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Contents

Research Articles

Evaluation of Methods of Reducing Absenteeism and Implementation of Business Process Re-Engineering in Manufacturing Industry 1
Anand G. Jungle

A Study of Celebrity Endorsement with Reference to Television Advertisement 7
Gouri.V. Salunkhe, Sarang S.Bhola.

Digital Detoxification: Need of the Hour 22
Sajal Adlak, Abhijit S. Desai.

Analytical Study of Profitability Performance of Mahindra and Mahindra Ltd : Using DuPont Model 26
Pravin Narayan Mahamuni, Anand Ganpatrao Jumle

A Study of Work Life Balance for Women Faculty in Higher Education 33
Nitin Nayak, Sampada Gulavani.

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ETHOS is a research journal of Rayat Shikshan Sanstha's, Karmaveer Bhaurao Patil Institute of Management Studies and Research (KBPIMSR), Satara and is published in June and December every year. The prime object of this journal is to disseminate knowledge and information surfaced through fundamental and applied research in functional areas of management and allied subjects viz. Organizational Behavior, Organizational Development, Business Communication, Business Economics, Business Statistics, Information Technology and the like. The journal is an effort to provide a platform for exploration and articulation of knowledge of academicians, researchers, students, entrepreneurs, executives and consultants. ETHOS will publish original papers in the form of research articles and case studies. It will also publish book reviews in said areas of management and allied subjects. (Please refer Guidelines for Authors for details).

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From the Desk of Editor

It is a moment of pride to place before you the second issue of 11th volume of Ethos. The journal has completed its ten years of publishing the research articles in Management, Information Technology and allied areas. Present volume consist five articles.

In first article Dr Ananad G Jumle conduct the evaluation of methods of reducing absenteeism and implementation of business process re-engineering in manufacturing industry. Author suggested that the two way communication method to reduce absenteeism than the other methods of reducing absenteeism such as congenial work environment, training & counseling.

Miss Gouri.V.Salunkhe and Dr.Sarang.S.Bhola evaluate impact of celebrity advertisement and its importance. In third article Mr. Sajal Adlak and Abhijit S. Desai analyzed need of digital detoxification among students. Dr Pravin Narayan Mahamuni and Dr. Anand Ganpatrao Jumle conducted analytical study of profitability performance of Mahindra and Mahindra Ltd: using DuPont Model. Researchers has attempted to measure ROE & ROI to find out the profitability by using DuPont Analysis. At the end, it is concluded that the DuPont analysis made by calculating ROE and ROI for Mahindra & Mahindra Ltd. and result portrays that Mahindra & Mahindra Ltd. have better profitability performance. In fifth article Dr.Nitin Nayak and Dr. Sampada Gulavani done study of work life balance for women faculty in higher education especially in professional education, Researcher concluded that there is a need that management and family members should cooperate women faculty members working in higher education.

I hope that the articles contributed by research scholars and academicians would be immensely beneficial to stakeholders. I look forward to your valuable feedback to enable us enthrall readers and ensure continuous improvement.

DR. B. S. SAWANT
Editor-in-Chief

A Study of Celebrity Endorsement with reference to Television Advertisement

Gouri V. Salunkhe, Sarang S. Bhola

Abstract:

Today celebrity endorsement becomes the multi-million industry in the world. Marketers endorsed celebrities with their products and brands in the advertisement to increase their sales and influence the perception of viewers regarding their brand, which impacts on their buying behavior. This research study focuses on the celebrity endorsement and its impact on the customers buying behavior and their perception regarding the product or brand of the company. The data of 141 respondents is collected using structured schedule and result were analyzed using SPSS. The students of different institutes as respondents has been taken to know their perception regarding the celebrity gender and the type of celebrity whether from film or sports and its attributes and the impact of celebrity endorsement on their buying behavior. It is concluded that celebrity endorsed advertisement does not found to have influence on buying. Moreover, the tested attributes of celebrity shows, no association between gender of respondent and gender of celebrity and no association between gender of respondent and type of celebrity. Finally, the result of the study further depicts that there is no significant impact of celebrity endorsement on the buying behavior of customers.

Keywords : Celebrity Endorsement, Television Advertisement, Male & Female Celebrities.

Introduction :

Celebrity branding or celebrity endorsement is a form of advertising campaign or marketing strategy used by brands, companies, or a non-profit organization which involves celebrities or

a well-known person using their social status or their fame to help promote a product, service or even raise awareness on environmental or social matters. It includes famous person from film fraternity, athletes, and sports, modeling world etc. it helps in promoting brand and also increasing the sale of the product. Marketers use celebrity endorsers in hopes that the positive images of the celebrity endorser of the brand will also be passed on to the products or the brand image associated with the celebrities. Celebrity endorsement not only has developed in recent years; it is being used from the past for promoting the product. It is mainly used to influence the consumer who come across these advertisements as it is accessed in the consumers mind for many days even after the advertisement.

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Research Problem:

Study has undertaken on the premise that the celebrity influences people which may leads to purchase action. The celebrity advertisements are growing day by day and marketers are pouring money on the same. The major question is to be answered that whether the celebrity advertisements leads to remembrance of advertisements? Do television viewers really remember the celebrity advertisements? This study is an effort to find the answer for this question.

Research Methodology:

Present study set to test the hypotheses i.e., there is no association between gender of respondent and gender of celebrity and the second hypotheses is there is no association between gender of respondent and type of celebrity.

Present study has been undertaken with following objectives,

1. To study the television channels that are preferred the most.
2. To study the television watching habits.
3. To study the top of mind recall of celebrity advertisement.
4. To study the celebrity male & female together or individually endorsing.
5. To study the social campaign advertisement by celebrities.
6. To study the impact of celebrity endorsement on society.

The research is descriptive in nature and the data collected using inferential approach. 141 sample students from undergraduate and postgraduate were conveniently visited from two higher educational institutes in Satara to seek the opinion on effectiveness of celebrity endorsement. A structured codified schedule was executed on these samples and the data analysis was undertaken using Ms-Excel and SPSS. Percentage, mean, standard deviation has been used for data analysis and hypotheses testing has been under taken using chi-square test.

Data Analysis:

Data analysis is done using Ms-Excel and hypothesis test using SPSS. Initially sample profile is mentioned followed by opinions of samples on celebrity endorsement in Hindi followed by celebrity endorsements in Marathi and at the end hypotheses testing has been presented.

Following table shows gender of samples participated in the study. Two options were facilitated to mark the gender one is male and second is female.

Table 1:
Gender of Sample

Sr.	Gender	Frequency	Percent
1	Male	51	36.2
2	Female	90	63.8
	Total	141	100.0

Source: (Field data)

Above table, number 1 reveals male and female gender.

As from the participation of sample is considered, it has found that participation of female sample are more in number i.e. 63.8%.

Following table shows age of sample participated in the study.

Table 2:
Age of Sample

Sr.	Age	Frequency	Percent
1	17	4	2.8
2	18	30	21.3
3	19	33	23.4
4	20	35	24.8
5	21	16	11.3
6	22	4	2.8
7	23	2	1.4
8	24	3	2.1
9	Not Responded	14	9.9
	Total	141	100.0

Source: (Field data)

Above table, number 2 reveals the age of sample participated. 24.8% samples students having age 20 followed by 23% students of 19 years age and 21% of students having 18 years of age. In all 68% of the total samples are from the age group of 18-20 years. Around 17% of the samples form to have age between 21-24 years. It is concluded from the discussion that young age group have been participated in the study.

Following table shows education of sample participated in the study. Two options were facilitated to mark the education one is undergraduate and second is postgraduate.

Table 3:
Education of Sample

Sr.	Education of samples	Frequency	Percent
1	Undergraduate	139	98.6
2	Postgraduate	2	1.4
	Total	141	100.0

Source: (Field data)

Above table number 3 reveals the educational qualification of sample participated. It has found that undergraduate sample are more in number i.e. 98.6% and rest 1.4% are postgraduate.

Following table shows the samples having television. Two options were facilitated to mark one is yes and second is no.

Table 4:
Samples having television

Sr.	Having Television	Frequency	Percent
1	Yes	131	92.9
2	No	10	7.1
	Total	141	100.0

Source: (Field data)

Above table number 4 reveals the samples participated having television. It has found that samples having television are more in number i.e. 92.9% and rest 7.1% samples do not have television.

Following table shows the samples having television connection participated in the study. Two options were facilitated to mark one is cable connection and second is dish connection.

Table 5 :
Samples having cableconnection

Sr.	Television Connection	Frequency	Percent
1	Cable	68	48.2
2	Dish	63	44.7
3	Not Responded	10	7.1
	Total	141	100.0

Source: (Field data)

Above table number 5 reveals the sample participated having cable connection or dish connection.

As far as participation of samples is considered, it has found that samples participated having cable connection are more in number i.e. 48.2% followed by 44.7% samples found to have dish connection.

Following table shows the television watching habits of sample participated in the study. Three options were facilitated to mark the TV watching habits one is morning, second is afternoon and third is evening. The data were taken in number of hours which is then converted into minutes.

Table 6:
Television watching habits of sample

Sr.	TV watching habits	Mean minutes	Standard deviation
1	Morning	59.53	24.834
2	Afternoon	85.71	44.785
3	Evening	101.87	50.472

Source: (Field data)

Above table, number 6 reveals on the basis of periodically that sample watch TV in the evening by afternoon and morning. It has seen that average

101.87 minutes television watching in the evening with a standard deviation of 50.47 min followed by 85 min in the afternoon with standard deviation of 44 min and 59 min in the morning with standard deviation of 24 min.

Television watching periodicity is considered, it has found that 50.472% samples watch television

more in evening, which is 101.87 minutes with 50 min of standard deviation.

Following table shows preferred channels by samples participated in the study. Five options were facilitated to write the top five preferred channels they watch daily.

Table 7:
Preferred Channels by sample

Sr.	Name of the channel	1 st Preference		2 nd Preference		3 rd Preference		4 th Preference		5 th Preference		Total		Rank
		F	%	F	%	F	%	F	%	F	%	F	%	
1	Sony SAB	4	2.8	3	2.1	2	1.4	1	.7	2	1.4	12	8.5	11
2	Star Gold	6	4.3	7	5.0	6	4.3	7	5.0	0	0.0	26	18.4	5
3	Sony Max	12	8.5	7	5.0	7	5.0	8	5.7	7	5.0	41	29	2
5	Pogo	1	.7	2	1.4	5	3.5	1	.7	2	1.4	11	7.80	12
7	9XM	2	1.4	4	2.8	1	.7	4	2.8	3	2.1	14	9.92	9.5
11	Discovery	2	1.4	6	4.3	3	2.1	3	2.1	8	5.7	22	15.60	7
15	Zee Marathi	16	11.3	11	7.8	10	7.1	5	3.5	4	2.8	46	32.62	1
16	MTV	9	6.4	4	2.8	6	4.3	3	2.1	2	1.4	24	17.02	6
18	Zee Tv	18	12.8	12	8.5	3	2.1	3	2.1	0	0.0	36	25.53	3
19	Zee Yuva	0	0.0	4	2.8	1	.7	2	1.4	3	2.1	10	7.09	13
22	Star Plus	5	3.5	9	6.4	7	5.0	4	2.8	3	2.1	28	19.85	4
37	ABP Maja	2	1.4	4	2.8	4	2.8	4	2.8	2	1.4	16	11.34	8
74	Star Sports	5	3.5	1	.7	4	2.8	3	2.1	1	.7	14	9.92	9.5

Source: (Field data)

It has seen from table 7 that Zee Marathi is the most preferred channel amongst the samples since 32.62% of samples has extended the opinion towards Zee Marathi. Followed by Sony Max since 29%. Zee TV since 25.56%. Star Plus 19.85%. Star Gold 18.4% and MTV 17.02%.

The five most preferred channels viewed are Zee Marathi, Sony Max, Zee TV, Star Plus, Star Gold and MTV. The most preferred channel is mix of Marathi channels, Hindi and music channels.

It has seen in the channel preference, that entertainment channels mostly carrying feature serials are more preferred that to in vernacular language Marathi followed by Hindi.

Following table shows the opinions of samples on necessity of celebrity endorsement. Opinion were taken on five point likert type scale ranging from one is strongly disagree, two is disagree, three is neither agree nor disagree, four is agree and five is strongly agree.

Table 8:
Necessity of celebrity endorsement

Sr.	Description	Mean	Standard Deviation
1	Celebrity endorsement is really necessary	3.44	.967

Source: (Complied by Researcher)

Above table number 8 reveals the mean score 3.44 with standard deviation 0.967 which shows little

agreement since the mean score has not crossed agreement figure i.e., 4 it can be said that samples are not seconding the statement that celebrity endorsement is really necessary.

Following table shows the brand or product endorsed by the celebrities. Samples participated in the study were asked to name any five advertisement that comes first to their mind that featured celebrities.

Table 9:
Top of mind recall

Sr.	Brand/Product & Celebrity	1 st Preference		2 nd Preference		3 rd Preference		4 th Preference		5 th Preference		Total		Rank
		F	%	F	%	F	%	F	%	F	%	F	%	
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
2	Cold drink-Salman Khan	8	5.7	7	5.0	3	2.1	3	2.1	0	0	21	14.89	1
4	Chips-Virat Kholi	8	5.7	5	3.5	3	2.1	2	1.4	0	0	18	12.76	2
6	Fair & Lovely-Yami Gautam	7	5.0	5	3.5	2	1.4	0	0.0	1	.7	15	10.63	3
7	Axis Bank-Dipika Padukon	1	.7	1	.7	1	.7	2	1.4	0	0	5	3.54	9
11	Dairy Milk-Amitabh Bacchan	7	5.0	1	.7	2	1.4	0	0.0	0	0	10	7.09	5
12	Liver Ayush-Akshay Kumar	1	.7	2	1.4	0	0	2	1.4	0	0	5	3.54	9
20	Lux-Dipika Padukon	5	3.5	3	2.1	1	.7	0	0.0	0	0	9	6.38	6
22	Kalyan Jewellers-Amitabh Bacchan	1	.7	1	.7	2	1.4	1	.7	0	0	5	3.54	9
26	Vicks-Virat Kholi	4	2.8	1	.7	2	1.4	0	.0	1	.7	8	5.67	7
38	Colgate Maxfresh-Ranveer Singh	0	0.0	1	.7	1	.7	2	1.4	0	0	4	2.83	10
39	Lifebouy-Kajol	0	0.0	2	1.4	3	2.1	1	.7	0	0	6	4.25	8

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
42	Nerolac Paints-Shahrukh Khan	3	2.1	5	3.5	2	1.4	2	1.4	2	1.4	14	9.92	4
50	Maggi-Amitabh Bacchan	2	1.4	0	0.0	1	.7	1	.7	0	0	4	2.83	10
51	Ching Chinese Noodles-Ranveer Kapoor	1	.7	3	2.1	3	2.1	0	.0	1	.7	8	5.67	7
69	Lifebouy-Ajay Devgone	2	1.4	1	.7	0	.0	1	.7	0	0	4	2.83	10
72	Goodday biscuit-DipikaPadukon	2	1.4	1	.7	0	.0	0	.0	0	0	3	2.12	11
86	Make My Trip-Ranveer Singh	1	.7	1	.7	1	.7	0	.0	0	0	3	2.12	11
88	Culf oil-M.S.Dhoni	3	2.1	1	.7	0	.0	0	.0	0	0	4	2.83	10
103	Vivo-Amir Khan	2	1.4	0	.0	1	.7	2	1.4	0	0	5	3.54	9
126	Lux-Kareena Kapoor	3	2.1	0	.0	3	2.1	0	.0	0	0	6	4.25	8
128	Slice-Katrina Kaif	1	.7	1	.7	2	1.4	0	.0	0	0	4	2.83	10
144	Not Responded	34	24.1	47	33.3	74	52.5	97	68.8	125	88.7	377		

Source: (Field data)

Above table, number 9 reveals the brand/product which are recalled by the samples endorsed by celebrities.

It has found that the cold drink advertisement endorsed by Salman Khan is the most famous advertisement among the samples since 14.89% of samples has recalled the advertisement. At the second recall of advertisement it is chips advertisement endorsed by Virat Kohli since 12.76% samples recall the advertisement. Third ad found to be Fair and Lovely by Yami Gautam recalled by 10.63% samples followed by a fourth place Nerolac paints by Shahrukh Khan recalled by 9.92% samples and the advertisement of Dairy milk by Amitabh Bacchan is at fifth place with 7.09% sample recall.

Top of mind recall celebrity advertisements shows the top three recall products are soft drink, chips and cosmetic crème the products which are most nearer to the youths. The samples consist of college students which found to be fascinated towards these products and celebrities. The next two advertisements surprisingly Nerolac Paints which are generally not the area of decision by students but might be because of Shahrukh Khan the ad might have been registered in the memory of samples. Chocolate is a weak point of youths hence the fifth ad might have been registered in the memory of samples. The analysis still leaves a question that is it due to celebrity or due to product the top of mind recall has been marked ?

Following table shows celebrities with product categories. Sample participated in the study were asked to identify the brand they are endorsing. The name of celebrity was given and samples were told

to identify the brand they endorse. The tabulation shows brands rightly identified and otherwise. Data analysis has been done using frequency and percentages.

Table 10:
Latest Endorsement

Sr.	Celebrity & Product and Brand	Right		Wrong		Not Responded		Total	
		F	%	F	%	F	%	F	%
1	Dipika Padukon (Banking) - Axis Bank	33	23.4	6	4.3	102	72.3	141	100
2	Salman Khan (Cold drink) - Thumsup	56	39.7	37	26.2	48	34	141	100
3	Shahruk Khan(Paint) - Nerolac	35	24.8	37	26.2	69	48.9	141	100
4	Sahuti Hasan (Chocolate bar) - Munch	23	16.3	16	11.3	102	72.3	141	100
5	Virat Kolhi (Chips) - Too Yumm	20	14.2	26	18.4	95	67.4	141	100
6	Sonam Kapoor (Toothpaste) - Colgate visible white	26	18.4	9	6.4	106	75.2	141	100
7	Ranveer Singh (Noodles) - Chings Chinese	50	35.5	5	3.5	86	61	141	100
8	Yami Gautam (Beauty Cream) - Fair & Lovely	62	44	4	2.8	75	53.2	141	100
9	Aishwarya Rai Bacchan (Shampoo) - Loreal Paris	41	29.1	25	17.7	75	53.2	141	100
10	John Abraham (Energy Drink) - Sofit	7	5	7	5	127	90.1	141	100

Source: (Field data)

Above table, number10 reveals the celebrity who endorse the products. Samples participated in the study were asked to identify the brand of respective celebrity.

The correct identification are marked as right and wrong identification are marked as wrong. It has seen that 62 samples have identified correctly beauty cream product's brand which is 44% of total samples, followed by Thumsupendorsed by Salman Khan has identified by 39.7% of samples followed by chings Chinese endorsed by RanveerSingh has identifies by 35.5% of samples followed by Nerolac by Shahrukh Khan and Axis bank of DipikaPadukon.

Again with brand identification with respect to celebrity the results are same i.e., Salman Khan, Yami Gautam, Dipika Padukon, and Ranveer Singh secures first five.

Following table shows the brands which are endorsed both by male and female celebrities. They appear together or individually in the advertisement. Samples participated in the study were asked to identify both the celebrities who endorse the brand together.

Table 11:**Male & Female Celebrities**

Sr	Brand	Male & Female Celebrity	Right		Wrong responded		Not		Total	
			F	%	F	%	F	%	F	%
1	Prestige	Abhishek & Aishwarya Rai Bacchan	38	27	1	0.7	102	72.3	141	100
2	Kalyan Jewellers	Amitabh & Jaya Bacchan	28	19.9	4	2.8	109	77.3	141	100
3	Make My Trip	Ranveer Singh & Alia Bhatt	35	24.8	7	5	99	70.2	141	100
4	Lifebouy	Ajay & Kajol Devgan	64	45.4	0	0	77	54.6	141	100
5	Liver Ayush	Akshay Kumar & Tammana	23	16.3	2	1.4	116	82.3	141	100
6	Oppo F5	Siddharth Malhotra & Kriti Kharbanda	0	0	34	24.1	107	75.9	141	100
7	D'decore home decorations	Shahrukh & Gouri Khan	3	2.1	0	0	138	97.9	141	100
8	Wirlpool AC	Ajay & Kajol Devgan	0	0	2	1.4	139	98.6	141	100
9	Manyavar Mohey Collections	Virat Kohli & Anushka Sharma	8	5.7	1	0.7	132	93.6	141	100
10	All Clear Shampoo	Saif Ali Khan & Kareena Kapoor Khan	3	2.1	6	4.3	132	93.6	141	100

Source: (Field data)

Above table, number 11 reveals the Brand endorsed by the male and female celebrities together.

It has seen that 45.4% samples have identified the Lifebouy brand right followed by prestige by 27%, make my trip by 24.8% and Kalyan Jewellers by 19.9%.

Celebrities endorsement are used not only for commercial purpose but also for spreading social message. Following table shows social campaign which are endorsed by male or female celebrities. Sample participated in the study were asked to identify the celebrities who endorse the social campaign.

Table 12:**Social Endorsement Male or Female Celebrities**

Sr.	Social Campaign	Celebrities	Right		Wrong		Not responded		Total	
			F	%	F	%	F	%	F	%
1	Nutrition & Child rights	Amir Khan	3	2.1	12	8.5	126	89.4	141	100
2	Sanitation Campaign	VidyaBalan	3	2.1	11	7.8	127	90.1	141	100
3	Swachh Bharat Abhiyan	Shilpa Shetty	30	21.3	31	22	80	56.7	141	100
4	Polio Eradication	Amitabh Bacchan	45	31.9	4	2.8	92	65.2	141	100
5	Eye Donation	Aishwarya Rai Bacchan	6	4.3	4	2.8	131	92.9	141	100
6	Tree Plantation	Amitabh Bacchan	3	2.1	13	9.2	125	88.7	141	100

Source: (Field data)

Above table, number 12 reveals the social campaign that are endorsed by the celebrities. The frequency and percentage indicated the right and wrong identification of the celebrities by samples participated.

It has seen that 45 samples i.e., 31.9% identified the polio eradication social campaign correctly followed by 21.3% identified Swachh Bharat Abhiyan and only 4.3% have identified Eye Donation.

Analysis of Marathi Celebrity Endorsements

Same as Hindi celebrity Marathi celebrity are also endorsing the products and brand.

Following tabulation deals with the analysis of Marathi celebrities.

Following table shows the brand or product endorsed by the celebrities. Samples participated in the study were asked to name any five advertisement that comes first to their mind that featured celebrities

Table 13 :**Top of mind recall**

Sr.	Brand/Product & Celebrity	1 st Preference		2 nd Preference		3 rd Preference		4 th Preference		5 th Preference		Total		Rank
		F	%	F	%	F	%	F	%	F	%	F	%	
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
1	Tea-Nana Patekar	11	7.8	2	1.4	0	0	0	0	0	0	13	9.21	1
2	Masala - Reema Lagoo	3	2.1	1	0.7	0	0	1	0.7	0	0	5	3.54	2
3	Tirumala Oil - Sachin Pilgaonkar	3	2.1	1	0.7	0	0	0	0	0	0	4	2.83	3

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
4	Everest - Ashok Saraf	2	1.4	1	0.7	1	0.7	0	0	0	0	4	2.83	3
5	Stayfree-Rinku Rajguru	1	0.7	0	0	0	0	0	0	0	0	1	0.709	6
6	Suhana Masala-AtulTodankar	0	0	0	0	1	0.7	0	0	0	0	1	0.709	6
7	Vivel Soap-Supriya Pilgaonkar	0	0	1	0.7	0	0	0	0	0	0	1	0.709	6
8	Bulb-ReemaLagu	0	0	1	0.7	0	0	0	0	0	0	1	0.709	6
9	Ram bandhu Masale-Prashant Damle	2	1.4	0	0	0	0	0	0	0	0	2	1.41	5
10	Matrimony-Mrunmayee Deshpande	2	1.4	1	0.7	0	0	0	0	0	0	3	2.12	4
11	Ghadi Detergent-AmrutaShubhash	1	0.7	0	0	0	0	0	0	0	0	1	0.709	6
12	Expert Dishwash bar-Tejashri Pradhan	0	0	1	0.7	0	0	0	0	0	0	1	0.709	6
13	Paytm-Girija Oak	0	0	0	0	1	0.7	0	0	0	0	1	0.709	6
14	PNG Jewellers-Shruti Marathe	1	0.7	1	0.7	0	0	0	0	0	0	2	1.41	5
15	Chinese food-Usha Nadkarni	0	0	0	0	1	0.7	0	0	0	0	1	0.709	6
16	Pashukhadya-RinkuRajguru	0	0	1	0.7	0	0	0	0	0	0	1	0.709	6
17	Manapurna gold loan-Sachin Khedkar	1	0.7	0	0	0	0	0	0	0	0	1	0.709	6
18	Not Responded	114	80.9	130	92.2	137	97.2	140	99.3	141	100			

Source: (Field data)

Above table, number 13 reveals the brand/product which are recalled by the samples endorsed by celebrities.

It has found that the tea advertisement endorsed by Nana Patekar is the most famous advertisement

among the samples since 7.8% of samples have recalled the advertisement. At the second recall of advertisement it is masala advertisement endorsed by Reema Lagu and Tirumala oil advertisement endorsed by Sachin Pilgaonkar

since 2.1% samples recall the advertisement. Third ad found to be Everest endorsed by Ashok Saraf, Rambandhu Masale endorsed by Prashant Damle & Matrimony endorsed by Mrunmayee Deshpande since 1.4% samples followed by fourth place PNG jewelers by Shruti Marathe by 0.7% samples.

Following table shows some celebrities (with

product categories). Sample participated in the study were asked to identify the brand they are endorsing. The names of celebrity were given and samples were told to identify the brand they endorse. The tabulation shows brands rightly identified and otherwise. Data analysis has been done using frequency and percentages.

Table 14:
Latest Endorsement

Sr.	Celebrity and Product category	Brand	Right		Wrong		Not responded		Total	
			F	%	F	%	F	%	F	%
1	Mrunmayee Deshpande (matrimony)	Marathi matrimony	22	15.6	4	2.8	115	81.6	141	100
2	Ashok Saraf (spices)	Everest Masale	11	7.8	7	5	123	87.2	141	100
3	Girija Oak (antiseptic)	Detol	0	0	2	1.4	139	98.6	141	100
4	Nana Patekar (tea)	Vikram Tea	11	7.8	28	19.9	102	72.3	141	100
5	Usha Nadkarni (chinese food)	Chings Chinese	2	1.4	6	4.3	133	94.3	141	100
6	Gauri Sukhtankar (balm)	Iodex	1	0.7	2	1.4	138	97.9	141	100
7	Reema Lagu (bulb)	Wipro LED bulb	1	0.7	1	0.7	139	98.6	141	100
8	Swapnil Joshi (biscuit)	Krack-Jack	2	1.4	1	0.7	138	97.9	141	100
9	Prashant Damale (spices)	Rambandhu Masale	3	2.1	2	1.4	136	96.5	141	100
10	Girija Oak (detergent)	Surf Excel Matic	0	0	0	0	141	100	141	100

Source: (Field data)

Above table, number 14 reveals the celebrity who endorse the products. Samples participated in the study were asked to identify the brand of respective celebrity.

The correct identification are marked as right and wrong identification are marked as wrong. It has seen that 22 samples have identified correctly Matrimony ad which is 15.6% followed by the spices endorsed by Ashok Saraf and Tea endorsed by Nana Patekar which is 7.8% followed by spices endorsed by Prashant Damale since 2.1%.

Again the brand identification with respect to celebrity the results are Mrunmayee Deshpande, Ashok Saraf, Nana Patekar, Prashant Damale secures first four.

Following table shows the brands which are endorsed both by male and female celebrities. They appear together or individually in the advertisement. Samples participated in the study were asked to identify both the celebrities who endorse the brand together.

Table 15:**Male & Female Celebrities**

Sr	Brand	Male & Female Celebrity	Right		Wrong		Not responded		Total	
			F	%	F	%	F	%	F	%
1	Tirumala Refined Oil	Sachin & Supriya Pilgoankar	14	9.9	0	0	127	90.1	141	100

Source: (Field data)

Above table, number 15 reveals the Brand endorsed by the male and female celebrity together. It has seen that 9.9% sample have identified the Tirumala Refined oil brand right.

Hypotheses Testing:

This section of analysis deals with hypotheses testing. Present study set to test two hypotheses.

H0 1: There is no association between gender of respondent and gender of celebrities.

Table 16:**Case processing summary of gender of sample and gender of celebrity**

	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender of samples*	107	75.90%	34	24.10%	141	100.00%
Gender of celebrities						

Above table number 16 shows 141 samples were processed out of which 107 samples were present and rest are missing.

Following table shows cross tabulation of gender of samples and gender of celebrities. The effort has made to see whether gender of samples and gender of celebrities are associated.

Table 17:**Cross tabulation of gender of sample and gender of celebrity**

		Gender of celebrities		Total
		Male	Female	
Gender of samples	Male	41	1	42
	Female	31	34	65
	Total	72	35	107

Source: (Complied by researcher)

Above table number 17 shows gender of sample and gender of celebrity cross tabulation. It has seen that 41 male samples top of mind recall is male celebrity and 31 female samples top of mind recall is male samples. Whereas very few male remember female celebrity and 34 female samples remembers female celebrity.

Table 18:

Chi- square tests of gender of sample and gender of celebrity

Following table shows the Pearson Chi-Square test.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.894a	1	0
N of Valid Cases	107		

- a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 13.74.
- b. Computed only for a 2x2 table

Above table 18 shows chi-square test where Pearson chi-square value is 28.894 at 1 df. The ‘p’ value is 0.000 reveals to reject null hypotheses and accept alternative hypotheses i.e., the gender of samples and gender of celebrities are associated.

H0 2: There is no association between gender of respondent and type of celebrities.

Table 19:

Case processing summary of gender of sample and type of celebrity

	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender of samples* Type of celebrity	107	75.90%	34	24.10%	141	100.00%

Source: (compiled by researcher)

Above table 19 shows 141 samples were processed out of which 107 samples were present and rest are missing.

Following table shows the cross tabulation of gender of sample and type of celebrities i.e., celebrities from film or sports.

Table 20 :

Cross tabulation of gender of sample and type of celebrity

Sr.	Gender of sample	Type of Celebrity		Total
		Film	Sports	
1	Male	25	17	42
2	Female	57	8	65
	Total	82	25	107

Source: (compiled by researcher)

Above table 20 shows gender of sample and type of celebrity cross tabulation. It has seen that 25 samples top of mind recall is male celebrity and 57 female samples top of mind recall is

Table 21 :

Chi-square tests of gender of sample and type of celebrity

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.306a	1	0.001
N of Valid Cases	107		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 9.81.

b. Computed only for a 2x2 table

Findings:

Findings revealed from data analysis has presented below.

1. Among the total 141 samples, 63.8% are female and remaining is male.
2. The average age of samples is 20 years.
3. Around 98.6% samples are undergraduate and 1.4% is postgraduate.
4. Around 92.9% samples own TV and 7.1% do not have TV. However, 48.2% have cable connection and 44.7% have dish connection. 50.47% samples watch TV in morning, followed by 44.78% samples watch TV in afternoon and only 24.83% watch TV in morning.
5. The samples have preferred various channels. The first most preferred channel is Zee Marathi which is preferred by 32.62% of samples followed by Sony Max by 29%, Zee TV by 25.53%, Star Plus by 19.85% and Star Gold by 18.4%. It has seen in the channel preference, that entertainment channels mostly carrying feature serials are more preferred that to in vernacular language Marathi followed by Hindi.
6. The mean score for the statement celebrity endorsement is really necessary is 3.44 with standard deviation of 0.967 reveals unwillingness towards statement.
7. TOM i.e. top of mind recall shows recall of Salman Khan (cold drink) by 14.89% samples at first rank followed by Virat Kohli (Chips) by 12.876% at second rank, Yami Gautam (Fair & Lovely) by 10.63% at third rank, Shahruk Khan (Nerolac Paints) by 9.92% at fourth rank and Amitabh Bacchan (Dairy Milk) by 7.09% at fifth rank. Top of mind recall celebrity advertisements shows the top three recall products are soft drink, chips and cosmetic crème the products which are most nearer to the youths. The samples consist of college students which found to be fascinated towards these products and celebrities.
8. With identification of latest endorsement in case name of celebrity is given and ask to identify the brand. Samples has correctly identified Yami Gautam (Fair and Lovely) at first rank followed by Salman Khan (Thumsup), Ranveer Singh (Chings Chinese) and Aishwarya Bacchan (Loreal Paris) .
9. Male and female have endorsed few brands samples have rightly identified Lifebouy endorsed by Ajay and Kajol Devgan followed by Prestige by Abhishek and Aishwarya Rai Bacchan and Make my trip by Ranveer Singh and Alia Bhatt.
10. In social endorsement samples remember Polio eradication by Amitabh Bacchan followed by Swachh Bharat Adhiyan by Shilpa Shetty.
11. TOM i.e. top of mind recall shows recall of Nana Patekar (tea) by 9.21% samples at first rank followed by Reema Lagoo (masala) by 3.54% at second rank, Sachin Pilgaonkar (Tirumala oil) by 2.83% and Ashok Saraf (Everest Masala) by 2.83% at third rank, Mrunmayee Deshpande (matrimony) by 2.12% at fourth rank, and Prashant Damle

(Rambandhu masale) & Shruti Marathe (PNG Jewelers) by 1.41% at fifth rank. Top of mind celebrity advertisement shows the top three products are tea, Masala, Tirumala oil, Everest Masala the products which are nearer to the youth. The samples consist of college students which found to be fascinated towards these products and celebrities.

12. With identification of latest endorsement in case name of celebrity is given and ask to identify the brand. Samples have correctly identified Mrunmayee Deshpande (Marathi Matrimony) at first rank followed by Ashok Saraf (Everest masale), Nana Patekar (Vikram Tea), Prashant Damale (Spices), Usha Nadkarni (Chings Chinese), Swapnil Joshi (Krack-Jack biscuit).
13. Male and female have endorsed few brand samples have rightly identified Tirumala Oil endorsed by Sachin and Supriya Pilgaonkar.
14. Null hypothesis, There is no association between gender of respondent and gender of celebrities is rejected since chi-square value is 28.894 at 1 df. 95% level of significance. This shows that there is an association between gender of sample and gender of celebrity.

15. Another null hypothesis, There is no association between gender of respondent and type of celebrities, i.e. film and sports is rejected at 95% level of significance where value of Chi-square is 11.306 at 1 df. This shows that there is an association between gender of samples and type of a celebrity.

Conclusion:

From the present research study it has seen that celebrity endorsement is known and popular since the top cine and sports celebrities with respect to the products that they are endorsing are being recalled by reasonably good number of samplings. The impact of celebrity advertisement is for most important where samples rated the statement, celebrity endorsement is really necessary, with an average of 3.44 with standard deviation 0.967 reveals that celebrity endorsement is not necessary.

Reference:

Dhotre Meenal & Bholu Sarang (2010), 'Analytical study of Association between Celebrity Advertising and Brand Recall', The IUP Journal of Brand Management, pp.25-50.

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