



AN ANALYSIS OF CHARISMATIC STYLE OF LEADERSHIP, THROUGH CELEBRITIES AS BRAND AMBASSADORS: A CASE ANALYSIS OF AMITABH BACHCHAN AS BRAND AMBASSADOR

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ABSTRACT

BACKGROUND

In recent years organizations have gone through dramatic changes, including flatter and looser structures, downsizing, and horizontal approaches to information flow. On the one hand these changes are due to rapid technological developments, global competition, and the changing nature of the workforce. On the other hand these organizational transformations and innovations are triggered by interventions such as total quality management and business process reengineering. Leadership is regarded as a critical factor in the initiation and implementation of the transformations in organizations. Resulting from this, a paradigm shift occurred in the past decade with the emergence of “new leadership” theories such as transformational and charismatic leadership (Bryman, 1992). This leads to our main aim of analyzing the charismatic leadership style and majorly the celebrities’ plays as Brand Ambassadors in increasing the profit and growth of the Company as whole.

AIMS

The primary objective of this study is to investigate the role and influence of Charismatic leadership style of celebrities specifically of Amitabh Bachchan.

METHODOLOGY

In this article, a Conclusive qualitative research has been conducted to design the questionnaire and run a descriptive quantitative research. A 34-item structured

Charismatic Leadership style opinion survey with a 4-point scale has been used. The survey evaluated respondent's perceptions in 5 key dimensions. The reliability of each construct was examined with Chi-Square test and Correlation Analysis. Bar charts and Pie Charts have been used to display this information. Cross tabulations has been done between questions and also using the demographic information

RESULTS/FINDINGS

To analyze the demographics a total of 190 questionnaires were distributed among the respondents, out of which 167 questionnaires were received to our satisfaction.

CONCLUSION

Celebrity endorsements do work in the Indian scenario. The level and the magnitude of the effect vary with the celebrity and the product category but most endorsements have a favourable impact.

KEYWORDS: *Leadership, Styles of leadership, Transformational leadership, Charismatic leadership, Brand Ambassador and Celebrities.*