Estimation of Familiarity and Popularity of Indian Celebrities-A "Q" Score Approach

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Abstract--- *A colossal amount of money is being spent on celebrity endorsement worldwide by different business houses. It also seen in Indian scenario. The study is conducted with 20 Indian celebrities which includes 10 Cricketers and 10 Hindi Film Star. The research paper is focused on exploring the celebrity endorsement in India by finding out the ranking of celebrities in terms of familiarity and popularity among the consumers by applying Q rating technique. The findings of this study will be of great help for business organizations to select appropriate celebrity for endorsing the brands.*

Keywords--- *Familiarity, Popularity, Celebrity, Endorsement, 'Q' Score.*

I. INTRODUCTION

A colossal amount of money is being spent on celebrity endorsement worldwide by different business houses. It also seen in Indian scenario. The celebrity were selected from Forbes India Ranking, 2018. 20 Indian celebrities were selected from the list which includes 10 Cricketers and 10 Hindi Film Star.

The research paper is focused on exploring the celebrity endorsement in India by finding out the ranking of celebrities in terms of familiarity and popularity among the consumers by applying Q rating technique.

Table 1: Top Ten Cricketers

Sl. No	Name	Earnings (In Rs. crore)
1	Virat Kohli	228.09
2	Mahendra Singh Dhoni	101.77
3	Sachin Tendulkar	80.00
4	Rohit Sharma	31.49
5	Hardik Pandya	28.46
6	RavichandranAshwin	18.90
7	Bhuvneshwar Kumar	17.26
8	Suresh Raina	16.96
9	KL Rahul	16.48
10	Jasprit Bumrah	16.42

(Source: http://www.forbesindia.com/lists/2018-celebrity-100/1735/all)

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Table 2: Top Ten Hindi Film Stars

Sl. No	Name	Earnings (In Rs. crore)
1	Salman Khan	253.25
2	Akshay Kumar	185.00
3	DeepikaPadukone	112.80
4	Aamir Khan	97.50
5	Amitabh Bachchan	96.17
6	Ranveer Singh	84.67
7	Ajay Devgan	74.50
8	Alia Bhatt	58.83
9	Shah Rukh Khan	56.00
10	Rajinikanth	50.00

(Sourse: http://www.forbesindia.com/lists/2018-celebrity-100/1735/all)

Q Score

Q Score was developed by Jack Landis in 1963 and owned by Marketing Evaluations, Inc, the company he founded in 1964. It is popularly known as Q Rating. It's a measurement used in United States to estimate familiarity and popularity of a brand, celebrity, company or entertainment product. The higher the Q score, the higher the regards for the brand, company or person. It's used by the marketer specifically the advertising agency. Q Scores are calculated for the groups based on age, education level, gender, income or marital status as well as population as a whole.

Q Score Calculation

Q Score respondents are given choices for each person or item being surveyed:

A. One of My Favourite   B. Very Good   C. Good   D. Fair   E. Poor   F. Never Seen or Heard of

The "Positive" Q Score is calculated by estimating how many respondents answered A (One of My Favourite) which is termed as Popularity, divided by the number of respondents answering A to E (Familiarity), and calculating the percentage (i.e. multiplying the fraction by 100)

$$Q_+ = (Popularity/Familiarity)*100$$

Similarly, the "Negative" Q Score is calculated by calculating the percentage of respondents who answered D or E (Fair or Poor)which is termed as Disliked, relative to respondents who answered A to E (Familiarity) and calculating the percentage (i.e. multiplying the fraction by 100)

$$Q_- = (Disliked/Familiarity)*100$$

The "Q" reflects celebrity's popularity among those who recognise the celebrity (Solomon 1996).This study focuses on finding the "Q' score of Indian celebrities among respondent belonging to different demographic profile.

II. LITERATURE REVIEW

As per Atkins and Block (1983) a research on effectiveness of celebrity endorsement found that celebrities may be influential because celebrities are viewed as dynamic with both attractive and likeable qualities. In addition to this, their name and fame thought to attract attention to the product or service they are endorsing.

Another study by Mc.Cracken (1989) who is the celebrity endorser? Cultural foundations of endorsement Process, offers a new approach to celebrity endorsement. He criticized the source credibility and source attractiveness model and proposed the meaning transfer model as an alternative. The findings highlighted how meanings pass from celebrity to product and from product to consumer as per this model. The paper also mentions that according to this model the secret of celebrity endorsement is largely cultural in nature.

A study was conducted by Ohanian and Roobina (1990) on construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness and attractiveness. Accepted psychometric scale-development procedures were followed which meticulously tested a large pool of items for their reliability and validity. Further, use of this scale can improve the understanding of how consumers in different situations react to different sources and how source credibility influences purchase intentions.

The study also revealed that since large sums of money are spent on celebrity advertising, advertisers should use the scale as an integral part of their effectiveness testing and tracking. The scale is simple to use and convenient for large-sample administrations. For segmentation strategies, the wisdom of using a celebrity and the spokesperson's effectiveness for different demographic and psychographic consumer groups can be evaluated by applying this scale.

This concept also has applications beyond the use of celebrity spokespersons: the scale can be applied effectively in choosing the most appropriate "average consumer" as a spokesperson. Finally, the dimensions of a celebrity endorser's credibility, along with consumer demographic and psychographic, can be used as potential predictors of attitude toward and intention to purchase a specific product.

As per Jagdish Agrawal & Wagner A. Kamakura (1995) a research on "The Economic worth of Celebrity Endorsers": An Event Study Analysis has typically focused on theories explaining how celebrity endorsements influence consumers' attitudes and intentions. The authors assess the impact of celebrity endorsement contracts on the expected profitability of a firm by using event study methodology.

The study also highlighted that celebrity endorsement has become a prevalent form of advertising in the United States. Despite extensive literature on the effects of celebrity endorsements on consumers' brand attitudes and purchase intentions, little is known about the economic value of these endorsements.

The study revealed that the announcement of a celebrity endorsement contract is usually widely made known in the business press, and is used as information by market analysts to evaluate the potential profitability of endorsement expenditures, thereby affecting the firm's expected return.

Announcements of 110 celebrity endorsement contracts were analyzed. Findings of the study indicate that the impact of these announcements on stock returns is positive and suggest that celebrity endorsement contracts are generally viewed as a worthwhile investment in advertising.

A study conducted by Erdogan (1999) on "Celebrity Endorsement: A Literature Review" focused on how can companies select and retain the right celebrity among many competing alternatives and simultaneously manage this resource, while avoiding potential pitfalls? This paper seeks to explore variables which may be considered in any celebrity selection process. The study gave emphasis on 'Q'rating technique.

This paper has identified factors from the academic literature which may have managerial importance for selecting celebrity endorsers. Notably, effectiveness of celebrity endorser is found to be moderated by several factors in the literature; celebrity attractiveness and credibility, product-celebrity match, message and product type, level of involvement, number of endorsements by celebrities, target audience characteristics, and overall meanings (e.g. personality; values, standards) attached to celebrities.

Besides these factors, economic visibility of endorsers, regulative issues, compatibility with overall marketing strategy, and potential risks must be simultaneously considered.

Mohan K. Menon et al. (2001) study on "Celebrity Advertising: An Assessment of its Relative Effectiveness" examines difference between advertisement with celebrity and corresponding advertisement with non-celebrities. The paper in order to assess the relative effectiveness of celebrity advertisement, two types of advertising executions, celebrity versus non-celebrity, were tested across print advertisement for six products: American Express, Apple Computers, Avon Cosmetics, Milk, Pepsi-Cola and Ray Ban Sunglasses. The sample comprised of students at south eastern University. Overall, the results from this study do not support the view that using celebrity advertisement is more believable or effective than non-celebrity advertisement for brands tested in this study.

According to Sejung Marina Choi et al. (2005), the study analyzed television commercials featuring celebrities from two different countries-the United States and Korea based on two different cultural dimensions. First low versus high context and secondly individualism versus collectivism. The findings highlighted that celebrities in the U.S advertisement's often portrayed themselves (i.e. they served as spokesperson), while the majority of Korean celebrities acted in roles. Another interesting finding of the study was that many Korean celebrities appeared to promote more than one brand.

Though some research work on celebrity endorsement has been carried out in the United States and other western countries there is ample scope to explore this concept from different perspective especially in Indian context.

Globalization has added new dimension in the ways companies are trying to position their brand before the target audience and celebrity advertising is becoming very popular in India. This paper tried to explore the familiarity and popularity of celebrity using Q-Score in Indian cultural context.

Scope and Significance of the Study

Celebrity endorsement is gaining lot of significance worldwide. There is ample opportunity of exploring the issue in India with celebrities from Hindi Film and Cricket. In India celebrity endorsement is becoming very popular. Lot of company are also trying to rope in leading Hindi film stars and cricketers for endorsing there brands. The significance of the study lies in the fact that it is aimed at determining the familiarity and popularity of Indian celebrities because they are having huge amount of advertising space and time and endorsing multiple brands among different product category. The finding of the study will definitely bring to light the Q Score and ranking of the celebrities which will be of great help to companies and their advertising agencies for identifying the right celebrities for endorsing their brands.

Research Objectives

The Study is conducted with the following broad objectives:

- To select 10 Cricketers and 10 Hindi Film Stars
- To determine the familiarity of the selected celebrities among the respondents
- To determine the popularity of the selected celebrities among the respondents
- To calculate the "Q" Score of the celebrities and determine their overall rating

Research Design

Let the money generally spent on celebrity endorsement to reach the target audience. Therefore it's very important to find out familiarity and popularity of the selected celebrity among the respondents.

Step-I

Finding the familiarity of the selected celebrities among the respondents

Step-II

Finding the popularity of the selected celebrities among the respondents

Step-III

Calculating the "Q" Score using Q Score technique and rank them

Based on the objectives mentioned above, the research methodology will comprise of both primary and secondary research activities mentioned below:

Secondary Research is undertaken to find out the Top 10 Cricketers and 10 Hindi Film Star. The basis of selection is based on Forbes India Celebrity 100 list, 2018. Research design has been framed after formulating the research problem.

Sample Design

Primary research is conducted to find out the consumer's response regarding the familiarity and popularity of celebrity using questionnaire.

Sample Size-A sample size of 200 individuals both male and female, B School Students was taken for the study.

Sampling Method- Convenience Sampling is done to to select the respondents.

Data Collection-Data was collected by Personal Interview Method from the Students of B School in Hyderabad.

Research Instrument used for the study was a Structured Questionnaire.

Data Analysis & Interpretation-Primary data collected through questionnaire is analysed using simple percentage (%) and Q Score of the selected 20 celebrities and found out to determine the familiarity and popularity of the celebrities.

III. FINDINGS

The first study objective is to find out the Top 10 Cricketers and 10 Hindi Film Star. The basis of selection is

based on Forbes India Celebrity 100 list, 2018. The response of 200 respondents are presented in Table 3 and Table 4.

Table 3: Celebrity Rating (Cricketers)

Name of the Celebrity	One of My Favourite	Very Good	Good	Fair	Poor	Never Seen or Heard of
ViratKohli	65	39	61	35	0	0
Mahendra Singh Dhoni	54	35	43	54	14	0
Sachin Tendulkar	50	65	36	39	10	0
Rohit Sharma	10	73	57	54	6	0
Hardik Pandya	4	30	49	48	54	15
Ravichandran Ashwin	4	27	24	71	52	22
Bhuvneshwar Kumar	4	28	35	69	47	17
Suresh Raina	5	38	27	70	47	13
KL Rahul	3	22	41	61	53	20
JaspritBumrah	1	60	36	41	30	32

Table 4: Celebrity Rating (Hindi Film Stars)

Name of the Celebrity	One of My Favourite	Very Good	Good	Fair	Poor	Never Seen or Heard of
Salman Khan	56	36	68	40	0	0
Akshay Kumar	16	30	70	68	16	0
Deepika Padukone	23	45	69	52	11	0
Aamir Khan	27	67	48	49	9	0
Amitabh Bachchan	43	74	51	32	0	0
Ranveer Singh	3	43	45	67	37	5
Ajay Devgan	1	34	39	78	38	10
Alia Bhatt	2	35	54	50	43	16
Shah Rukh Khan	10	72	52	46	20	0
Rajinikanth	19	51	68	62	0	0

Second study objective is to find out the Familiarity Score. Familiarity Score of Celebrities (Cricketers) is presented in Table 5. Familiarity Score of Virat Kohli, Mahendra Singh Dhoni, Sachin Tendulkar and Rohit Sharma is 100%. Suresh Raina is having 93.5%,Hardik Pandya is having 92.5% Bhuvneshwar Kumar is having 91.5%, Ravichandran Ashwin is having 89%, KL Rahul is having 85% and Jasprit Bumrah is having 84% Familiarity Score.

Table 5: Familiarity Score of Celebrities (Cricketers)

Sl No.	Name of the Celebrity	No of Respondent Familiar	Percentage (%)
1	Virat Kohli	200	100
2	Mahendra Singh Dhoni	200	100
3	Sachin Tendulkar	200	100
4	Rohit Sharma	200	100
5	Hardik Pandya	185	92.5
6	Ravichandran Ashwin	178	89
7	Bhuvneshwar Kumar	183	91.5
8	Suresh Raina	187	93.5
9	KL Rahul	170	85
10	Jasprit Bumrah	168	84

Familiarity Score of Celebrities (Hindi Film Stars) is presented in Table 6. Familiarity Score of Salman Khan, Akshay Kumar,Deepika Padukone, Aamir Khan ,Amitabh Bachchan, Shah Rukh Khan and Rajinikan this 100% . Familiarity Score of Ranveer Singh is 97.5%, Ajay Devgan is 95% and Alia Bhatt is 92%.

Table 6: Familiarity Score of Celebrities (Hindi Film Stars)

Sl No.	Name of the Celebrity	No of Respondent Familiar	Percentage (%)
1	Salman Khan	200	100
2	Akshay Kumar	200	100
3	DeepikaPadukone	200	100
4	Aamir Khan	200	100
5	Amitabh Bachchan	200	100
6	Ranveer Singh	195	97.5
7	Ajay Devgan	190	95
8	Alia Bhatt	184	92
9	Shah Rukh Khan	200	100
10	Rajinikanth	200	100

Third Study objective is to find out the Popularity Score. Popularity Score of Celebrities (Cricketers) is presented in Table 7. Popularity Score of ViratKohli is 32.5% ,Mahendra Singh Dhoni is 27%, Sachin Tendulkar is 25%, Rohit Sharma is 5%, Suresh Raina is 2.5%, Hardik Pandya, is 2%, Ravichandran Ashwin is 2%, Bhuvneshwar Kumar is 2%, KL Rahul is 1.5% and Jasprit Bumrah is 0.5%.

Table 7: Popularity Score of Celebrities (Cricketers)

Sl No.	Name of the Celebrity	No of Respondent Familiar	Percentage (%)
1	ViratKohli	65	32.5
2	Mahendra Singh Dhoni	54	27
3	Sachin Tendulkar	50	25
4	Rohit Sharma	10	5
5	Hardik Pandya	4	2
6	Ravichandran Ashwin	4	2
7	Bhuvneshwar Kumar	4	2
8	Suresh Raina	5	2.5
9	KL Rahul	3	1.5
10	Jasprit Bumrah	1	0.5

Popularity Score of Celebrities (Hindi Film Stars) is presented in Table 8. Popularity score of Salman Khan is 28%, Amitabh Bachchan is 22.5%, Aamir Khan is13.5%, Deepika Padukonein 11.5%, Rajinikanth is 9.5%, Akshay Kumar is 8%, Shah Rukh Khan is 5%,Ranveer Singh is 1.5%, Alia Bhatt is 1% and Ajay Devgan is 0.5%.

Table 8: Popularity Score of Celebrities (Hindi Film Stars)

Sl No.	Name of the Celebrity	No of Respondent Familiar	Percentage (%)
1	Salman Khan	56	28
2	Akshay Kumar	16	8
3	Deepika Padukone	23	11.5
4	Aamir Khan	27	13.5
5	Amitabh Bachchan	43	22.5
6	Ranveer Singh	3	1.5
7	Ajay Devgan	1	0.5
8	Alia Bhatt	2	1
9	Shah Rukh Khan	10	5
10	Rajinikanth	19	9.5

Fourth study objective is to find out the "Q" Score of Celebrities. Table 9 represents the "Q "Score of Cricketers. ViratKohli is leading with 32.5 followed by Mahendra Singh Dhoni with 27. Sachin Tendulkar is having 25, Rohit Sharma is having 5,Suresh Raina is having 2.67, Ravichandran Ashwin is having 2.23, Bhuvneshwar Kumar is having 2.18, Hardik Pandya is having 2.16, KL Rahul is having 1.76 and Jasprit Bumrah is having 0.59.

Table 9: Familiarity, Popularity and 'Q' Score (Cricketers)

Sl. No.	Name of the Celebrity	Familiarity Score	Familiarity (%)	Popularity Score	Popularity (%)	'Q' Score
1	Virat Kohli	200	100	65	32.5	32.5
2	Mahendra Singh Dhoni	200	100	54	27	27
3	Sachin Tendulkar	200	100	50	25	25
4	Rohit Sharma	200	100	10	5	5
5	Hardik Pandya	185	92.5	4	2	2.16
6	Ravichandran Ashwin	178	89	4	2	2.23
7	Bhuvneshwar Kumar	183	91.5	4	2	2.18
8	Suresh Raina	187	93.5	5	2.5	2.67
9	KL Rahul	170	85	3	1.5	1.76
10	Jasprit Bumrah	168	84	1	0.5	0.59

Table 10 represents the "Q" Score of Hindi Film Stars. Salman Khan is leading with 28 followed by Amitabh Bachchan with 22.5. Aamir Khan is having 13.5, Deepika Padukone is having 11.5, Rajinikanth is having 9.5, Akshay Kumar is having 8, Shah Rukh Khan is having 5, Ranveer Singh is having 1.53, Alia Bhatt is having 1.08 and Ajay Devgan is having 0.52.

Table 10: Familiarity, Popularity and 'Q' Score (Hindi Film Stars)

Sl. No.	Name of the Celebrity	Familiarity Score	Familiarity (%)	Popularity Score	Popularity (%)	'Q' Score
1	Salman Khan	200	100	56	28	28
2	Akshay Kumar	200	100	16	8	8
3	Deepika Padukone	200	100	23	11.5	11.5
4	Aamir Khan	200	100	27	13.5	13.5
5	Amitabh Bachchan	200	100	43	22.5	22.5
6	Ranveer Singh	195	97.5	3	1.5	1.53
7	Ajay Devgan	190	95	1	0.5	0.52
8	Alia Bhatt	184	92	2	1	1.08
9	Shah Rukh Khan	200	100	10	5	5
10	Rajinikanth	200	100	19	9.5	9.5

IV. LIMITATION AND SCOPE FOR FUTURE RESEARCH

The study has got some limitation. The study got conducted with a sample of 200 respondents in Hyderabad only and for the study only 20 Indian celebrities were selected. The study gives a clear direction for future research in this aspect of measuring the familiarity and popularity of Indian celebrities in a much broader manner with celebrities from other walks of life and among larger sample size covering much broader geographic area.

V. CONCLUSION

This research is to find out the familiarity and popularity of Indian celebrities as they are involved in endorsing different brands. The findings of the study shows familiarity and popularity of celebrities. Virat Kohli appeared to be the most popular celebrity with the highest "Q" Score and Jasprit Bumrah appeared as least preferred celebrity laving lowest "Q" Score among the Cricketers. Salman Khan appeared as the most popular celebrity with the highest "Q" Score and Ajay Devgan appeared as least preferred celebrity laving lowest "Q" Score among the Hindi Film Stars.

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