



IMPACT OF CELEBRITY ENDORSEMENT IN SOFT DRINK INDUSTRY IN BANGALORE

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Abstract: This study has been undertaken to investigate the impact of Celebrity Endorsement in the Soft Drink industry in Bangalore. This study was done by distributing questionnaires online and collecting data and was restricted to Bangalore area. The main relation was taken in relation with the Endorsers relationship and impact on the viewers. This paper was a adaptation from two base models and created a model of my own.

Index Terms – Celebrity endorsement, Soft Drink Industry, Bangalore, Regression, Coke Cola, Pepsi, Marketing, Salman Khan, Ranbir Kapoor

I. INTRODUCTION

1.1 Celebrity Endorsement

Most marketers tend to deliver their advertisement by a form of will, in which a person likes the product or service on the basis of their personal experience. Testaments can be addressed and benefit from their own observations by ordinary satisfied customers. This method can be very successful if someone is able to identify or who has an interesting story with the target audience. The intention shall be based on actual use of the product or service, and the endorser shall be trustworthy in order to avoid legal issues. Each promotion aims to generate awareness and interest in buyers' minds. To do this, advertisers use various marketing strategies. Celebrity endorsement is only one of the ways to market or portray a product / service through marketers in order to exploit the reputation and popularity of the celebrity. Some celebrities are referred to as celebrity endorsements to make the brand sales and/or the notification benefit more successful. Publicity promotions involve a renowned person who uses his fame to promote a product or service. Celebrities function as mediators for the marketing of goods and services, alluded to as endorsing celebrities. Another well-known person who uses their reputation to promote a product or service includes advertising campaigns. Celebrities serve as mediators for the commercialization of products and services in ads known as prominent ads. In this age of intense rivalry, where a place in the minds of consumers and celebrities is extremely difficult to grasp, the companies fighting to attract the audience benefit from a special advantage. Celebrity recognition is a way of communicating the identity of the sponsor to the consumer with the concept of the drug. For most Indians in India, famous people are the role models, trying to follow their way of life, clothes and behaviors. Celebrity approval is the most acceptable and common phenomenon for companies to attract their consumers across the country. It means that actors can influence the purchasing decision of their clients because they have special places in the hearts of customers. Thus, after investigating the degree of involvement of celebrities, companies started hiring Bollywood and sports stars for commercial advertising. Therefore, the enterprises began to employ Bollywood and sport stars for commercial endorsements after investigating the degree to which they were involved in following celebrations. Celebrity approval has therefore been established as one of the most important publicity facilities. The product marketing and the building of brands have become a winning formula. A celebrity is simple to get for a product or brand, but creating an extremely strong association between the client and the endorser is extremely difficult: because it seeks to establish a brand, not a star: it can do well for the company if it fits correctly, but it also has a number of potential challenges, such as the lack of popularity in its career, publicity etc. Some celebrities use an advertising technique used by marketers to approve several brands or other speakers approve of a certain brand. Such ideas are either called endorsing multiple brands or endorsing multiple celebrities. Any spokesman can be "shared," so celebrities end up with advertisements for more than one brand.

1.2 Industry Profile

1.2.1 Soft Drink Industry

The market for alcoholic and non-alcoholic goods in India is mainly developed. In India the specific segmentation of non-alcoholic beverages is carbonated and non-carbonated. In the non-carbonated parts, the main categories include citrus, bottled water, energy drinks, ready-to-go tea and coffee, flavored milk, snacks and others. Cola-flavored beverages, limestone-fiber drinks, orange-flavored drinks and so on are classified by carbohydrates. The study explores the global and Indian carbonated drinks industry's detailed viewpoints. The report covers the Indian fizzy drinks industry with value and volumetric details in a detailed segmental analysis. The study also covers leading companies involved in the development of carbonated drinks. This research also analyzes the different brands and companies involved in India's controlled carbonated beverage industry. The report also provides an idea of price comparisons for each of the products on the carbonated beverage market.

Carbonated beverages are the liquids that float and spill with liquid carbon dioxide gas. Most people like the fizzy smell and like carbon dioxide's slightly different flavor. Publishers are motivated by the health concerns of their customers to shape their corporate strategy with food and low calory combinations on the global market. The industry has gone far beyond supplying its brands with limited or tiny sugar versions and updating the goods with natural ingredients rather than with artificial ones. India's current Prime Minister Narendra Modi suggested the launch of 2 percent fruit content in aerated beverages by big players like Coca Cola Pepsi, which help farmers grow more fruit and generate income. The use of real fruit in carbonated drinks would be encouraged by this program.

Coca Cola and PepsiCo have long held the world and Indian markets. In 2015, with a share of over 48 percent, the Coca-Cola Company led the international carbonated beverage market. The rest of the duopoly in the global carbonated beverage industry is managed by PepsiCo Inc. The Coca-Cola Company was historically regarded as PepsiCo's principal rival in the soda market. Most players work from a smaller level and play the role. However, the brand awareness for these players is the lowest. According to these reasons, the foreign players listed above can not be recognised worldwide. Newer entrants, like Coca-Cola and PepsiCo, face no major threats to this industry, each with an extensive bottling and distribution network and huge economies of scale.

The Indian Carbonated Drinks Industry Review says that over 40 percent of India's total non-alcoholic beverage industry contains carbonated or aerated drinks. A carbonated drink that comes at very low cost for every segment of people in India. Thums Up, Coca Cola, Coke, Sprite, Fanta, Limca, Mirinda and many more are also products on the Indian market. The main division in the carbonated market is also based on the flavours, i.e. Tea drinks, lime-lemon flavored cocktails, orange-flavored foods, etc. Apparently, lime lemon fragrance beverages in India describe the taste phenomena. The urban category controls the non-alcoholic carbonated Indian industry with a large consumer share. But it is anticipated that the rural sector will slowly return to the economy. Region-Wise, the majority of customers come from West India and North India where there is the highest light. The introduction of dangerous chemicals and preservatives has proven to hurt the individuals responsible for the decline in sales of carbonated drinks in the Indian market. The producers introduce to the market new flavors and low-sugar nutritional drinks that can deal with those difficulties. Nevertheless, in the coming five years, there is still room for a double-digit growth of the Indian carbonated drink market.

The demand for non-alcoholic beverages was projected at US\$ 3,266 million in 2018 and is predicted to increase to USD 16.63 billion by 2020 at CAGR of 17.6%. Tropicana decreased in value and volume by five percent, compared with the corresponding period in the same year, between April 2016 and January 2017. In contrast, Real received roughly 2.5% on both metrics according to the test. In 2017, the natural and ethnic beverage manufacturers Paper Boat of the new ITC entrant benefited marginally from both marginalized players. By comparison, the market share of Coca-Cola and Pepsi was reduced.

Key Players of the Soft Drink Industry

Coca Cola The name is derived from two great ingredients: Kola Nuts and Coca Leaves, but the formula is still unknown. According to Interbrand research in 2015, Coca-Cola was the world's third most popular brand. Coca-Cola Zero and A Diet Coke are on the market today. For industry, there are not only carbonated drinks, but also mineral waters like Kinley. The company is looking forward to raising the sugar content of its drinks by consuming the beverage in 200 nations.

Pepsi Pepsi has a 30.8 per cent market share, with Cola hitting nearly 40%. The brand name may have shifted from Brad's Soda to Coke Cola to Pepsi, but the flavor is almost the same. Pepsi was established in 1990 and has millions throughout the world on the Indian market.

Sprite This is a new Coca Cola Company which was established in India in 1999. As second most popled soda on the market, Sprite won over Pepsi in 2009. In 2013 it became the leading company with 15.6 percent of soft drink market share. Thums Up was the leading brand.

Thums Up The Cola-Cola company was first launched in 1971 and it was later the worst thing to do because it cannibalized the coke's own share and caused Thumps Up customers to switch to Pepsi. This marketing plan was the first to kill Thumps Up from the market. It was the latest step. So it was later revamped and launched again on the market in order to combat its Pepsi rivals. The fizzy and heavy carbonated fragrance is the striking feature. Thums Up continued to rule the Indian market until Sprite took over that giant in 2013. Nevertheless, it is recognised as one of the most popular brands among India's younger generation.

Limca Limca is popular because of its lime and limon flavor, which is preferred by Indians after eating. It was introduced in 1971 by Parle Agro, and was acquired in 1993 by Coca-Cola.

Fanta This flavored orange soft drink is a massive hit on the market. It has over 100 current flavors worldwide. It was launched in Germany during WWII. The products available in Germany at that time couldn't touch the rest of the world because of trade issues. It made its way into the Indian market in 1993.

7 Up Unlike Limca with lime and lemon flavored drink, it is approved in the United States by Dr. Pepper Snapple Group, and in the rest of the world by PepsiCo. They have come up with flavors unlike Nimbooz, bearing in mind the Indian market.

Mirinda Just to send a challenge to the Fanta of Coca Cola, the Mirinda of Pepsi Co exists in the industry but lags in its success a little behind it. It was initially in Spain. They look forward to uplifting their market share soon with new flavors such as Mirinda Orange Mango and Orange Masala.

Mountain Dew In 1940, the original formula was developed by the Tennessee Beverage Bottlers Barney and Ally Hartman. Earlier it was bought to be sold by Pepsi Co. Although it has an extremely common citrus lemony flavour, it has many flavors. Recently, the Indian market was opened with a Mountain Dow free of caffeine, mountain Dw cherry, Cherry Mountain Dow.

SWOT Analysis-

Strengths- <ol style="list-style-type: none"> Large and growing market Different flavors and packaging of the product Refreshing non- alcoholic beverage Suitable for every age group Has become a basic consumer need 	Weakness- <ol style="list-style-type: none"> Narrow range of material Too much use of chemicals and preservatives Health concerns Use of non- biodegradable packaging Misconceptions among range of material
Opportunities- <ol style="list-style-type: none"> New packaging materials Use of better public relations to use potential facts Replacement of alcoholic beverages Change in trend from tea, coffee to soft drinks Use of better distribution channels 	Threats- <ol style="list-style-type: none"> Health issues and guidelines Guidelines against the use of soft drinks in schools, colleges, workplaces etc. Economic Slowdown Environmentalism High distribution costs.

1.2.2 Celebrity Endorsement

Celebrity approval was a major part of Indian marketing shown by the fact that nearly 50% of Indian endorses feature celebrities compared with approximately 20% in the United States. In the early decade of 2010 a major change in the Indian support area came about with the increasing penetration of Digital Cable TV and the increasing use of social media as a marketing tool. The number of prominent endorsements has risen from 650 annals in 2007 to 1660 annonces in 2017 over the last decade, reflecting the 10 per cent steady compounded annual growth rate (CAGR). Film stars now dominate the endorsing industry, led 12% by celebrities with 76% of the endorsement sector. The biggest chunk (33%) of famous promotions relating to personal hygiene and the market for food and drink. Whereas women's backers dominate the segments of personal care, joy and banking, the e-commerce, automotive, property and smartphone segments are primarily supported by men. Different brand names have raised their valuation to ~13 % from \$691 million in 2017, rising from \$791 million in 2017 to \$782.2 million in 2018, showing enhanced confidence from consumers for food products, according the 2018 Celebrity Brand Valuation Report by Duff & Phelps.

The reputation of the product determines the value of the offer and often has an inverse relations between the size and appeal of the brand and the approval fee charged. Brands with a negative view are often opposed and the actors charge high fees. On the other hand, because celebrities view products as more appealing, they are prepared to negotiate their approval rates in return for the immaterial value of this brand. The contract framework has continued to evolve in line with the needs of supporters, sponsors and the technical environment. Often, brands gradually address the heterogeneous characteristics of Indian countries throughout their approval policy. They take advantage of local people's wealth. Product marketers are also seeking better investment returns through growing regional markets, and have started to generate regional and national celebrity viewers.

SWOT Analysis-

Strengths- <ol style="list-style-type: none"> Established industry globally Customer loyalty Convenience in buying the products Capitalizing the fan base of celebrities Less cost on other endorsement processes 	Weakness- <ol style="list-style-type: none"> Customers shift due to the favoritism Lack of emphasis on product specifications A varied number of celebrities High emphasis on the social image of the celebrity Misconceptions about the use of the product
Opportunities- <ol style="list-style-type: none"> Better positioning for the companies Use of technology to increase the celebrity endorsement power Enter foreign markets through celebrities Fall in cultural roadblocks High attention holding strength 	Threats- <ol style="list-style-type: none"> Negative news in celebrities may tamper product sales Better promotion by other celebrities or shift of celebrity to other brands Drop in perceived social value High costs Extreme demands from celebrity endorsers

1.3 Company Profile**1.3.1 Coca Cola India Pvt Ltd**

Coca-Cola India Pvt Ltd is a wholly-owned subsidiary of The Coca-Cola which manufactures and sells concentrate and beverage bases and powdered beverage mixes. A Company-owned bottling entity, namely, Hindustan Coca-Cola Beverages Pvt Ltd, thirteen licensed bottling partners of The Coca-Cola Company, who are authorised to prepare, package, sell and distribute beverages under certain specified trademarks of The Coca-Cola Company; and an extensive distribution system comprising of our customers, distributors and retailers are the other pillars of this system. The company offers soft drinks, juice drinks, fruit drinks, bottled water, ice tea and cold coffees. In 1950, the Coca-Cola Company was founded in India. In 1977, however, the Government of India suspended activities in protest against the rules and laws restricting multinational companies ' capital dilution. They decided to return to the market on 24 October 1993 and since then they have maintained a strong presence. Sustainable development and sustainable growth are enabled by the emphasis on sanitation, the environment, good living, women's empowerment, hygiene and social development. Coca-Cola India, is one of the leading beverage companies in the country, offering customers a range of healthy, affordable, high quality, refreshing drink

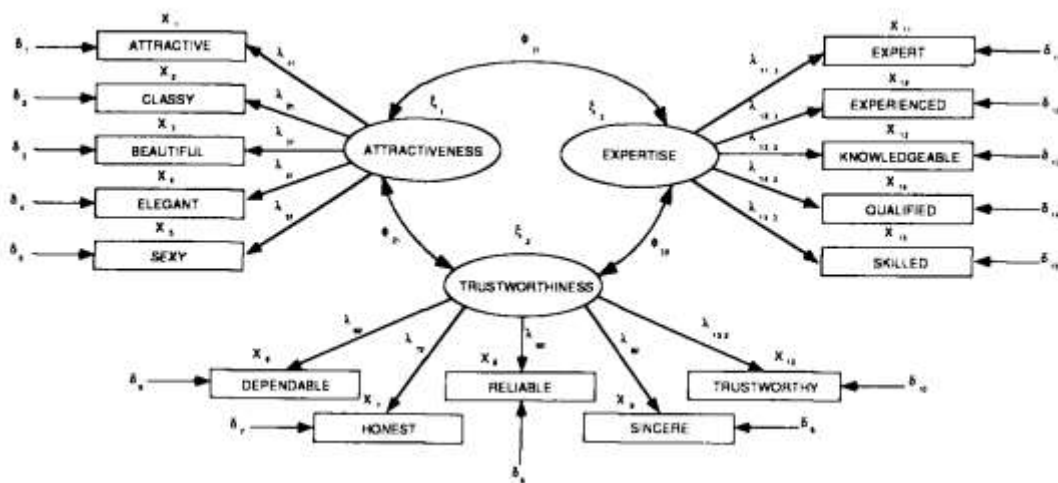
choices. Since its re-entering in 1993, Customers such as Coca-Cola, Coca-Cola Zero, Diet Coke, Thums Up, Fanta, Fanta Green Mango, Limca, Sprite, Sprite Lite, VIO FLAvory milk, Maaza, Minute Maid juice owners, Georgia and Georgia Gold, continue to develop the unrivaled drinking range, selling hot and cold tea & coffee solutions for Sprite Zero, VIO Flavored Milk. Together with its bottling companies, the Group touches the lives of millions of people through a strong network of over 2.6 million retail outlets. The brands are among the country's most preferred and most marketed drinks. After re-entering Asia, the Coca-Cola company in India has already spent \$2 billion by 2011. The company will invest another \$5 billion before 2020. In India the Coca-Cola system directly hires more than 25,000 employees including contract workers. With its extensive production, manufacturing and distribution system, the system has created indirect jobs for more than 1,50,000 people in related industries. Coca-Cola India Private Limited offers concentrate and soda bases to approved bottlers. This helped bottlers to grow local markets independently and sell drinks to groceries, small retailers, pharmacies, restaurants and many other businesses. These buyers, in effect, make our beverages available to consumers across India.

1.3.2 Pepsi Co India

In 1989, PepsiCo joined India and in a short period became one of the country's largest food and drink firms. PepsiCo's development in India was driven by the belief that the company has an inseparable impact on the environmental prosperity around it. The company believes that continually improving its goods, preserving the atmosphere and empowering people all over the world allows PepsiCo to be a profitable multinational company that creates long lasting value for society and its shareholders. Since Pepsi's entrance into the Indian market in 1989, several companies have become established competitors in its competitive industry. Now Big Pepsi is the second largest brand in the country. PepsiCo has developed a strong brand collection, a broad and multi-faceted distribution network and has produced innovative, nutritious and food-producing products for consumers. In India PepsiCo has invested constantly in product innovation, strengthens production capacity, grows the business, strengthen the supply chain and extends the company's agriculture network. The company established a huge national market with 62 facilities for soda and snack food. Eight brands have organically grown in two decades, with an estimated annual retail sales of Rs. 1000 crores or higher, each of which is valued across the country. PepsiCo India has developed a network for cooperation with farmers, and now partners with more than 24,000 material farmers in nine countries. About 45 percent of the farmers with one acre or less of land are of small and marginal proportions. PepsiCo supports producers by safely buying their crops back at agreed rates, premium plants, irrigation programmes, disease-control bundles, bank loans, environmental protection and best-in-class engineering activities. The PepsiCo alliance with India has not just raised the incomes but also the social status of small-and marginal farmers. Through a partnership with Hindustan Lever Ltd., the founder and manufacturer of the Lipton company, PepsiCo entered the hot beverage business in India in 2003. PepsiCo produces its products at 37 bottling plants in India, of which 17 are companies-owned factories and 20 are franchisees. A separate state-of-the-art Channo factory in Punjab Sangrur district is manufacturing flavor concentrates for the preparation of soft beverages, which are sold in South Asia. The PepsiCo collection of soda brands in India is composed of Premium Pepsi cola; Diet Pepsi; two varieties from Mirinda—Oranges and Lemons; 7UP; Mountain Double; Bottled drink water—Aquafinas; Slice of variations of fruit drink brand; 100% Tropical Fruit Juice brand, in a number of variants; and Gatorade, the world's leading gym. It also includes the neighboring brands Lehar Evervess Soda, Duke Lemonade and Mangola. The company also sells, distributes and utilizes ties with Hindustan Lever Limited to sell beverages including iced teas, green teas and herbal teas.

1.4 Theoretical Background

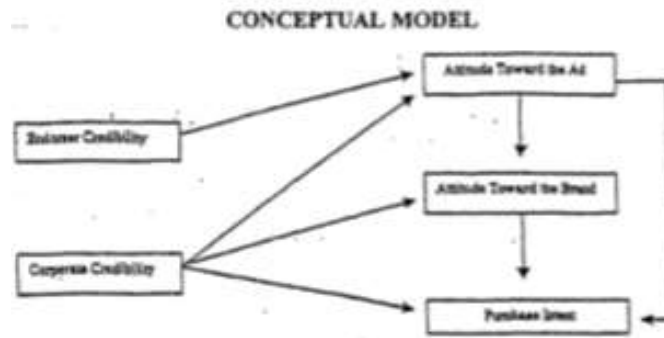
1.4.1 Ohanian Source Model (Ohanian, R. (1990))



(Figure 1 Confirmatory Factor Analysis Model for the Three Dimensions of the Source-Credibility Scale)

The Ohanian Source Model states that Celebrity Endorsement is defined under 3 factors which is Attractiveness, Expertise and Trustworthiness. These 3 factors have their own scales of measure. Marketing and advertising professionals express the belief that the nature of a communicator has an important impact on the message's conviction. Consumers have historically been chosen as company endorsers for their competition with target audiences in testimonial advertising. Although this practice continues, a more noticeable trend appears to be endorsements by actors/actresses, athletes, and other celebrities and well-known athletes, who are closely associated with both the product and the target audience (Business Week 1987; Miller 1969). The selection of an appropriate spokesperson for a product or a service is an important, yet difficult, decision. Is an effective and credible spokesperson someone who is attractive, trustworthy, or an expert, or even a combination of all three traits? Is a credible spokesperson an individual who is dynamic, qualified, authoritative, sociable, or safe? (Giffin 1967).

1.4.2 Goldsmiths Dual Credibility Model



(Figure 2) Conceptual Model for the Dual Credibility Scale

The Dual Credibility Model (see Figure 2) builds upon the latent variables in the DMH model, which specifies a direct causal sequence from Aad to AB to PI (see MacKenzie et al. 1986). The DMH specifies that ad cognitions represent an antecedent to Aad and have a direct effect on this variable. Within the context of ad cognitions, endorser credibility can be one of the variables consumers use to judge the advertisement and thus, its persuasiveness (e.g., Stemthal, Phillips, and Dholakia 1978; Harmon and Coney 1982; Moore et al. 1988). This, in turn, can lead to attitude formations toward the advertisement. Seven hypothesized paths among the five variables comprise the model.

According to Fishbein and Ajzen (1979), source credibility affects the probability that a message claim will be accepted. In general, a message delivered by a high credibility source will be accepted more readily and is more likely to lead to greater attitude change (Kelman and Hovland 1953).

II. REVIEW OF LITERATURE

McCracken (1989) A new approach to celebrities' encouragement is discussed in this article. Earlier hypotheses, trustworthiness and attractiveness of the source models are being criticized and an alternative model of meaning transfer is proposed. This model is based on the cultural significance with which celebrities' popularity as endorsers originate. The model shows how ideas shift from celebrity to product. This model can affect our view of consumer society. This model has consequences. It also covers the directions for research provided by the model.

Apejoye (2013) Analyzing the influence of celebrity endorsements on the intention to buy products, commercials sponsored by celebrities have a substantial impact on buyer intent. The study showed that a well-known and favored personality in the culture evokes familiarity and a good image of a product or service. The findings further indicate that the experience and reputation of a customer will improve the collection of consumer information and that a spokeswoman introduces the product's name substantially.

Shukre and Dugar (2013) Examining the impact of celebrities' endorsements on the customer decision-making process on 100 National Capital Region students, the students discovered the company is more likely to go and purchase within a month of seeing the ad if the favorite celebrity of the respondents endorses the drug. Prominent recognition also has a significant impact on the moments of the customers' memory and learning. We noticed that celebrities are used to boost sales and exposure in FMCG product ads. The respondents tend to embrace such items as soaps and cosmetics, as well as chocolates and soft drinks from celebrities in chosen FMCG goods. Furthermore, the study showed that women are more likely to go and buy the product than men.

Malhotra (2013) A analysis of 100 customers' actions of FMCG products purchased in Delhi NCR was performed in order to check the efficacy of celebrity approvals. The main reason for consuming them was that the brand they related to is the company. Pepsi, with its mix of famous actresses in India, is one of the most significant FMCG brands. The results of the study show that the target audience between 25 and 35 years of age, who choose such ads over other forms of ads, most probably prefer celebrity-approved FMCG ads. The research shows that the prestigious endorses among this target group are highly preferred and help companies to draw attention to the product or service being publicized. Pepsi & #39, a tactic introduced in India, was able to take full advantage of this potential and benefit from it..

Tsang, M. M., Ho, S.-C., & Liang, T.-P. (2004). A new marketing platform has been developed by the increasing growth of smartphones and other mobile devices. Quick messaging services are increasingly popular with consumers via handheld devices, making mobile telephones the main platform for single marketing. The current research looks at the consumer's attitudes against smartphone ads and attitude relationships. To measure attitudes to mobile advertising, a measuring instrument is developed. The results of an investigation show that (1) consumers tend to have a negative attitude toward mobile advertising unless specifically agreed; and (2) consumer attitudes and consumer behaviours are directly related. It is not therefore a good idea to send SMS messages to potential customers without proper authorisation.

Clark and Horstman (2013) Studied the intensity of advertising and the format of advertising with and without a celebrity. The results showed that companies typically adopt a format of celebrity advertising in situations where supporters are not scarce or readily available. According to his study, the efficacy of celebrity endorsements in contrast with other ways was shown to be higher because of its low cost of meeting clients and enhancing customer alert and/or rising market appraisal for endorsed items. The research has shown that the opportunities for a spectator / consumer to use the celebrity in a commemorative advertising are much better than a publicity without a promoting company. The marketers often see this as a clearer method for appealing to the target market and for improved appraisal of the branded product.

Ahmed, et al(2012) A study was carried out by 200 participants across Pakistan to determine the influence of celebrities' support on consumer purchasing, and the study's results revealed the important impact that celebrities had on consumers' purchase intentions. A celebrity advertising is more influential and attractive than a non-celebrity ad. In addition to the physical attractiveness of the endorsers it was found that the consumers pay much attention to the matching of a product and its celebrity advertising. In the end, it was noted

that the non-celebrity endorsement had a negative relation with consumers' purchasing intentions. The findings were created using written posters by celebrities to evaluate the answers. The written version of advertising was therefore quickly re-assembled by the users, which culminated in a more reliable study results. The overarching trend of obtaining celebrities' certificates was found to play an important role in product marketing and could most directly support businesses.

Agrawal and Dubey (2012) The effect on customers, purchasing behaviour of 400 Varanasi City respondents, was analyzed by the celebrity endorsements. Compared to their female counterparts, the study showed a higher influence for the male endorsers. The positive consumer buying decision on a product due to the effectiveness as a advertising tool of prominent endorsements was also revealed. It was also assumed that influential permits had a greater impact on customer shopping behavior. But most people still prefer Bollywood actors to engage in ads over sports stars. Bollywood stars are shown to have a broader presence in advertisements by customers in contrast with the engagement of sports stars. In many companies' views a greater degree of appeal can be obtained by a commercial delivered by a celebrity rather than by a non-celebrity one, which is attention, recall and probable purchase of products. Advertisements made by a prominent supporter show that the quality of the product is improved and that there is greater consumer reliability. The cumulative findings of the study show also that consumers are influenced by not only the consistency of ads but also the accurate relation between the star and the branded commodity. Therefore, an important criterion to take into account for the correct matching of the product and the endorser advertising by publicity companies also.

Choi and Rifon (2012) They experimented with 251 students from the state university Midwestern and observed that a customer finds the advertising more favourable and displays a greater buying purpose when the celebrity promoter views the user as having a closer and better self-image. When deciding the partnership aspect between the endorser and the target audience, the reputation and appearance of the brand client often plays an important role. The congruence of celebrity and product affects the consumer's attitude and attitude to advertising directly and positively. It motivates the buyer to encourage him to purchase the product. The research further indicated that a congruence contributed to the explanatory power of a concept of congruence and to the overall effect of an advertising on the general consumer base.

Thwaites, et al. (2012) observed the influence of negative publicity on celebrity endorsed advertisements through the responses of 184 respondents and concluded that negative information plays a crucial role on the impact created on the credibility and attractiveness of celebrities. It emphasized on the image of the endorser involved in the advertisement that is created apart from his/her association with the advertisement. However, this affect does not prove to have an impact on all categories of the product but may vary according the different products. The study put light on the overall attitudes towards the celebrities due to the negative statements and wrong publicity but at the same time showed the variations for different product categories.

Misra (2012) conducted a study on the impact of celebrity endorser on 300 rural consumers and observed that there is a strong and significant impact of celebrity driven advertisements on rural consumers and the Indian consumer group prefer the celebrities in the television commercials which also determine their buying behaviour. The rural consumers, according to the researcher are majorly attracted to the celebrities that they find on screens in the product advertisements and it greatly influences their buying behaviour. Thus, firms often target these rural markets through celebrity endorsements.

Anjum, et al. (2012) Product studies and celebrity influences indicated that companies that rop celebrities are used for product image improvement, brand awareness, reminder, retention and creditworthiness. The market share of those products that are endorsed by celebrities, in that of normal celebrity if found to be more. According to the study, the consumers consider that the advertisements done by the celebrities are reliable, knowledgeable and they are also affected by the association of celebrities. It was also found that celebrities are able to create a demand for the products, as they largely influence the buying patterns of the consumers. Lastly, the research conducted concluded that celebrity endorsement has a positive and influential impact on the customer base of the company along with the brand and customers. Hence, this association of celebrities in the advertisements have a great impact on the brand image of the company advertising the product as well.

Banerjee, et al. (2012) His study was carried out with particular reference to the motorbike, on the impact of celebrity approvals and their influence on the consumer buying behavior. This study was conducted by 215 respondents from different Gwalior age groups. The findings revealed that popularity plays an important role, especially with respect to the purchasing of motorcycles. The researchers concluded that celebrity subscriptions have a strong impact on a consumer's buying habits and that a business would significantly increase product sales by endorsing a celebrity's goods. The influence and the links created by celebrity involvement in advertising make the company more profitable than the company's non-celebrity.

Bhal (2012) His study of observing the role of celebrities in buying 200 rural and urban consumers in the state of Punjab has shown that celebrity endorsements do not drive a citizen's understanding of the product and its buying behaviour. The study also shows that respondents lack faith in celebrity help in both rural and urban areas, as most of them have questioned the consistency of the brands supported by the popular. In the case of rural voters, though, it was observed that most did not express their opinions on importance. It was also mentioned that customers also have other factors that affect their buying behavior, other than celebrity sponsorship. Sex has no impact on the price understanding in the rural and urban divisions of goods supported by celebrities. Consumers have nowadays extended their opinions on the position of the specific celebrities regardless of their gender. The researcher also points out that a majority of rural and urban consumers find that the celebrity and its products have multiple endorsements, that consumers are good 2. Conscious about, influence the reputation of the endorser. The study found that both rural and urban customers have a strong brand awareness of brands in both FMCG and long-term goods. Thusyanthy V. (2018) This research aims to assess the degree of celebrity endorsement and brand value in Sri Lanka's carbonated soft drink market. Questionnaires were used to gather data from Sri Lanka Universities youth-educated consumers. Multidimensional, reliability, and validity tests were performed to validate reliability and validity of the scale, while one sample t-test was conducted using 338 responses to test hypotheses. The results revealed that the degree of celebrity endorsement and brand reputation was low in Sri Lanka's carbonated soft drink industry, especially among young educated consumers. Marketing managers in the carbonated soft drink industry in Sri Lanka could effectively implement the results of this empirical study in their efforts to develop and introduce efficient and solid celebrity endorsement strategies and brand reputation related ones.

Kumar. A (2017) The purpose of this paper is to synthesize students' views by means of publications on celebrity funding. The current research study is of a descriptive, exploratory nature. The sample size was 150 for the present study and was chosen according to a comfort sample. Several respondents were from various district and university colleges in Sirsa. Of the 150 respondents, 130 answered correctly without mistake. Both sources of knowledge, i.e. primary and secondary data, are used in this analysis. In the standardized

questionnaire, main data were collected on a Likert scale, i.e., Strongly agree to Strongly Disagree. Secondary information was obtained from various articles, magazines, books and blogs, etc. Simple statistical methods for data analysis, such as frequency distribution, cross-table distribution, percent, mean, standard deviation, S.D. PASW 18.0 was used for research. The bulk of those polled were people in the urban area between the ages of 18 and 21 years, and were post-graduates, about R. 30,000 per year. It has also contributed to celebrity interest in brand marketing, low product costs, increased sales of goods, opportunities to purchase cold drinks, introducing clients to cold drinks, impact consumer decisions, awareness raising for labels, items and service providers, and encouraging celebrations.

Del Mar Garcia de los Salmones, M., Dominguez, R., & Herrero, A. (2013). It says that celebrity support is now a popular non-profit commercialization technique. Nevertheless, there is still a considerable degree of light and shadow about the determinants of the success of this communication strategy. In consideration of the substantial lack of studies in this specific area, current research proposes a nine-hypothesis causal model, examining the sequence of connections between the determinants of advertisement behavior and collective intention from the perspective of celebrity credibility. We polled 329 people who rated a fake ad with a prominent non-profit star. As a consequence, the prestige of celebrity is based upon health assumed, altruistic inspiration, celebrities appearance and general attitude to celebrity advocacy. Furthermore, a trustworthy celebrity has a major impact on the attitude towards the advertisement and, indirectly, on behavior.

Mazzini Muda et al. (2014) Told that Celebrity ads acceptance is a common global strategy. Prominent people are recruited because they are considered as reliable supporters of items compared to non-celebrities. More and more celebrities start working not just as endorsers in industry, but also as financial partners and as decision-makers in business. Although popular media are widely publicized, the role of renowned entrepreneurs and supporters in literature is largely neglected about advertising effectiveness. To order to fill this vacuum, this work is carried out to create, evaluate and verify a model to explain the impact of funding for renowned entrepreneurs on advertisement effectiveness. The research proposed the positive influence on three standard measures of advertisement efficacy—attention activity, company conduct and purchasing expectations. This included appearance, trustworthiness and knowledge. 542 women surveyed completed a self-administered questionnaire with a trigger commercial that promotes her own SimplySiti name, Dato's Siti Nurhaliza. Results have been evaluated using the structural equation technique. Data are analyzed with Structural Equation Modeling. The results showed that both celebrity reputation and the credibility of advertisements has a positive influence on advertising attitudes and brand attitude. Therefore, their theoretical and management consequences as well as future avenues for research affected the impact on purchasing intention of perceived customers' credibility.

Chao, P., Wührer, G., & Werani, T. (2005) The new country of origin (COO) research focused on multi-cue architectures, which incorporated extrinsic and complex indicators for consumer reaction assessment to resolve issues related to single-cue models. If overseas events or international brands are hosted in another region, consumers' mood, understanding of product quality and purchasing preferences may be strengthened or low. The study shows that if consumers use a new language with a different cultural background, they may be in danger of using an international celebrity and an English brand name. This study examined the moderating effects of celebrations, foreign brands and COOs on consumer product reviews.

Choi, S. M., Lee, W.-N., & Kim, H.-J. (2005). The use of celebrities for advertising goods is a common publicity strategy worldwide. Yet little can be grasped as to how the execution of popular cultural values varies from one another. This research examined material on TV advertising in two countries with different diametrics—the U.S. and Korea—in two basic cultural areas: (1) small vs. high cultures, and (2) individualism vs. collectivism, respectively. The results of this study suggest that the strategic use of celebrities and the creative executions reflect the cultural orientations of both countries. Extensive discussion and recommendations for future research are provided.

Roy, S. (2006) This defines three issues and tries to explain them timelyly. The two first questions concern locating Indian celebrities and brands' relative position on a range of personality characteristics in the consumer sphere. The third question is whether the celebrity fits into the brands it has endorsed. The results show that the consumer ranks both celebrities and brands. The study also shows that while celebrities may be fans of many products, the image of the company they endorse does not suit. The evidence presented here confirms the fundamental assumptions of the congruence paradigm for celebrities.

McGuire, W. J. (1989) This article describes the seven alternative models of the structure of individual attitudes / subject-on-dimensions models / subject-verb-object models / cognitive-affective-conative models / attributes / evaluation models / serial sufficing-selection models / basal-peripheral models / dimensional structure of attitude systems / attitude systems in relation to other systems within the a year for every-per-dimensional system.

Balakrishnan.L and Kumar.C.S (2011) Advertising plays a significant role in shifting the common view or mindset that is otherwise considered the societal attitude, customer and use behaviour of the community as a whole in the present age of proliferation in information and media influence. World-wide celebrities have been used for a variety of brands. The upsurge of brand names has increased in recent years of marketers' awareness of the potential of celebrities to affect customer buying decisions. The focus of this research is to understand the effect of customer buying approvals. It is an omnipresence that celebrity help may give special qualities to a product or service which may have been otherwise missing.

MacKenzie, S. B., & Lutz, R. J. (1989) Recent research has identified advertising attitude as an important structure that mediates the effects of the publicity on the brand's attitude and the intention to buy. The authors present the latest version of the AAd formation theory, report the results of an empirical test of a portion of that theory and provide further refining for theory based on the results observed. However, there is little emphasis so far on explaining the origins of the A.M. For the advertising exercise, the implications of the performance are addressed.

Spears, N., & Singh, S. N. (2004) said that Attitude toward the brand (A,) and purchasing intentions (PI) are two critical and common constructs that are widely used by scholars and practitioners in advertising. Despite their popularity, standard scales are not available for measuring A, with established psychometric properties, and PI. In addition, such two structures may not be empirically distinguishable. Based on the scales recorded in previous studies, the authors create A and PI measurements and test their psychometric validity within a well-established attitude toward the theoretical framework of ad (and). Implications of their findings are discussed.

Ling.K, Piew.T.H and Chai.L.T (2010) Advertising in Malaysia is a profitable industry. However, government intervention in the industry has to a certain degree regulated the contents of advertising messages. This affected the development of customer perceptions towards ads. As such, it is important to recognize the determinants of their behavior. This work is intended to investigate the

determinants of commercial use by higher education students at a private college in Malaysia. This research was carried out by a total of 263 undergraduate students from Malaysia's private university. This shows that consumers have a positive relationship with advertising in terms of credibility, information, compartment and economic pleasure.

Ohanian, R. (1990) The goal was to build a meter to quantify the awareness, trust and attractiveness of celebrities' followers. Psychometric scale development processes were accepted and the reliability and validity of a large bundle of products rigorously tested. A 15-point semantic differential scale was developed by means of two exploratory and two validity studies for assessing perceived skill, durability and attractiveness. The scale was validated using self-reported measures for purchasing and quality perception of the products tested by respondents. The result was very reliable and valid.

Goldsmith, R. E., Lafferty, B. A., & Newell, S. J. (2000) Advertisers often use endorsers or speakers as a credible source to influence the views and preferences of customers. Another trustworthy source of legitimacy—a company's reputation for honesty and competence—are customers' responses to advertisements and brand attitude. The research measured the effect on ads, client perceptions and buying preferences of the endorser, the business reputation. The fictitious Mobil Oil marketing was seen by 152 adult consumers. They assessed the advertiser's credibility, the integrity of this business and its marketing stance, its commitment to the emblem and the purposes of its buying. Road analysis showed that Advertising had the greatest effect on endorsers' image, although client prestige was the biggest influence on AB. The findings show that, because of the equally important position of reputation, product legitimacy plays a significant role in customers' responses to advertising and products.

III. RESEARCH DESIGN

3.1 Objectives of the Study:

In this era companies come up with different ways to capture customers attention. Companies use celebrity endorsements which helps companies use the celebrities fanbase to connect with the brand. In this study of the soft drink industry the objective of the study is

- i. Studying the effect on marketing perceptions of Celebrity Endorsement.
- ii. To examine the impact on the company mentality of Celebrity Endorsement.
- iii. To research the impact on buying value of Celebrity Endorsement.

3.2 Statement of the problem:

Celebrity endorsement is a costly affair and companies generally get celebrities who are allied with the brand, its image and its value etc. The study focuses on the effectiveness of the celebrity endorsement using models and variables as this is the need. Since the recent organization developments in associating with the celebrities as the dynamics have changed so this study focuses on these parameters.

3.3 Scope of the study:

The scope of the study is confined only to the Soft drink industry to determine if the celebrity endorsing the soft drink has an impact or not, the scope is with respect to the Attitude of the brand with the Characteristics of the Celebrity. The scope is also in respect with the Purchase Intention via the Characteristics of the Celebrity also the scope is in respect with the attitude towards the advertisements via the Characteristics of the celebrity.

3.4 Variables and operational definition:

Independent Variable

For this study the Independent variable is Celebrity Endorser attributes. For measuring this (Ohanian, R. 1990) "Source credibility" scale was used in coming up with 3 Parameters of measures.

- i. Celebrity Attractiveness: "The construct of attractiveness is not uni-dimensional and that there are myriad definitions used to operationalize attractiveness. For example, the construct has been defined both in terms of facial and physical attractiveness" (Baker and Churchill 1977; Caballero and Solomon 1984; Patzer 1983)
- ii. Celebrity Expertise: - Expertise is the second dimension of source credibility as defined by Hovland, Janis, and Kelley (1953). This dimension is also referred to as "authoritativeness" (McCroskey 1966), "competence" (Whitehead 1968), "expertness" (Applbaum and Anato (1972), or "qualification" (Berlo, Lemert, and Mertz 1969). Adjectives such as "trained-untrained," "informed-uninformed," and "educated-uneducated" commonly have been used to measure this dimension.
- iii. Celebrity Trustworthiness: - Hovland, Janis, and Kelley (1953) called "source credibility:' are the same concept: a listener's trust in a speaker. Furthermore, such terms as "favorable disposition," "acceptance," "psychological safety," and "perceived supportive climate" are often mentioned as favorable consequences of trust (Giffin 1967).

Dependent Variable

For this study the Dependent variable is Celebrity Endorser attributes. For measuring this (Goldsmith, R. E., Lafferty, B. A., & Newell, S. J. (2000). "Dual credibility model" scale was used in coming up with 3 Parameters of measures.

- i. Attitude towards advertisement: - "Aad is a person's favourable or unfavourable evaluation of an ad" (Spears, 2004).
- ii. Attitude towards the brand: - "Attitude toward the brand is a relatively enduring, unidimensional summary evaluation of the brand that presumably energizes behaviour". (Spears, 2004).
- iii. Purchase Intention: - "Purchase intentions are an individual's conscious plan to try to purchase a brand". (Spears, 2004).

3.5 Hypotheses:

A brief examination of the extant literature and the resultant research gaps led to the development of the hypotheses in this research. The nine hypotheses are:

H0: - Endorser Attractiveness is negatively and directly related to attitude-toward-the-Brand

H1: - Endorser Attractiveness is positively and directly related to attitude-toward-the-Brand

H0: - Endorser Expertise is negatively and directly related to attitude-toward-the-Brand

H2: - Endorser Expertise is positively and directly related to attitude-toward-the-Brand

H0: - Endorser Trustworthiness is negatively and directly related to attitude-toward-the-Brand

H3: - Endorser Trustworthiness is positively and directly related to attitude-toward-the-Brand

H0: - Endorser Attractiveness is negatively and directly related to Purchase Intention

H4: - Endorser Attractiveness is positively and directly related to Purchase Intention

H0: - Endorser Expertise is negatively and directly related to Purchase Intention

H5: - Endorser Expertise is positively and directly related to Purchase Intention

H0: - Endorser Trustworthiness is negatively and directly related to Purchase Intention

H6: - Endorser Trustworthiness is positively and directly related to Purchase Intention

H0: - Endorser Attractiveness is negative and directly related to attitude-toward-the-ad

H7: - Endorser Attractiveness is positively and directly related to attitude-toward-the-ad

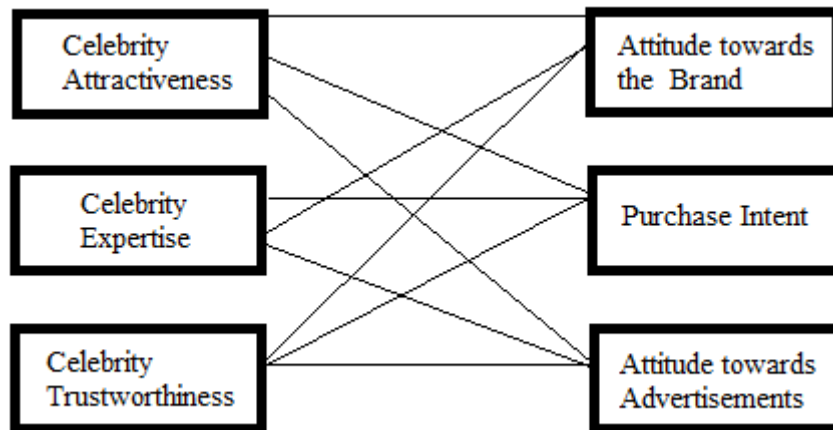
H0: - Endorser Expertise is negative and directly related to attitude-toward-the-ad

H8: - Endorser Expertise is positively and directly related to attitude-toward-the-ad

H0: - Endorser Trustworthiness is negatively and directly related to attitude-toward-the-ad

H9: - Endorser Trustworthiness is positively and directly related to attitude-toward-the-ad

3.5.1 Theoretical Design



(Figure 3 Theoretical design for the Hypothesis made above)

In the Figure 3, it helps explain the Hypothesis in a conceptual model way. This gives a better understanding about how three factors of Celebrity Endorsement (Celebrity Attractiveness, Expertise, Trustworthiness) are positively and directly related to the credibility Scale (Brand attitude, intention of purchasing and advertising attitude) by the using the Soft Drink Industries celebrity endorsement.

3.6 Questionnaire or instrument design

The design of questionnaire is taken from multiple sources

1. The Celebrity scale and the three dimensions was taken form the study of Ohanian (1990) which contains the three dimensions and each of these dimensions had scales which helped in the questionnaire design. Here are the dimensions and its scale of measurement that have been used.

- a) Attractiveness: -
- Unattractive/Attractive
 - Not Classy/Very Classy
 - Not Beautiful/Very Beautiful
 - Not Elegant/Very Elegant

- No Sex Appeal/Sex Appeal
- b) Expertise: -
 - Not an Expert/ An Expert
 - No Experience/ A lot of Experience
 - Not Knowledgeable/Highly Knowledgeable
 - Not Qualified/Highly Qualified
 - Not Skilled/Highly Skilled
- c) Trustworthiness: -
 - Not Dependable/Very Dependable
 - Not Honest/ Very Honest
 - Not Reliable/Very Reliable
 - Not Trustworthy/Trustworthy
 - Not Sincere/Very Sincere

2. The other part of the questionnaire were taken from two places the Dimensions were taken from the Dual credibility Model of Goldsmith (2000) and the scales of measurement of these scales were taken from two places the scales for Attitude towards Brand and Purchase Intent was taken from Spears (2004) and the scale of measurement of Attitude towards Advertisement was taken from Ling (2010). Here are the dimensions and its scales.

- a. Attitude Towards the Brand
 - Unappealing/Appealing
 - Very Bad/ Very Good
 - Unpleasant/Pleasant
 - Unfavorable/Favorable
 - Unlikeable/Likeable
- b. Purchase Intent
 - Never/Definitely
 - Definitely don't intend to buy/Definitely intend to buy
 - Very low purchase interest/Very high purchase interest
 - Definitely not to buy/Definitely to buy
- c. Attitude Towards Advertisement
 - Not Believable/Highly Believable
 - No Interest/High Interest
 - Not Informative/Highly Informative
 - Do not Like it/Like it

3.7 Method of data collection (primary / secondary)

Data was collected using questionnaire method. A questionnaire is a research tool consisting of a set of questions or other types of prompts aiming at gathering information from a respondent. A study questionnaire is usually a combination of close and open-ended questions. Long-form, open-ended questions give respondents the opportunity to expand on their opinions. The data collected from a questionnaire about data collection can be of both qualitative and quantitative nature.

The questionnaire used is questionnaire structured. The quantitative data was obtained through standardized questionnaires. The questionnaire is designed and intended to collect accurate information. It also activates a formal inquiry, supplements data, checks previously accumulated data and assists in validating any prior hypothesis.

This includes the following types of questions:

Open-Ended Questions: Open-ended questions help to collect qualitative data in a questionnaire where the respondent can comment with little to no constraints in a free form. This was used to collect demographic information on age, occupation, ethnicity, gender and so on.

Multiple-choice questions: Multiple-choice questions are a close-ended type of question in which a respondent must choose one (single-select multiple-choice question) or many (multiselect multiple-choice question) answers from a given list of options. Using the Likert's Scale (Strongly agree-5, Agree-4, Neutral-3, Disagree-2, Strongly disagree-1) these are used to find the customer response to different culture and value factors.

The questionnaire is performed via Computer Questionnaire. In this type the questionnaire, it will be sent to respondents via email or other online media. In general, this method is cost-effective and time efficient. Representatives can also respond at leisure. Without the immediate pressure to respond, the responses may be more accurate. However, the disadvantage is that answerers can easily ignore these questionnaires.

3.8 Sampling Type / size:

A total 300 respondents have given their unbiased opinion on the 2 questionnaires which were circulated (150 for Ranbir Kapoor – Coca Cola and 150 for Salman Khan – Pepsi). The questionnaire was collected via a Purposive sampling method is a sampling method where

the researcher selects the sample that is most useful to the purposes of the research. In this research this method is applicable as it has an age limit (18-25). This questionnaire was distributed to colleges and office spaces.

3.9 Statistical design:

- **Reliability Test:** Firstly, we conduct a reliability test by Cronbach Alpha test through SPSS Software to compute the reliability of the responses received/ data collected for all the questions of the questionnaire. A minimum of 30 responses for 300 sample size is required. We computed the test for 43 responses. The resultant value of Cronbach alpha should be more than 0.6, for appropriate data reliability.

- **Regression:** The first table of the output is the table Model Summary This table lists the values R and R2. The R value is the simple correlation and ("R" column) showing a high degree of correlation. The R2 value (column "R Square") shows how much of the overall variance can be explained by the independent variable in the dependent variable. The next table presented is ANOVA, which shows how appropriately the regression equation fits the data (i.e., predicts the dependent variable). Here, significance level $p < 0.05$, and indicates that, overall, the regression model statistically significantly predicts the outcome variable (i.e., it is a good fit for the data). The Coefficients table computes information to predict effect of various cultural and value variables on social media as well as determine whether the variables contributes statistically significantly to the model (by looking at the "Sig." column).

3.10 Limitations of the Study

- It has analyzed results based only on the responses of the youth (18-25 years), which may differ for other age groups. This study focuses only on one area and results might change in different areas..

IV. ANALYSIS

The work aims at researching the effect of influential customers ' acceptance on market response to ads, brand attitude, buying intent. Currently, well-known sports stars, writers, musicians are among the prominent backers.

The study included a total of 300 respondents. They took an unbiased look at the questions asked to determine the effect on the soft drink industry of celebrities ' help. We also produced two questionnaires. Only the star and the related brand partnership are special. The two questionnaires got 150 answers each (i.e. 150 replies were obtained by Ranbir Kapoor for Coca Cola, and 150 replies were received by Salman Khan). The data have been obtained using the random sampling system and the questionnaire has been distributed via the Google Forms" online method of data collection.

The variables used for conducting this research study are as follows:

Dependable

1. The reaction of the user to brand
2. Intention to purchase from the dealer
3. The attitude of the customer to advertising

Independent

1. Star attraction
2. Expertise Celebrity
3. Celebrity Fidelity

The entire data processing period has been up to 4 days. IBM downloaded and coded the data on the SPSS System for analysis tools and description. Significant observations and analyzes were made on the basis of durability research and regression.

4.1 Gender:-

Ranbir Kapoor – Coca Cola

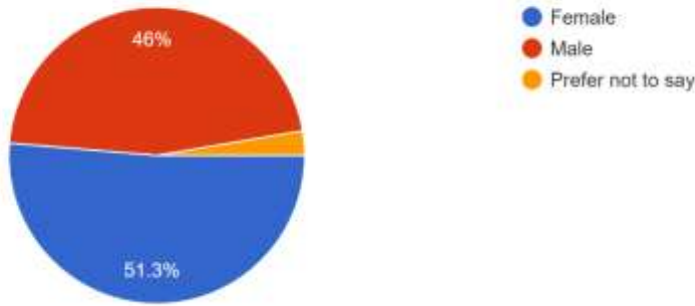
Gender
150 responses



Gender is an important variable, and it is no exception to the social situation in India, which is also being influenced by a great many demographic, economic and global circumstances. The variable gender was therefore included for this reason. In the figure below are similar details of the interviewees "sex." The chart above shows very clearly that the ratio of men and women is nearly equal. The percentage of males questioned stands at 48%, while that of females is 51,3% and other interviewees is 0.7%.

Salman Khan – Pepsi

Gender
150 responses

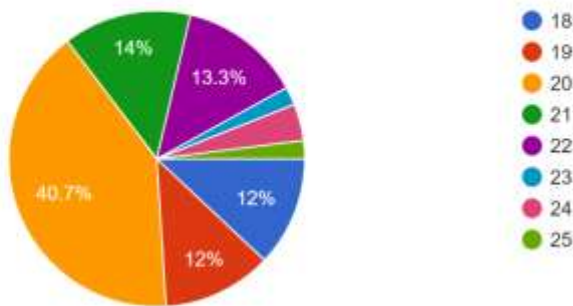


Gender has a big element, and the social situation in India which is influenced by many demographic, economic and globalization contexts is no exception. The vector gender was therefore included for this reason. In the corresponding example, the relevant data from the "Sex" respondents is shown. The example above shows quite clearly that the ratio of men and women is exactly the same. The percentage of respondents is 46% while the proportion of women respondents is 51.3%, and other respondents are 2.7%.

4.2 Age Profiling:-

Ranbir Kapoor

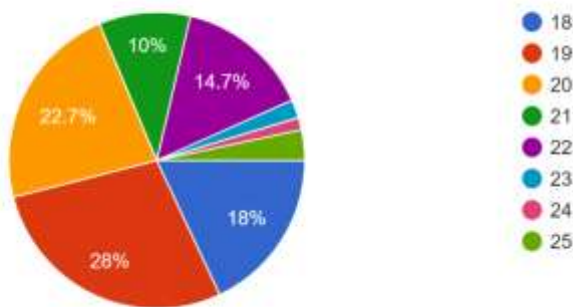
Age
150 responses



One of the most important features of recognizing their perceptions on issues and subjects is the maturity of the respondents. Age shows the degree of sophistication of individuals and the degree to which the subjects discussed in the sense of the time are being explored becomes more important. Furthermore, the respondents are seen at 20 years of age, 40.7% and the second highest at 14% at 21 years, in comparison to the questionnaire.

Salman Khan

Age
150 responses



One of the most important features of recognizing their points of view is the age of respondents on concerns and subjects. Age shows the individual's level of maturity, and the level of understanding of the subjects learned in age becomes more important in order to analyze

the answers. The respondents can therefore be seen at age 19, 28% and age 20, the second highest at 22.7%, in terms of this questionnaire.

4.3 Reliability Test:-

The reliability check is conducted to determine how accurately the measurement results are recorded and to validate how many times the measuring is replicated. The study of the same is therefore known as the research of reliability. Systematic size variability is what the durability check has been received. Therefore, the metric will produce consistent results if the variance in magnitude is less. It shows that the outcome is positive.

Therefore, following is the reliability test of the first questionnaire, i.e. Ranbir Kapoor for Coca Cola.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.974	.975	29

The above reliability test shows that the 0.974 alpha value is greater than 0.60 and means that the alpha scale is strongly consistent internally.

The following is the reliability test of the second questionnaire, i.e. Salman Khan for Pepsi

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.970	.970	28

The above reliability check suggests that the alpha value is 0.970 which is greater than 0.60 and means that the measure is accurate with good internal consistency.

4.4 Hypothesis Testing

Impact of celebrity attractiveness on consumer's attitude towards brand.

Hypothesis H1 suggested a positive relationship between Celebrity Attractiveness and attitude towards brand. It indicated clearly that the beauty of the celebrity suits the company if an appealing celebrity is used in the advertising. For evaluating this hypothesis, a regression analysis was conducted on the first questionnaire (i.e. Ranbir Kapoor endorsing Coca-Cola). The following table 1 shows the regression analysis of this hypothesis.

REGRESSION TEST				
Model	Unstandardized Coefficient B	Standardized Coefficient Beta	Sig.	R Square
(Constant)	1.156		0.194	
Celebrity_Attractiveness	0.968	0.892	0.000	0.796

(Table 1 :- Celebrity attractiveness and attitude towards brand)

From Table 1, The value R is 0.791 that indicates that the attractiveness of celebrity explains 75.1% of the attitude of variance to the brand. In fact, the linear regression of the expectation is 0.892, indicating $p < 0.05$. It reveals that the zero theory is denied and that alternate theories are embraced. The next step is the Hypothesis 1 regression method.

Regression equation: Consumer's attitude towards the brand = 1.156 + 0.892(Attractiveness)

Impact of celebrity attractiveness on consumer's attitude towards brand.

Hypothesis H1 suggested a positive relationship between Celebrity Attractiveness and attitude towards brand. It indicated clearly that the beauty of the celebrity suits the company if an appealing celebrity is used in the advertising. For evaluating this hypothesis, a regression analysis was conducted on the first questionnaire (i.e. Salman Khan endorsing Pepsi). The following table 2 shows the regression analysis of this hypothesis.

REGRESSION TEST				
Model	Unstandardized Coefficient B	Standardized Coefficient Beta	Sig.	R Square
(Constant)	9.405		0.00	
Celebrity_Attractiveness	0.514	0.741	0.000	0.550

(Table 2 :- Celebrity attractiveness and attitude towards brand)

The R-square meaning from Table 2 is 0.550 indicating that celebrity appeal explains 55.0% of the disparity in company attitude. In comparison, the normalized hypothesis regression coefficient is 0.741, important in $p < 0.05$ range. It shows the denial of zero hypothesis and the adoption of alternative hypotheses. The following is the Hypothesis 1 regression method.

Regression equation: Consumer's attitude towards the brand = $9.405 + 0.741(\text{Attractiveness})$

Impact of celebrity expertise on consumer's attitude towards brand.

Hypothesis H2 suggested a positive relationship between Celebrity Expertise and attitude towards brand. Specifically, it suggested that when an Expert celebrity is used in the advertisement, the expertise of the celebrity will create a fit among the brand. For evaluating this hypothesis, a regression analysis was conducted on the first questionnaire (i.e. Ranbir Kapoor endorsing Coca-Cola). The following table 3 shows the regression analysis of this hypothesis.

REGRESSION TEST				
Model	Unstandardized Coefficient B	Standardized Coefficient Beta	Sig.	R Square
(Constant)	7.867		0.000	
Celebrity_Expertise	0.666	.660	0.000	0.435

(Table 3 :- Celebrity Expertise and attitude towards brand)

From Table 3, The R square value is 0.435 and indicates that the experience of celebrity accounts for 43.5% of variation in company attitude. In comparison, the hypotheses' uniform regression coefficient is 0.660, which is important at level < 0.05 . It indicates the dismissal of a negative theory and the adoption of alternative ones. The next step is the hypothesis 2 regression method.

Regression equation: Consumer's attitude towards the brand = $7.867 + 0.660(\text{Expertise})$

Impact of celebrity expertise on consumer's attitude towards brand.

Hypothesis H2 suggested a positive relationship between Celebrity Expertise and attitude towards brand. Specifically, it suggested that when an Expert celebrity is used in the advertisement, the expertise of the celebrity will create a fit among the brand. For evaluating this hypothesis, a regression analysis was conducted on the first questionnaire (i.e. Salman Khan endorsing Pepsi). The following table 4 shows the regression analysis of this hypothesis.

REGRESSION TEST				
Model	Unstandardized Coefficient B	Standardized Coefficient Beta	Sig.	R Square
(Constant)	7.247		0.000	
Celebrity_Expertise	0.601	0.743	0.000	0.552

(Table 4 :- Celebrity Expertise and attitude towards brand)

From Table 4, The meaning of R square is 0.552, suggesting that the celebrity experience describes 55.2% of the attitude of variation to the company. Furthermore, the normalized hypothesis regression coefficient is 0.743, important at $p < 0.05$ point. It suggests a dismissal of the zero theory and the adoption of alternative hypotheses. Then there is the Theory 2 regression method.

Regression equation: Consumer's attitude towards the brand = $7.247 + 0.743(\text{Expertise})$

Impact of celebrity trustworthiness on consumer's attitude towards brand.

Hypothesis H3 suggested a positive relationship between Celebrity Trustworthiness and attitude towards brand. Specifically, it suggested that when a Trustworthy celebrity is used in the advertisement, the Trustworthiness of the celebrity will create a fit among the brand. For evaluating this hypothesis, a regression analysis was conducted on the first questionnaire (i.e. Ranbir Kapoor endorsing Coca-Cola). The following table 5 shows the regression analysis of this hypothesis.

REGRESSION TEST				
Model	Unstandardized Coefficient B	Standardized Coefficient Beta	Sig.	R Square
(Constant)	6.882		0.000	
Celebrity_Trustworthiness	0.694	0.717	0.000	0.513

(Table 5 :- Celebrity Trustworthiness and attitude towards brand)

From Table 5, The square R value is 0.513, suggesting that Trustworthiness of celebrity accounts for 51.3 percent of variation in company attitude. The linear hypothesis regression is 0.717, which is important at the point of $p < 0.05$. It indicates the dismissal of the zero theory and adoption of an alternative hypothesis. The next step is the hypothesis 3 regression method.

Regression equation: Consumer's attitude towards the brand = $6.882 + .717(\text{Trustworthiness})$

Impact of celebrity trustworthiness on consumer's attitude towards brand.

Hypothesis H3 suggested a positive relationship between Celebrity Trustworthiness and attitude towards brand. Specifically, it suggested that when a Trustworthy celebrity is used in the advertisement, the Trustworthiness of the celebrity will create a fit among the brand. For evaluating this hypothesis, a regression analysis was conducted on the first questionnaire (i.e. Salman Khan endorsing Pepsi). The following table 6 shows the regression analysis of this hypothesis.

REGRESSION TEST				
Model	Unstandardized Coefficient B	Standardized Coefficient Beta	Sig.	R Square
(Constant)	9.583			
Celebrity_Trustworthiness	0.533	0.702	0.000	0.493

(Table 6 :- Celebrity Trustworthiness and attitude towards brand)

From Table 6, The meaning of the R square is 0.493, indicating a 49.3 per cent difference in attitude toward marks of celebrity Trustworthiness. In comparison, the uniform hypothesis regression coefficient is 0.702 and $p < 0.05$ important. The consequence is the dismissal of the zero theory and adoption of alternative hypotheses. This is accompanied by the Hypothesis 3 regression method.

Regression equation: Consumer's attitude towards the brand = $9.583 + .702(\text{Trustworthiness})$

Impact of celebrity attractiveness on consumer's Purchase Intention.

Hypothesis H4 suggested a positive relationship between Celebrity Attractiveness and Purchase Intention. Specifically, it suggested that when an Attractive celebrity is used in the advertisement, the Attractiveness of the celebrity will create an Intent of Purchase. For evaluating this hypothesis, a regression analysis was conducted on the first questionnaire (i.e. Ranbir Kapoor endorsing Coca-Cola). The following table 7 shows the regression analysis of this hypothesis.

REGRESSION TEST				
Model	Unstandardized Coefficient B	Standardized Coefficient Beta	Sig.	R Square
(Constant)	6.680		0.000	
Celebrity_Attractiveness	0.512	0.720	0.000	0.519

(Table 7 :- Celebrity Attractiveness and Purchase Intention)

From Table 7, The square value for R is 0.519 which means that popular cities Attractiveness accounts for 51.9% of purchasing interest variance. In comparison, the result is 0.720 as its uniform regression coefficient, important at point $p < 0.05$. The theory of zero is dismissed and alternatives are embraced. This is accompanied by the theory 4 regression method.

Regression equation: Consumer's purchase intention = 6.680 + 0.720(Attractiveness)

Impact of celebrity attractiveness on consumer's Purchase Intention.

Hypothesis H4 suggested a positive relationship between Celebrity Attractiveness and Purchase Intention. Specifically, it suggested that when an Attractive celebrity is used in the advertisement, the Attractiveness of the celebrity will create an Intent of Purchase. For evaluating this hypothesis, a regression analysis was conducted on the first questionnaire (i.e. Salman Khan endorsing Pepsi). The following table 8 shows the regression analysis of this hypothesis.

REGRESSION TEST				
Model	Unstandardized Coefficient B	Standardized Coefficient Beta	Sig.	R Square
(Constant)	8.412		0.000	
Celebrity_Attractiveness	0.362	0.606	0.000	0.367

(Table 8 :- Celebrity Attractiveness and Purchase Intention)

From Table 8, The square value of r is 0.367 and indicates that the Popularity of celebrities describes 36.7% of a retail attraction variation. Furthermore, the hypotheses' linear correlation component is 0,606, important at point $p < 0.05$. It implies the dismissal of a negative theory and the adoption of an alternative. This is accompanied by the Theory 4 regression method.

Regression equation: Consumer's Purchase Intention = 8.412 + 0.606(Attractiveness)

Impact of celebrity expertise on consumer's Purchase Intention.

Hypothesis H5 suggested a positive relationship between Celebrity Expertise and Purchase Intention. Specifically, it suggested that when an Expert celebrity is used in the advertisement, the Expertise of the celebrity will create an Intent of Purchase. For evaluating this hypothesis, a regression analysis was conducted on the first questionnaire (i.e. Ranbir Kapoor endorsing Coca-Cola). The following table 9 shows the regression analysis of this hypothesis.

REGRESSION TEST				
Model	Unstandardized Coefficient B	Standardized Coefficient Beta	Sig.	R Square
(Constant)	7.899		0.000	
Celebrity_Expertise	0.460	0.696	0.000	0.484

(Table 9 :- Celebrity Expertise and Purchase Intention)

From Table 9, The R meaning is 48,4 per cent of the difference of buying desire, which is implied by the celebrities' experience. Moreover, the linear hypothesis regression coefficient at $p < 0.05$ is 0.696. It reveals the denial of null hypotheses and the adoption of alternative hypotheses. Then you have to see the Theory 5 regression method.

Regression equation: Consumer's Purchase Intention = 7.899 + 0.696(Expertise)

Impact of celebrity expertise on consumer's Purchase Intention.

Hypothesis H5 suggested a positive relationship between Celebrity Expertise and Purchase Intention. Specifically, it suggested that when an Expert celebrity is used in the advertisement, the Expertise of the celebrity will create an Intent of Purchase. For evaluating this hypothesis, a regression analysis was conducted on the first questionnaire (i.e. Ranbir Kapoor endorsing Pepsi). The following table 10 shows the regression analysis of this hypothesis.

REGRESSION TEST				
Model	Unstandardized Coefficient B	Standardized Coefficient Beta	Sig.	R Square
(Constant)	7.098		0.000	
Celebrity_Expertise	0.411	0.590	0.000	0.348

(Table 10 :- Celebrity Expertise and Purchase Intention)

From Table 10, The magnitude of R is 0,348 which means the 34,8 percent difference in the buying interest of celebrity expertise. In comparison, the uniform hypothesis retrieval coefficient is 0.590, important at $p < 0.05$. It indicates the denial of null hypothesis and the adoption of alternative hypotheses. Then there is Hypothesis 5 regression method.

Regression equation: Consumer's Purchase Intention = 7.098 + 0.590(Expertise)

Impact of celebrity trustworthiness on consumer's Purchase Intention.

Hypothesis H6 suggested a positive relationship between Celebrity Trustworthiness and Purchase Intention. Specifically, it suggested that when a Trustworthy celebrity is used in the advertisement, the Trustworthiness of the celebrity will create an Intent of Purchase. For evaluating this hypothesis, a regression analysis was conducted on the first questionnaire (i.e. Ranbir Kapoor endorsing Coca-Cola). The following table 11 shows the regression analysis of this hypothesis.

REGRESSION TEST				
Model	Unstandardized Coefficient B	Standardized Coefficient Beta	Sig.	R Square
(Constant)	7.178		0.000	
Celebrity_Trustworthiness	0.482	0.759	0.000	0.576

(Table 11 :- Celebrity Trustworthiness and Purchase Intention)

From Table 11, The meaning R in the square is 0.576, which shows 57.6 percent of difference in buying preference for the celebrities trustworthiness. Furthermore, the hypotheses' linear regression coefficient at $p < 0.05$ amounts are 0.759. This suggests a rejection of zero hypothesis and acceptance of alternative hypotheses. The next step is the Hypothesis 6 regression method.

Regression equation: Consumer's Purchase Intention = 7.178 + .759(Trustworthiness)

Impact of celebrity trustworthiness on consumer's Purchase Intention.

Hypothesis H6 suggested a positive relationship between Celebrity Trustworthiness and Purchase Intention. Specifically, it suggested that when a Trustworthy celebrity is used in the advertisement, the Trustworthiness of the celebrity will create an Intent of Purchase. For evaluating this hypothesis, a regression analysis was conducted on the first questionnaire (i.e. Salman Khan endorsing Pepsi). The following table 12 shows the regression analysis of this hypothesis.

REGRESSION TEST				
Model	Unstandardized Coefficient B	Standardized Coefficient Beta	Sig.	R Square
(Constant)	8.586		0.000	
Celebrity_Trustworthiness	0.373	0.569	0.000	0.324

(Table 12 :- Celebrity Trustworthiness and Purchase Intention)

From Table 12, The R square value is 0.576, which indicates a 57.6 percent difference in buying preference to Trustworthiness celebrity. In comparison, the linear model regression coefficient is 0.759, important at $p < 0.05$. This indicates a dismissal of the null hypothesis and consideration of alternatives. The next step is the Hypothesis 6 regression method.

Regression equation: Consumer's Purchase Intention = 8.586 + .569(Trustworthiness)

Impact of celebrity attractiveness on consumer's attitude towards Advertisement.

Hypothesis H7 suggested a positive relationship between Celebrity Attractiveness and attitude towards Advertisement. Specifically, it suggested that when an attractive celebrity is used in the advertisement, the attractiveness of the celebrity will create a fit among the Advertisement. For evaluating this hypothesis, a regression analysis was conducted on the first questionnaire (i.e. Ranbir Kapoor endorsing Coca-Cola). The following table 13 shows the regression analysis of this hypothesis.

REGRESSION TEST				
Model	Unstandardized Coefficient B	Standardized Coefficient Beta	Sig.	R Square
(Constant)	2.311		0.38	
Celebrity_Attractiveness	0.690	0.748	0.000	0.560

(Table 13 :- Celebrity attractiveness and attitude towards Advertisement)

From Table 13, The square R meaning is 0.560, indicating that the popularity of the star accounts for 56.0% of the difference in customer advertising mood. The normalized hypothesis regression coefficient is 0.748 which is significant at point $p < 0.05$. It implies the denial of a negative theory and adoption of alternate hypotheses. The next step is the Hypothesis7 regression method.

Regression equation: Consumer's attitude towards advertisement = 2.311 + 0.748(Attractiveness)

Impact of celebrity attractiveness on consumer's attitude towards advertisement.

Hypothesis H7 suggested a positive relationship between Celebrity Attractiveness and attitude towards Advertisement. Specifically, it suggested that when an attractive celebrity is used in the advertisement, the attractiveness of the celebrity will create a fit among the Advertisement. For evaluating this hypothesis, a regression analysis was conducted on the first questionnaire (i.e. Salman Khan endorsing Pepsi). The following table 14 shows the regression analysis of this hypothesis

REGRESSION TEST				
Model	Unstandardized Coefficient B	Standardized Coefficient Beta	Sig.	R Square
(Constant)	5.887		0.000	
Celebrity_Attractiveness	0.491	0.746	0.000	0.556

(Table 14 :- Celebrity attractiveness and attitude towards Advertisement)

From Table 14, The R square value is 0.556, indicating a 55.6% disparity in market response to advertising is clarified by celebrities' attractiveness. The hypothesis linear regression is also 0.746, which at the $p < 0.05$ stage is important. This indicates a dismissal of the zero theory and the adoption of the alternate one. Then there is the theory 7 regression method.

Regression equation: Consumer's attitude towards advertisement = 5.887 + 0.746(Attractiveness)

Impact of celebrity expertise on consumer's attitude towards advertisement.

Hypothesis H8 suggested a positive relationship between Celebrity expertise and attitude towards Advertisement. Specifically, it suggested that when an expert celebrity is used in the advertisement, the expertise of the celebrity will create a fit among the Advertisement. For evaluating this hypothesis, a regression analysis was conducted on the first questionnaire (i.e. Ranbir Kapoor endorsing Coca-Cola). The following table 15 shows the regression analysis of this hypothesis.

REGRESSION TEST				
Model	Unstandardized Coefficient B	Standardized Coefficient Beta	Sig.	R Square
(Constant)	3.329		0.01	
Celebrity_Expertise	0.649	0.757	0.000	0.572

(Table 15 :- Celebrity expertise and attitude towards Advertisement)

From Table 15, The square R value is 0.572 and shows a difference of 57.2 percent of customer responses to ads through celebrity experience. Therefore, the generalized hypothesis regression coefficient at $p < 0.05$ point is 0.757. This reveals that zero hypothesis is denied and that alternate theories are approved. The next step is the Hypothesis 8 regression method.

Regression equation: Consumer's attitude towards advertisement = 3.329 + 0.757(Expertise)

Impact of celebrity expertise on consumer's attitude towards advertisement.

Hypothesis H8 suggested a positive relationship between Celebrity expertise and attitude towards Advertisement. Specifically, it suggested that when an expert celebrity is used in the advertisement, the expertise of the celebrity will create a fit among the Advertisement. For evaluating this hypothesis, a regression analysis was conducted on the first questionnaire (i.e. Salman Khan endorsing Pepsi). The following table 15 shows the regression analysis of this hypothesis.

REGRESSION TEST				
Model	Unstandardized Coefficient B	Standardized Coefficient Beta	Sig.	R Square
(Constant)	4.967		0.000	
Celebrity_Expertise	0.504	0.657	0.000	0.431

(Table 16 :- Celebrity expertise and attitude towards Advertisement)

From Table 16, Square value R is 0.431, which means the popular experience describes 43.1% of market disparity in advertising behaviour. In comparison the uniform hypothesis regression coefficient is 0.757 and $p < 0.05$ important. This indicates the dismissal of a null hypothesis and adoption of alternative hypotheses. Then there is the Model 8 regression method.

Regression equation: Consumer's attitude towards advertisement = $4.967 + 0.657(\text{Expertise})$

Impact of celebrity trustworthiness on consumer's attitude towards advertisement.

Hypothesis H9 suggested a positive relationship between Celebrity trustworthiness and attitude towards Advertisement. Specifically, it suggested that when a trustworthy celebrity is used in the advertisement, the trustworthiness of the celebrity will create a fit among the Advertisement. For evaluating this hypothesis, a regression analysis was conducted on the first questionnaire (i.e. Ranbir Kapoor endorsing Coca-Cola). The following table 17 shows the regression analysis of this hypothesis.

REGRESSION TEST				
Model	Unstandardized Coefficient B	Standardized Coefficient Beta	Sig.	R Square
(Constant)	1.779		0.25	
Celebrity_Trustworthiness	0.703	0.854	0.000	0.730

(Table 17 :- Celebrity trustworthiness and attitude towards Advertisement)

From Table 17, R's ratio is 0.730, which means that the trustworthiness of celebrities is 73.0% of the difference in customer advertisement behaviour. In comparison, 0.854, which was important at $p < 0.05$, is the uniform regression coefficient of the hypothesis. It shows the rejection of zero hypothesis, and the adoption of alternatives theories. Then there is Hypothesis 9's regression method.

Regression equation: Consumer's attitude towards advertisement = $1.779 + .854(\text{Trustworthiness})$

Impact of celebrity trustworthiness on consumer's attitude towards advertisement.

Hypothesis H9 suggested a positive relationship between Celebrity trustworthiness and attitude towards Advertisement. Specifically, it suggested that when a trustworthy celebrity is used in the advertisement, the trustworthiness of the celebrity will create a fit among the Advertisement. For evaluating this hypothesis, a regression analysis was conducted on the first questionnaire (i.e. Salman Khan endorsing Coca-Cola). The following table 18 shows the regression analysis of this hypothesis.

REGRESSION TEST				
Model	Unstandardized Coefficient B	Standardized Coefficient Beta	Sig.	R Square
(Constant)	6.224		0.000	
Celebrity_Trustworthiness	0.498	0.690	0.000	0.476

(Table 18 :- Celebrity trustworthiness and attitude towards Advertisement)

From Table 18, The meaning of R is 0.476, which indicates a 47.6 percent difference in user response to advertising that celebrity Trustworthiness describes. In fact, the generalized hypothesis regression coefficient is 0.690, which is significant at the point of $p < 0.05$. This indicates the denial of zero hypothesis and the adoption of alternative hypothesis. The next step is the hypothesis 9 regression method.

Regression equation: Consumer's attitude towards advertisement = 6.224 +.690(Trustworthiness)

V. SUMMARY OF FINDINGS

The goal of the analysis was to figure out how reputation in soft drink industry influences perceptions and purchasing intentions. In addition, Ohanian (1990) and Goldsmith (2000) theoretical models were used to research this. In her research, Ohanian (1990) created a reputation scale used in this analysis to assess the related effect on customers of celebrity funding. Goldsmith (2000) later developed a dual reputation paradigm with an update method of the Ohanian scale (1990).

As per Thusyanthy, V. (2018), the approach for these works was adopted. Specific statistics on the analysis were conducted using a predictive analytics method, i.e. SPSS, after the efficient procedure and compilation of responses by the respondents. The reliability check and the regression test were done and systematically evaluated with both the questionnaire using SPSS. The test and analysis findings were positive and favorable for the reliability and legitimacy of the study.

The demographic analysis showed that the answers were given by the age group and by all sexes in a detailed review of the both questionnaires. Ranbir Kapoor, who endorsed Coca Cola, had 48% of the male, 51.3% of the female and the remaining 0.7% of respondents for the first questionnaire. For the second questionnaire, however, composition of gender was 46 percent male, 51.3 percent female and 2.7 percent other respondents, i.e. Salman Khan endorsed Pepsi.

The two-questionnaire validation test showed Alpha values of 0.974 and 0.970. This suggests that the data obtained in response to this survey via a questionnaire is very accurate and also demonstrates that the scale is highly standardized due to fewer variations in the responses of the respondents.

With three different independent factors, the evaluation analysis of the two questionnaires was tested accordingly. The influence of an independent variable on a contingent sample variable was therefore measured. Since the study involved two questionnaires, there have been a total of 18 different tests on regression, i.e. 'effect of celebrity appeal, celebrity experience, consumer confidence in the company, buying purpose and ads for both the questionnaires'. Both regression checks the importance of '0.00' for meaning. In comparison it was more than '0.1' that the uniform beta significance coefficient. Thus, all the "Null hypothesis" were rejected.

Beta importance review also helped conclude the thesis meaningfully.

The Beta value for celebrity Attractiveness towards Attitude towards the Brand for both the questionnaires were "0.892" and "0.741" which indicates that Ranbir Kapoor endorsing Coca Cola was seen to have more regression weightage on consumer's attitude towards the Brand than Salman Khan endorsing Pepsi via the factor of Attractiveness. The Beta value for celebrity Attractiveness towards the Attitude towards the Purchase Intention for both the questionnaires were "0.720" and "0.606" which indicates that Ranbir Kapoor endorsing Coca Cola was seen to have more regression weightage on consumer's attitude towards Purchase Intention than Salman Khan endorsing Pepsi via the factor of Attractiveness. The Beta value for celebrity Attractiveness towards the Attitude towards the Advertisements for both the questionnaires were "0.748" and "0.746" which indicates that Ranbir Kapoor endorsing Coca Cola was seen to have more regression weightage on consumer's attitude towards the Advertisement than Salman Khan endorsing Pepsi via the factor of Attractiveness.

The Beta value for celebrity Expertise towards Attitude towards the Brand for both the questionnaires were "0.660" and "0.743" which indicates that Salman Khan endorsing Pepsi was seen to have more regression weightage on consumer's attitude towards the Brand than Ranbir Kapoor endorsing Coca Cola via the factor of Expertise. The Beta value for celebrity Expertise towards the Attitude towards the Purchase Intention for both the questionnaires were "0.696" and "0.590" which indicates that Ranbir Kapoor endorsing Coca Cola was seen to have more regression weightage on consumer's attitude towards Purchase Intention than Salman Khan endorsing Pepsi via the factor of Expertise. The Beta value for celebrity Expertise towards the Attitude towards the Advertisements for both the questionnaires were "0.757" and "0.657" which indicates that Ranbir Kapoor endorsing Coca Cola was seen to have more regression weightage on consumer's attitude towards attitude towards the Advertisement than Salman Khan endorsing Pepsi via the factor of Expertise.

The Beta value for celebrity Trustworthiness towards Attitude towards the Brand for both the questionnaires were "0.717" and "0.702" which indicates that Ranbir Kapoor endorsing Coca Cola was seen to have more regression weightage on consumer's attitude towards attitude toward the Brand than Salman Khan endorsing Pepsi via the factor of Trustworthiness. The Beta value for celebrity Trustworthiness towards the Attitude towards the Purchase Intention for both the questionnaires were "0.759" and "0.569" which indicates that Ranbir Kapoor endorsing Coca Cola was seen to have more regression weightage on consumer's attitude towards Purchase Intention than Salman Khan endorsing Pepsi via the factor of Trustworthiness. The Beta value for celebrity Trustworthiness towards the Attitude towards the Advertisements for both the questionnaires were "0.854" and "0.690" which indicates that Ranbir Kapoor endorsing Coca Cola was seen to have more regression weightage on consumer's attitude towards Advertisements than Salman Khan endorsing Pepsi via the factor of Trustworthiness.

Thus, the study found out that People mostly prefer Ranbir Kapoor endorsing Coca Cola in all factors of celebrity endorsement scales except for when it comes to expertise towards the brand. This factor might be because of Salman Khan has a lot of experience in soft drink endorsing area. He has endorsed a lot of Soft Drinks Brands like Mountain Dew, Thumbs Up etc, whereas, Ranbir Kapoor he might have done fewer number of advertisements than Salman Khan, that is why the consumer's feels that Salman Khan has more expertise in the brand.

VI. CONCLUSION

6.1 Conclusion

In conclusion the choice of Coca cola going with Ranbir Kapoor is working really good for the company even is the aspect of Expertise is low in attitude towards the brand.

In the case of Pepsi, Salman Khan is a new endorser for the brand that would be one reason that the consumers are not able to connect with the aspects except for the expertise Salman Khan holds. The brand should change its tactics in the way to either incorporate the celebrity in the right way or change the celebrity.

The further scope of the study is to widen the sample size from 300 to a bigger number. The other scope of study is to do this type of research in various other fields like FMCG, Healthcare product, Hair oils etc. Other researchers can use a unisex approach in their study. They can also do a study in various cities to determine the Impact of Celebrity Endorsement in Soft Drink industry.

6.2 Recommendations

The Recommendation that can be inferred from the Hypothesis above is that in most of the areas Ranbir Kapoor is dominating that is Attitude towards brand via Celebrity Attractiveness and Trustworthiness, even in Purchase Intention via Celebrity Attractiveness, Expertise and Trustworthiness and even in Attitude towards Advertisement via Celebrity Attractiveness, Expertise and Trustworthiness. The only area Salman Khan is dominating is Attitude towards the brand via the Celebrities Expertise. This only implies that only dominating in Attitude towards the brand via Celebrities Expertise says that Salman Khan expertise in the field of endorsement as he has done a lot of advertisements in that space, but doesn't make a big difference as Purchase intention which is the most important aspect of the consumer. Pepsi as a company is not able to achieve this via Salman Khan.

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