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# AN EMPIRICAL STUDY ON CONSUMER PREFERENCE TOWARDS CELEBRITY ADVERTISEMENT WITH SPECIAL REFERENCE TOP JEWELLERY SHOPS IN CHENNAI

**Mrs. A. Kavitha**

*Assistant professor, Department of Commerce, Faculty of Science and Humanities, SRM University, Kattankulathur, Tamil Nadu, India*

## Abstract

*The paper focuses on evaluating the apples of celebrity endorsements on the acquirement ambition of these admirers and how this anon or alongside has an all-embracing apples on the quality/product. A analysis alignment has been structured so as to backpack out the analysis in an able manner. This is accomplished by adopting the qualitative analysis adjustment of all-embracing interviews and through questionnaires with the Chennai consumers who accept explained the way celebrity endorsements accept been interpreted by them in their circadian lives. This cardboard is aggravating to bandy the ablaze of the assorted factors focus on Apples of Celebrity Endorsements on Consumers "Acquirement Intentions and All-embracing Quality and the present abstraction calm through a sample of 180 respondents called randomly, this abstraction has appear absorbing insights into the affair which examines differences amid endorsements with celebrities. The ad measurement to which the media recognizes the risks encountered by celebrity commercial has been discussed. It is absolutely alluring to see how admirers chronicle themselves to these accepted celebrities and how this new address creates admiration for the artifact in the minds of the consumers.*

**Keywords:** *Celebrity, Endorsements, Consumer, purchase intention*

## Introduction

The action of application celebrities to endorse quality has been steadily accretion over endure few years. In the 1980s, ads primarily featured TV and cine stars, while today, cricketers, Bollywood actors and actresses and TV stars boss the celebrity endorsement bazaar in India. In an abode like Chennai, area Cinema stars and cricketers are idolized, advertisers see this as an befalling to aggrandize their markets and advance their quality's. A celebrity advocate is an alone who is accepted to the accessible for his or her accomplishment in the areas added than that of the artefact chic endorsed. Celebrities are humans who adore accessible acceptance by a ample amount of humans and adore a top amount of accessible awareness. Celebrities can be actors, models, sports personalities of entertainers. Beside these, there are fabulous celebrities bargain accepted as the aggregation mascots. A amulet can be an analogy of either a absolute or an abstract figure, it represent the cast and adds activity of it. It is something amid the quality's logo and a celebrity cast endorser. Some of the acclaimed mascots of all time are Asian paints' Amul Girl, Air India's, Maharajah, Onida's Devil, etc. Endorsement is a approach of cast advice area in the advocate who has already developed amicableness in the bazaar endorses artefact and acts as a hotlink amid the artefact and the consumer. It has been apparent that accepted celebrities are added acceptable to put a able angel of the artefact in the market. Qualifying and celebrity endorsements are both interlinked to anniversary added

back abounding celebrities today are added accustomed by the quality's they are associated with like Abishek Bachchan with Idea, Aishwarya Rai with L' Oreal.

## Statement of Problems

Before choosing a celebrity to endorse a product, marketers must endorse a product; marketers must make sure that there exists a "fit" between the celebrity's image and that of the product. In fact, it is a daunting task for advertisers, to search for celebrities who have an idealistic image in the minds of the consumer and are also an "ideal fit" for their products. Based upon many factors and largely on the type of product to be endorsed, advertisers choose the celebrities.

## Objectives of the Study

- To examine the role of celebrity endorsements as an advertising talent in the Chennai marketplace and the effect it has on the overall quality image
- To measure the effectiveness of celebrity advertisement of jewelery among the customers
- To find out the relationship between celebrity advertisement and the purchase intention of jewelery

## Research Methodology

The proposed study on Impact of Celebrity Endorsements on Consumers' Purchase Intentions and Overall Quality. A structured questionnaire is designed and administered to elicit responses hence; the proposed study

is both analytical and descriptive in nature. The primary data is collected through the structured questionnaire. The secondary data is collected from published manuals, magazines, journals of repute, published reports, research papers, and related web sites. It includes the demographic constructs with fitted values using simple percentage analysis as follows.

Demographic Variables	Particulars	Frequency	Percent %
Age in Years	18 to 25	20	11.11
	26 to 35	42	23.33
	36 to 45	65	36.11
	46 to 60	53	29.45
	<b>Total</b>	<b>180</b>	<b>100</b>
Gender	Male	88	48.89
	Female	92	51.11
	<b>Total</b>	<b>180</b>	<b>100</b>
Marital status	Married	74	41.11
	Unmarried	106	58.89
	<b>Total</b>	<b>180</b>	<b>100</b>
Educational qualification	Illiterate	43	23.89
	Higher Secondary	30	16.67
	Graduate	25	13.89
	Post Graduate /Others	40	22.22
	Professional Qualification	42	23.33
	<b>Total</b>	<b>180</b>	<b>100</b>
Occupation	Salaried	51	28.33
	Business	23	12.78
	Professional	38	21.11
	Retired	21	11.67
	Homemaker	47	26.11
	<b>Total</b>	<b>180</b>	<b>100</b>
Annual Income	Up to 50000	26	14.444
	50001 to 200000	32	17.788
	Above 200000 to 500000	25	13.89
	500001 to 10000000	44	24.44
	Above 1000000	53	29.45
	<b>Total</b>	<b>180</b>	<b>100</b>
Number of dependents	1 to 2	87	48.33
	3to 4	63	35
	above 4	30	16.67
	<b>Total</b>	<b>180</b>	<b>100</b>

Residing in Chennai	North Chennai	48	26.67
	Middle Chennai	65	36.11
	South Chennai	67	37.22
	<b>Total</b>	<b>180</b>	<b>100</b>
Who influences you to purchase	Friends	62	34.45
	Advertisement	87	48.33
	Opinion leader	31	17.22
	<b>Total</b>	<b>180</b>	<b>100</b>

### Inference for the above table

As per the Data collected from various respondents based on their purchase preference towards celebrity endorsement made on jewellery shops resulted an high significant data based on demographic profile of the respondent under the age group of 36 to 45 plays an high role in purchasing the jewellery product and majority of the respondents were female under the percentage level of 51.11. On the other side most of the respondents are married and when compared to educational level. Major part of them were illiterate at the percentage of 23.89%.While analysing their occupation the salaried respondents and home maker plays an significant role at the level of 28.33% & 26.11% based on purchase intension. Income is the major source of delivering the result and the result clearly explains that 29.45% of the respondents are receiving above 1,00,000. As the study focus on Chennai city the simple percentage Analysis resulted that 37.22% are from south Chennai are residing in Chennai. The final terms of purchase intension reveals that 48.33% of the respondents are influenced through advertisement.

### Statistical Analysis

The second part includes statements relating to their opinion on factors concerning Celebrity endorsements like sports persons, TV actors, TV actress, and Promotion procedures. The third part is related to celebrity-quality, celebrity couples, quality promotional efforts, and their general observations.

### One-way ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Similarity of celebrity advertisement have more attractiveness	Between Groups	236.780	39	6.071	<b>6.629</b>	<b>.000</b>
	Within Groups	128.215	140	.916		
	Total	364.994	179			
Familiarity and more familiar celebrities have magnetic attractiveness	Between Groups	173.284	39	4.443	<b>5.487</b>	<b>.000</b>
	Within Groups	113.360	140	.810		
	Total	286.644	179			

Liability of the jewellery consumers always like the physical configuration of the celebrities	Between Groups	144.954	39	3.717	<b>3.917</b>	<b>.000</b>
	Within Groups	132.846	140	.949		
	Total	277.800	179			
Similar information of celebrity confuse the jewellery consumers	Between Groups	211.385	39	5.420	<b>7.714</b>	<b>.000</b>
	Within Groups	98.365	140	.703		
	Total	309.750	179			
Jewellery consumers regularly purchase advertising by the familiar and favourite celebrities	Between Groups	174.037	39	4.462	<b>6.265</b>	<b>.000</b>
	Within Groups	99.713	140	.712		
	Total	273.750	179			
The jewellery consumers have perfectly liking for quality of product and matched with the favourite celebrities	Between Groups	109.442	39	2.806	<b>4.643</b>	<b>.000</b>
	Within Groups	84.619	140	.604		
	Total	194.061	179			

### Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean	
Pair 1	PA_Total	2.7704	180	.81195	.06052
	P_Total	2.8193	180	.62054	.04625

### Paired Samples Correlations

Pair		N	Correlation	Sig.
1	PA_Total & P_Total	180	.726	.000

### Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	CC_TOTAL - P_TOTAL	.07933	.97832	.07292	-.06456	.22322	1.088	179	<b>.278</b>
Pair 2	E_TOTAL - P_TOTAL	.14961	.83431	.06219	.02690	.27232	2.406	179	<b>.017</b>
Pair 3	T_TOTAL - P_TOTAL	-.12706	.80449	.05996	-.24539	-.00873	-2.119	179	<b>.035</b>

### Regression

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.780 <sup>a</sup>	.608	.594	.39538

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	41.883	6	6.981	44.654	<b>.000<sup>b</sup></b>
Residual	27.044	173	.156		
Total	68.928	179			

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
		1	(Constant)	1.209		
	Similarity of celebrity advertisement have more attractiveness	.094	.025	.216	3.690	<b>.000</b>
	Familiarity and more familiar celebrities have magnetic attractiveness	.046	.027	.094	1.724	<b>.086</b>
	Liability of the jewellery consumers always like the physical configuration of the celebrities	-.018	.028	-.036	-.645	<b>.520</b>
	Similar information of celebrity confuse the jewellery consumers	.130	.030	.275	4.341	<b>.000</b>
	Jewellery consumers regularly purchase advertising by the familiar and favourite celebrities	.150	.028	.298	5.375	<b>.000</b>
	The jewellery consumers have perfectly liking for quality of product and matched with the favourite celebrities	.173	.031	.291	5.585	<b>.000</b>

a. Dependent Variable: P\_TOTAL

### Inference for the above table

The researcher have used one way Anova, paired sample F test, Regression analysis using SPSS statistical software with the help of 180 respondents. Who plays a

vital role in the study area. Generally ANOVA is used to identify the level of significance using two or more values. As the result of one way ANOVA the sum of squares were clearly mentioned in two groups as between group and

within groups. Based on degrees of freedom (N-1) as 180-1=179 as the DF value the result Also highlighted the F values which mainly results the 1% level of significance in each factor. Second paired sample F test is delivered using the factors mentioned in celebrity advertisement at all level of significant at 5%.The regression result were delivered to identify the coefficient value and it also implies the T test value in different forms of functioning

### Findings and Suggestions

From the survey results and data analysis and interpretation, it is clear that celebrity endorsement definitely impacts Buyer behavior. As a promotional technique it is found to be quite useful.

The research has identified that the consumers are tolerant towards multiple celebrity endorsement with the stipulation that there should exist a common link between the product and the celebrity.

Thus the managers should take immense pain and care to ensure that the celebrity chosen to endorse the product is „right“ in terms of age, personality and the all the other symbolic properties associated with the celebrity. A very popular and good looking celebrity is not enough; the endorsement should be backed by an appropriate linkage. Also marketers should refrain from choosing celebrities who are already endorsing a complimentary product within the same product category. Celebrity endorsement is truly a multifaceted and debatable research topic. After mulling over the analysis it is evident that all the participants were very much aware of the fashion of celebrity endorsing products.

- The attractiveness of a celebrity also plays an important role in getting him/her a select category of products for the purpose of endorsements.
- The source attractiveness model also rests on social psychological research. The message depends on the familiarity, likeability, similarity of the source.
- Familiarity is defined as knowledge of the source through exposure, likeability as affection for the source as a result of the sources physical appearance and behavior and similarity as a supposed resemblance between the source and the receiver of the message.
- There appeared to be a clear demarcation between consumers, one being the „celebrity enthusiast“ and the product enthusiast
- It was observed that even though celebrity endorsement as a marketing communication activity is viewed in a positive light since the consumers used

terms like glamorous and “eye catching” to define it, the general view relating to opting for celebrity endorsed product as a personal choice was pessimistic.

### Conclusion

Qualifying and Celebrity endorsements are both interlinked to anniversary added back abounding celebrities today are added accustomed by the quality's they are associated with like Surya with Aircel, Vijay with Jos Alukkas, Prabhu with Kalyan Jewelers, Suhasini CMR arcade mall, VikramManapura Gold Loan, etc. Consumers accept acutely adumbrated that the role of celebrity endorsement is to reinforce their best of articles or account based on Quality, Price and account and a simple endorsement will not allure them appear a product. So, aartefact which meets chump expectations in agreement of its achievement ambit can alone be able by celebrity endorsement and promotion.

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