out that there was no significant difference in weightage given to an advertisement when endorsed by a celebrity, when only attributes of a destination are shown or when the testimonials of experienced are featured. Another major finding was that there was a significant difference between an advertisement with celebrity endorsement, attributes of destination and testimonials of tourists when making a choice between the destinations. It was found that there was significant difference between enhancing the consumers belief satisfaction when done by a celebrity or by destination attributes or by tourist testimonials.

It was recognized in the study that brand recognition would be better created if features of a destinations are shown when compared to celebrity endorsement and testimonial of visitors. It was also found that testimonials are the better when compared to celebrity endorsement and portraying of features when it comes to convincing consumers about visiting a destination. It was also found that showing features gives more weightage for a destination than advertisements that are done by celebrities or by showcasing testimonials of tourist. It was found that if experienced visitors were roped in to talk about the destination, it would help to make a better choice of destination rather than bringing in celebrity endorsers or showing the features of the destination.

Again it was found that testimonials of tourists help enhance the belief of want satisfaction, other than featuring celebrities or the destination.

Conclusion

Celebrity endorsers are used by advertisers to differentiate and position their products or services from their competitors. It has become a trend now to rope in a celebrity endorser and endorse their place, differentiate the destination from that of their

competitors and to create direct awareness of their product by showcasing their own unique selling propositions.

This study helps to understand the response of tourists in Bangalore towards celebrity endorsement and to explore the effect of celebrity endorsers on them. The research results suggest that celebrity endorsement helps to bring in awareness about the destination, recognise the place and recall by creating an association with the celebrity. Thus it should be understood that celebrity endorsement helps to create awareness but need not directly translate the awareness into visiting the destination or building a liking to the destination. Celebrity endorsement, as found in the study, may help the consumer to filter choices from the too many destinations he has in mind to visit.

Billions of money is spent when celebrities are used, so it is very important for the marketers to choose the right celebrity and to use these celebrities in the right way. One major finding from the research is that a combination of celebrities, unique attributes of the destination and with some experienced tourists would help in translating the awareness to visiting the destination.

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