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A STUDY OF IMPACT OF CELEBRITY ENDORSEMENT ON SOCIAL COMMUNICATION WITH REFERENCE TO MADHURI DIXIT'S ADVERTISEMENT ON DOMESTIC VIOLENCE

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ABSTRACT

There are several reasons that a company might choose to use a celebrity marketing strategy. A new product can easily be introduced to consumers if they feel familiar and comfortable with the famous face endorsing it. Celebrity marketing strategy might also simply be a way to associate a well-known product with a popular famous person. The key to a successful celebrity marketing campaign lies in connecting the right celebrity with the right product. The celebrity must be seen by the public as a credible endorser.

The length of the endorsement deal needs to be established, any special conditions that apply to either party need to be agreed upon. An endorsement deal is only signed after lengthy negotiations between agents, lawyers, and marketing representatives.

After an extensive survey of available literature and experience survey (informal discussions with experts of the field and research experts), it was found that the scope of the topic is vast and domestic violence has been of major concern in Indian scenario. Hence depending on available resources and time constraints a methodology was adopted to examine the celebrity endorsement impact on behaviour of persons and does it emotionally help people to understand consequences of being violent.

INTRODUCTION

Celebrity endorsement has been established as one of the most popular tools of advertising in recent time and it is perceived as a winning formula for brand image building and product marketing. Celebrity Endorsement is a way to get the brand noticed amidst the rush that is there in the marketplace. There is a huge impact of celebrity endorsements among the consumers through TV

commercials in India as Indians like the celebrities a lot and there is a huge fan following. More and more companies prefer the celebrities of different fields in India like the cricketers, Bollywood celebrities and other sports personalities to endorse their brands. Marketers spend enormous amount of money on celebrity endorsement contracts based on the belief that celebrities are effective spokespersons for their products or brands. For example, Cadbury used Amitabh Bachchan to promote the brand when it went through a bad phase in India. Soon the ad recreated people's love for the brand and increased Cadbury's sale. It is important to understand how celebrities give back to the society by endorsing social issues.

Research Gap

To measure the impact on recall of social message due to celebrity endorsement There are several studies which are related with celebrity endorsement impact on consumer buying behaviour but those studies are mainly focused on impact of celebrity endorsements on customers purchase decisions, gauge factors that influence purchase of a celebrity endorsed product, identify the relationship between the celebrity endorsement and brand equity, study the impact generated in the minds of customers due to advertisements featuring celebrity etc. and very few in celebrity endorsement impact on social communication.

Research Hypothesis

When a prediction or a hypothesized relationship is tested by adopting scientific methods, it is known as research hypothesis. The research hypothesis is a predictive statement which relates to a dependent variable and an independent variable. Generally, a research hypothesis must consist of at least one dependent variable and one independent variable. Whereas the relationships that are assumed but not to be tested are predictive statements that are not to be objectively verified, thus are not classified as research hypotheses.

The following hypotheses will also be tested:

H01: There is no significant impact on recall of social message due to celebrity endorsement.

H11: There is significant impact on recall of social message due to celebrity endorsement.

RESEARCH DESIGN
Descriptive research design has been used in the study wherein 400 questionnaires were filled, and data was analysed thereafter. It helped in describing, explaining, and validating research findings. It included collections of quantitative information that was tabulated along a continuum in numerical form.

This research pertains to study recall rate of celebrity endorsement impact on social communication. Scope of this research is confined to Mumbai city of Maharashtra state.

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Sampling Procedure

Sampling Frame: The sample for opinion survey was convenient. Every effort has been made to keep the sample size as large as is feasible within the available time.

Sampling Method: Area basis sampling has been used to select sampling units (respondents) from sampling fame. Participant respondents were selected such that they represent various streams. Also, the approach of selecting participant respondents was such that sample represents almost equal number of participants.

Sample Size

The sample size is an important feature of any study in which the goal is to make inferences about a population from a sample. In practice, the sample size used in a study is determined based on the expense of data collection, and the need to have sufficient statistical power.

To achieve the objective of the present study and test the opinions of respondents, it has been collected 400 questionnaires from respondents. All 400 questionnaires have been used in this study to draw conclusions.

Data Collection Instrument

Designing appropriate measurement instrument is one of the most critical stages in the research process. Given the nature of the present study, it has required to collect data from the primary and secondary sources. Primary data were collected through the structured questionnaire. Secondary data were collected from research studies, books, journals, newspapers, and ongoing academic working papers. The collected data may be processed and analyzed to make the study useful to the practitioners, researchers, planners, policy makers and academicians.

The questionnaire has been divided into two sections.

Sections A described the demographic profile of the respondents. This section has been also divided into six groups i.e. (Name of Respondent, Gender, Education Level, Living Area, Occupation and Age of Respondents).
Section B described the questions pertaining to Madhuri Dixits Domestic violence advertisement.

Table 1: Remember the Celebrity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	12	6.0	6.0	6.0
	Yes	190	94.0	94.0	100.0

	Total	202	100.0	100.0	

Earlier it was found that 378 (94.6 percent) respondents had seen the ad on TV, the table above shows that 22 (94.0 percent) respondents remember the name of the celebrity who endorsed this social campaign. Earlier studies on this topic had revealed that almost 100 percent people who remember this campaign know that it was endorsed by Madhuri Dixit but the current study, may be because it was conducted in a metro city. Domestic violence is still a problem, reveals that only 94 percent respondents remember the   celebrity.

Respondents Opinions Regarding Domestic Violence campaign endorsed by Madhuri Dixit:

Gender policing is one such topic that has been discussed over and again in India. It is one of the most sensitive issues in our country that needs to be addressed with utmost importance. The issue can be solved only when it is tackled at the root levels. Parents need to understand the impacts of gender policing and aim at eliminating gender discrimination right from their home. Read Rise and raise your voice! Stop violence against women! Parents are the role models for their kids, and they will only learn and follow what their parents do. If the male members of the family are suppressing, insulting and imposing violence on females, children in the family also grow up learning the same. For instance, girls playing with dolls are considered normal while boys are expected to be tough. This stupid and relentless approach is one of the basic reasons for rise in violence against women.

A short film that delivers a strong message on Gender policing. The film titled 'Boys don't cry' is a part of #Vogue Empower campaign. Madhuri Dixit has joined hands with Vogue in this film to spread a powerful message on a sensitive concept. She says, 'We teach our "tough boys" not to cry, but instead we should teach them not to make women in their lives cry. The film concludes showing a man, cold, unyielding, and impassive, twisting a woman's arm. The message seems to be this: men who don't cry in public and are not prone to show of emotions are most likely to hurt women. And that isn't remotely true.

Analysis of data pertaining to the domestic violence programme endorsed by Madhuri Dixit is presented in the following paragraphs.

Table 2
Heard about domestic violence ad

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	59	29.1	29.2	29.2
	Yes	143	70.4	70.8	100.0
	Total	202	99.5	100.0	
Missing	System	1	.5		

Total		203	100.0		

Source: SPSS output

Communication related to this social campaign was not frequently aired on T.V, rather it was aired more frequently on several radio stations. The domestic violence ad was aired on TV a few years back therefore the awareness about the ad is relatively low. About 70.8 percent respondents were aware of the ad and remaining 29.2 were not aware.

Table 3: Remember the Celebrity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	96	47.3	47.5	47.5
	Yes	106	52.2	52.5	100.0
	Total	202	99.5	100.0	
Missing	System	1	.5		
Total		203	100.0		

Source: SPSS output

Earlier it was found that 282 (70.4 percent) respondents had seen the ad on TV, the table above shows that 118 (52.20 percent) respondents remember the name of the celebrity who endorsed this social campaign. The probable reason behind this can be the visuals are easy to remember as they have a connect that helps to register in minds of respondents and as this campaign was not frequently shown on TV, the percentage of respondents remembering the celebrity is low.

Table 4 : Remember Punch Line

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	75	36.9	37.1	37.1
	Yes	127	62.6	62.9	100.0
	Total	202	99.5	100.0	
Missing	System	1	.5		
Total		203	100.0		

Source: SPSS output

Out of the total valid sample of 282 about 70.4 percent indicated that they have heard about the domestic violence campaign. The table above reveals that 250 (62.6 percent) respondents could recall the punch line of the advertisement. This is much less than the percentage of people recalling the name of celebrity (52.2

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percent) who endorsed the program. This is not surprising because a celebrity often overshadows the message of the campaign, though in this case the difference is very small. It is interesting to note that out of 70.4 percent respondents who could recall the campaign only 62.6 percent really remember the punch line.

Table 5: Like the ad?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	64	31.5	31.7	31.7
	Yes	138	68.0	68.3	100.0
	Total	202	99.5	100.0	
Missing	System	1	.5		
Total		203	100.0		

Source SPSS output

It has been mentioned earlier that 70.4 percent respondents were aware about the domestic violence campaign and 70.4 percent had watched the ad on TV. The table above shows that 138 (68.0 percent) of them liked the ad and remaining 64 (31.5 percent) did not like the ad for various reasons. This 64 (31.5 percent) may also include those who did not recall the communication and also the ones who did not watch it on TV. In any case 68.0 percent sample population liking the communication is a great achievement for any commercial whether a social message, service or a physical product. What makes this communication memorable will be discussed in the following paragraphs.

Table 6: What comes to your mind first?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Missing system	2	1.0	1.0	1.0
	Madhuri Dixit	92	45.3	45.3	46.3
	Message	109	53.7	53.7	100.0
	Total	203	100.0	100.0	

Source: SPSS output

In the minds of people there is a association between Madhuri Dixt and domestic violence campaign. The first thing that comes to the minds of majority 181 (45.3percent) of people when they hear about domestic violence campaign is Madhuri Dixit. About 53.7 percent respondents said that the message has such

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a strong social relevance the first thing that comes to their mind is the message delivered by the campaign. Earlier studies on celebrity endorsement suggest that if the celebrity is highly popular people may remember the celebrity and forget the message but in this case about 53.7 percent respondent have top of mind recall of the message indicating that message of the campaign touched the hearts of the people.

One way ANOVA was performed on all five statements related to recall of message. These variables were blocked by Q.16, whether the respondents remembered the celebrity who endorsed the ad.

Table 7: ANOVA performed on DOMESTIC VIOLENCE advertisement by Madhuri Dixit

		Sum of Squares	df	Mean Square	F	Sigma
Remember ad because of Madhuri	Between Groups	16.592	1	16.592	27.579	.000
	Within Groups	120.324	200	.602		
	Total	136.916	201			
Remember ad because of Message	Between Groups	13.501	1	13.501	27.534	.000
	Within Groups	98.068	200	.490		
	Total	111.569	201			
Rem due to style of execution	Between Groups	10.169	1	10.169	23.993	.000
	Within Groups	84.767	200	.424		
	Total	94.936	201			
Ad ineffective without Madhuri	Between Groups	3.781	1	3.781	7.533	.007
	Within Groups	100.402	200	.502		
	Total	104.183	201			
Like dramatic portray by Madhuri	Between Groups	8.146	1	8.146	17.351	.000
	Within Groups	93.899	200	.469		
	Total	102.045	201			

Source: SPSS output

The F values of the five test variables 27.579, 27.534, 23.993, 7.533 and 17.351are significant at 100 percent level of confidence indicating that means for the five variables are equal. The test also supports our first alternative

hypotheses H11: There is significant impact on recall of social message due to celebrity endorsement.

However, the test results further indicate that people also remember the ad due to importance of message and style of execution. It implies that people may fail to recall an ad if the message is not important to them, and style of execution is poor despite an endorsement by some celebrity. In the Indian market place many social campaigns have failed in the past due to poor execution or lack of appeal despite being endorsed by celebrities.

Table 8: ANOVA performed on DOMESTIC VIOLENCE advertisement by Madhuri Dixit

		Sum of Squares	Df	Mean Square	F	Sigma
Celebrities can influence people	Between Groups	16.381	1	16.381	45.331	.000
	Within Groups	72.272	200	.361		
	Total	88.653	201			
Celebrities can change attitude	Between Groups	10.734	1	10.734	28.514	.000
	Within Groups	75.286	200	.376		
	Total	86.020	201			
Ad promoted gender equality	Between Groups	8.214	1	8.214	23.221	.000
	Within Groups	70.742	200	.354		
	Total	78.955	201			
Forceful advocacy by Madhuri	Between Groups	6.718	1	6.718	15.146	.000
	Within Groups	88.713	200	.444		
	Total	95.431	201			
Celebrities can influence people domestic violence	Between Groups	12.120	1	12.120	33.163	.000
	Within Groups	73.093	200	.365		
	Total	85.213	201			

Source: SPSS output

The F values of the five test variables45.331, 28.514, 23.221, 15.146 and 33.163 are significant at 100 percent level of confidence indicating that means for the five variablesare equal. The test also supports our first alternative hypotheses H11: There is significant impact on recall of social message due to celebrity endorsement. However, the test results further indicate that Celebrities can influence people, change attitude, Ad promoted gender equality, forceful advocacy by Madhuri Dixit and Celebrities can reduce domestic violence. All four statements pertaining to behavior were subject to a one-way ANOVA test using Q.17, whether remember the punch line (message) or not as blocking variable. The output of analysis is presented in the following table.

Table 9: ANOVA performed on DOMESTIC VIOLENCE advertisement by Madhuri Dixit

		Sum of Squares	Df	Mean Square	F	Sigma
People follow MD because love & res	Between Groups	8.076	1	8.076	23.809	.000
	Within Groups	67.844	200	.339		
	Total	75.921	201			
People did as tell in the ad	Between Groups	9.155	1	9.155	20.453	.000
	Within Groups	89.523	200	.448		
	Total	98.678	201			
Success of ad attributed to MD	Between Groups	10.274	1	10.274	19.858	.000
	Within Groups	103.469	200	.517		
	Total	113.743	201			
Celebrities can change social behavior	Between Groups	12.392	1	12.392	26.431	.000
	Within Groups	93.771	200	.469		
	Total	106.163	201			

Source: SPSS output

The first third and fourth statements are having F values 23.809, 20.453, 19.858 and 26.431 respectively, significant at almost 100 percent level of confidence. Significance of these four statements collectively indicates that celebrities can impact the behavior of people. Apparently, these F values also support our Alternative hypothesis: There is significant impact on recall due to the social communication endorsed by a celebrity.

However, the test results further indicate that people follow Madhuri Dixit because love & respect, People did as tell in the ad, Success of ad attributed to Madhuri Dixit and Celebrity can change social behaviors

Respondents' Opinion

Q.2 People remember the ad because of importance of the message.

This ad has motivated people to think about gender equality
Forceful advocacy of gender equality by Madhuri Dixit has helped reduce domestic violence Celebrities can help educate people about domestic violence related issues Further the following statements have been not found significant.

Q.1   People remember this ad because of Madhuri Dixit
Q.4   The ad would not have been so effective if not endorsed by Madhuri Dixit
Q.3   The ad is memorable because of its style of execution

People like this ad because of dramatic portray of this social problem by Madhuri Dixit. Celebrities like Madhuri Dixit can easily influence the people Celebrities like Madhuri can change the attitude towards social evils like domestic violence and gender bias. People follow Madhuri Dixit because of the love and respect for her. The campaign had been successful because people really did what they were told to do. Popularity of this campaign can largely be attributed to endorsement by Madhuri Dixit. Celebrities like Madhuri Dixit can really bring about a change in the social behaviour of people. Age wise opinions of respondents regarding "celebrity impact on Campaign against Domestic Violence" found significant in 4 statements out of 14 statements. The average of respondent opinions shows agreement in People remember the ad because of importance of the message, this ad has motivated people to think about gender equality, Forceful advocacy of gender equality by Madhuri Dixit has helped reduce domestic violence and Celebrities can help educate people about domestic violence related issues.

FINDINGS & CONCLUSIONS
Person view celebrities as their biggest role models; they are now more influential than parents and friends. People are inspired to look and act like their favourite celebrities. A lot of person thinks celebrities have a positive impact on our society, however many more persons disagree and say that they have a negative impact. Celebrities give society inspiration by setting an example to show that with the right drive and determination you can become famous too. Various studies have shown that celebrities have an impact on the decisions that most of the population make regarding their health, lifestyle, etc. In fact,

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research has even shown that kids are more likely to choose foods endorsed by celebrities, even when the foods are healthy. This is because we try to emulate their lifestyle. Celebrities can then in turn have a tremendous positive impact in influencing human behavior.

Overall Opinion of Respondents' Regarding Madhuri Dixit Impact on Domestic Violence Ad

Respondents' opinion on Madhuri Dixit impact on domestic violence ad have been found that in maximum cases Respondents heard about Pulse Polio campaign, they remembered the celebrity of domestic's violence ad and they also remembered the punch line of domestic's violence ad, they agreed that they liked the domestic violence ad

further they also found that when Respondents heard about domestic's violence ad than message comes in their mind.

Respondents' opinions regarding "People remember this ad because of Madhuri Dixit" shows agreement of the Respondents'. It shows that in majority of Respondents' opinion agreed that they remember this ad because of Madhuri Dixit.

Respondents' opinions regarding "People remember the ad because of importance of the message" shows agreement of the Respondents'. It shows that in majority of cases Respondents' opinions agreed that people remember the ad because of importance of the message.

Respondents' opinions regarding "The ad is memorable because of its style of execution of celebrity" shows agreement of the Respondents'. It shows that in majority of cases Respondents' opinions agreed that the ad is memorable because of its style of execution of celebrity.

Respondents' opinions regarding "The ad would not have been so effective if not endorsed by Madhuri Dixit" shows agreement of the Respondents'. It shows that in majority of cases Respondents' opinions agreed that the ad would not have been so effective if not endorsed by Madhuri Dixit.

Respondents' opinions regarding "People like this ad because of dramatic portray of this social problem by Madhuri Dixit" shows agreement of the Respondents'. It shows that in majority of cases Respondents' opinions agreed that people like this ad because of dramatic portray of this social problem by Madhuri Dixit.

Respondents' opinions regarding "Celebrities like Madhuri Dixit can easily influence the people" shows agreement of the Respondents'. It shows that in majority of respondent's opinions agreed that the majority of cases respondent's opinion shows that celebrities like Madhuri Dixit can easily influence the people.

Respondents' opinions regarding "Celebrities like Madhuri can change the attitude towards social evils like domestic violence and gender bias" shows agreement of the Respondents'. It shows that in majority of cases Respondents' opinions agreed that celebrities like Madhuri can change the attitude towards social evils like domestic violence and gender bias.

Respondents' opinions regarding "This ad has really motivated people to think about gender equality" shows agreement of the Respondents'. It shows that in majority of cases Respondents' opinions agreed that this ad has really motivated people to think about gender equality.

Respondents' opinions regarding "Forceful advocacy of gender equality by Madhuri Dixit has helped reduce domestic violence" shows agreement of the Respondents'. It shows that in majority of cases Respondents' opinions agreed that forceful advocacy of gender equality by Madhuri Dixit has helped reduce domestic violence.

Respondents' opinions regarding "Celebrities can help educate people about domestic violence related issues" shows agreement of the Respondents'. It shows that in majority of cases Respondents' opinions agreed that celebrities can help educate people about domestic violence related issues.

Respondents' opinions regarding "People follow Madhuri Dixit because of the love and respect for her" shows agreement of the Respondents'. It shows that in majority of cases Respondents' opinions agreed that people follow Madhuri Dixit because of the love and respect for her.

Respondents' opinions regarding "The campaign had been successful because people really did what they were told to do" shows agreement of the Respondents'. It shows that in majority of cases Respondents' opinions agreed that the campaign had been successful because people really did what they were told to do.

Respondents' opinions regarding "Popularity of this campaign can largely be attributed to endorsement by Madhuri Dixit" shows agreement of the Respondents'. It shows that in majority of cases Respondents' opinions agreed that popularity of this campaign can largely be attributed to endorsement by Madhuri Dixit.

Respondents' opinions regarding "Celebrities like Madhuri Dixit can really bring about a change in the social behaviour of people" shows agreement of the Respondents'. It shows that in majority of cases Respondents' opinions agreed that celebrities like Madhuri Dixit can really bring about a change in the social behaviour of people.

Overall Opinion of Respondents' Regarding Campaign against Domestic Violence

Overall opinion of Respondents' regarding campaign against domestic violence t-test has been applied to test significant difference between average of

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Respondents' opinion and neutral opinion. It has been found that the opinions of Respondents' on "People remember this ad because of Madhuri Dixit", "People remember the ad because of importance of the message", "The ad is memorable because of its style of execution", "The ad would not have been so effective if not endorsed by Madhuri Dixit", "People like this ad because of dramatic portray of this social problem by Madhuri Dixit", "Celebrities like Madhuri Dixit can easily influence the people", "Celebrities like Madhuri can change the attitude towards social evils like domestic violence and gender bias", "This ad has really motivated people to think about gender equality", "Forceful advocacy of gender equality by Madhuri Dixit has helped reduce domestic violence", "Celebrities can help educate people about domestic violence related issues", "People follow Madhuri Dixit because of the love and respect for her", "The campaign had been successful because people really did what they were told to do", "Popularity of this campaign can largely be attributed to endorsement by Madhuri Dixit" and "Celebrities like Madhuri Dixit can really bring about a change in the social behaviour of people" found significant different in all cases.

Further the opinion of Respondents' regarding "People remember this ad because of Madhuri Dixit", "People remember the ad because of importance of the message", "The ad is memorable because of its style of execution", "The ad would not have been so effective if not endorsed by Madhuri Dixit", "People like this ad because of dramatic portray of this social problem by Madhuri Dixit", "Celebrities like Madhuri Dixit can easily influence the people", "Celebrities like Madhuri can change the attitude towards social evils like domestic violence and gender bias", "This ad has really motivated people to think about gender equality", "Forceful advocacy of gender equality by Madhuri Dixit has helped reduce domestic violence", "Celebrities can help educate people about domestic violence related issues", "People follow Madhuri Dixit because of the love and respect for her", "The campaign had been successful because people really did what they were told to do", "Popularity of this campaign can largely be attributed to endorsement by Madhuri Dixit" and "Celebrities like Madhuri Dixit can really bring about a change in the social behaviour of people" shows agreement of Respondents' in all cases.

Gender Wise Opinion of Respondents' Regarding Campaign against Domestic Violence

Gender wise opinion of Respondents' regarding "Madhuri Dixit impact on Campaign against Domestic Violence" F-test has been applied to test significant difference between gender wise opinions of Respondents' at 5% level of significance. The following gender wise opinions of Respondents' on "People remember the ad because of importance of the message", "The ad is memorable because of its style of execution", "Celebrities like Madhuri Dixit can easily influence the people", "Celebrities like Madhuri can change the attitude towards social evils like domestic violence and gender bias", "Celebrities can help educate people about domestic violence related issues", "People follow Madhuri Dixit because of the love and respect for her", "Popularity of this campaign can largely be attributed to endorsement by Madhuri Dixit" and

"Celebrities like Madhuri Dixit can really bring about a change in the social behaviour of people" have been found significant different from each other.

Further the following gender wise opinion of Respondents' on "People remember this ad because of Madhuri Dixit", "The ad would not have been so effective if not endorsed by Madhuri Dixit", "People like this ad because of dramatic portray of this social problem by Madhuri Dixit", "This ad has really motivated people to think about gender equality", "Forceful advocacy of gender equality by Madhuri Dixit has helped reduce domestic violence" and "The campaign had been successful because people really did what they were told to do" have been not found significant different from each other.

Age Wise Opinion of Respondents' Regarding Campaign against Domestic Violence

Age wise opinion of Respondents' regarding "Madhuri Dixit impact on Campaign against Domestic Violence" F-test has been applied to test significant difference between age wise opinions of Respondents' at 5% level of confidence. The following age wise opinion of Respondents' on "People remember the ad because of importance of the message", "This ad has motivated people to think about gender equality", "Forceful advocacy of gender equality by Madhuri Dixit has helped reduce domestic violence" and "Celebrities can help educate people about domestic violence related issues" have been found significant different from each other.

Further the following age wise opinion of Respondents' on "People remember this ad because of Madhuri Dixit", "The ad would not have been so effective if not endorsed by Madhuri Dixit", "The ad is memorable because of its style of execution", "People like this ad because of dramatic portray of this social problem by Madhuri Dixit", "Celebrities like Madhuri Dixit can easily influence the people", "Celebrities like Madhuri can change the attitude towards social evils like domestic violence and gender bias", "People follow Madhuri Dixit because of the love and respect for her", "The campaign had been successful because people really did what they were told to do", "Popularity of this campaign can largely be attributed to endorsement by Madhuri Dixit" and "Celebrities like Madhuri Dixit can really bring about a change in the social behaviour of people" have been found no significant difference from each other.

CONCLUSION
Celebrity endorsement have various advantages i.e. (Influence Consumer buying behaviour, Build Awareness regarding brand and products, measure the Position a Brand in market, Attract New Users, Breathe Life into Failing Brand, Credibility and Brand Recall). Celebrity endorsements have considerable influence in sales when promoting a product and brand, as they can supply information, which is focused on the benefits and remarkable features of the product in an unbiased and standard form, which has a great effect on the business revenue

Person view celebrities as their biggest role models; they are now more influential than parents and friends. Persons are inspired to look and act like

their favourite celebrities. A lot of person thinks celebrities have a positive impact on our society, however many more persons disagree and say that they have a negative impact. Celebrities give society inspiration by setting an example to show that with the right drive and determination you can become famous too. Many of them originate from tough backgrounds and yet they have become some of the biggest icons in the media world.

Various studies have shown that celebrities have an impact on the decisions that most of the population make in regard to their health, lifestyle, etc. In fact, research has even shown that kids are more likely to choose foods endorsed by celebrities, even when the foods are healthy. This is because we try to emulate their lifestyle. Celebrities can then in turn have a tremendous positive impact in influencing human behavior. Celebrities can play an important role in educating the public about health issues. There are "deeply rooted biological, psychological and social forces" that make celebrity health advice influential. These forces include psychological effects such as classical conditioning, self-conception, cognitive dissonance, the halo effect, and herd behavior. Due to classical conditioning, the positive responses people tend to have towards a celebrity transfer to whatever that celebrity is pushing. Because of self-conception, people assume the positive traits they have assigned to that celebrity, such as attractiveness or hipness, also apply to that celebrity's cause. Herd behavior allows celebrities to trigger a person's natural tendency to act as others act in similar situations.

However, there are many other persons who could disagree, they think celebrities are too commercialised and are given too much money than they deserve. Celebrities get a lot of bad publicity for their outbreaks in public places and giving the impression that drink and drugs is 'cool' towards people. So, people would follow and copy thinking that it is allowed and good within society. Female celebrities are usually dangerously thin and because we see them all over magazines and television, people get pressured into having to look 'perfect', the way everyone sees these models.

Truth be told, celebrities and everything they do are so scrutinized in today's media that they are held to such high standards that no human being could achieve. These celebrities can only positively or negatively affect our society if we allow them to. If the media didn't focus so much on the negative things that many celebrities do, they would not have such a negative effect on society, because we wouldn't know about all the terrible things they have done. But the media just pushes and pushes until these poor celebrities can't take it anymore. No wonder they are driven to such negative behavior. The more the media follows them, the worse their behavior gets. Celebrities who promote ethical behavior and make responsible personal decisions can have a positive effect on society. Some promote social justice and participate in relief efforts when disasters strike. If a teenager doesn't develop an unhealthy obsession with a celebrity or experience delusions of grandeur expecting to live like a celebrity. In short, celebrities have positive and negative both impact on society, but it depends on celebrities' personal lifestyle. For most of persons celebrity are role model and celebrities have huge followers so celebrities can easily influence the behaviour of their followers. When government wants to provide a social

message to society than celebrities can helps in this work. Further it is very effective way of providing information for normal persons because of enrolment of celebrity.

SUGGESTIONS AND RECOMMENDATIONS
For social communication, government should include various communication instruments Newspapers, F.M. Radios, Internet, Hoardings, Drama etc. Celebrities have both positive and negative impact on society, so if government or companies want to use celebrities for endorsement than they have choose celebrities carefully. For providing important information to society government should use famous celebrities. When government choose the celebrity, government should focus on the lifestyle of celebrities.

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