

A Study on the Impact of Celebrity Endorsed Jewellery Advertisements towards Consumers Buying Behaviour

Dr.P.K.Balamurugan,

Head, Department of Management Studies & Vice-Principal, Sri Kaliswari College, Sivakasi, Tamilnadu

INTRODUCTION

Celebrity refers to the reputation and public awareness accorded by the mass media to individuals or groups of people themselves who receive such a status of fame and attention. To promote the products or services, companies in India use famous person's image and their popularity with their permission for a selected period of time through an agreement. Consumers buying behavior is also very much influenced by the celebrities coming in the advertisement. Consumers set their mind as the products they consume are also consumed by their hero or heroine in their respective fields. Consumers are interested in the activities of celebrities and are more likely to believe the statements they make in the advertisement and view the product and the brand positively. In India, almost all the companies use celebrity as their ambassadors to popularize their products. Here an attempt has been made by the researchers to study the impact of celebrity endorsed jewellery advertisements towards consumers buying behavior.

STATEMENT OF THE PROBLEM

India has a largest market for gold jewellery. People in India are always interested to buy popular and most admired brands of jewels as it signifies a symbol of status and also used as a kind of investment. The buying behavior towards jewellery will only be planned and not impulsive. There are many factors like knowledge of the product, its price, durable life, purity, resale value, quality, advertisement, after sale service, trustworthy brand and shop etc are considered by the consumers in buying jewels. The behavior that consumers display in searching for purchasing, using, evaluating and disposing the gold jewels is greatly influenced by the celebrity endorsed advertisements as celebrities in India play a paramount role in inducing the consumers to buy branded jewels. This paper mainly focuses on the impact of celebrity endorsed jewellery advertisements towards consumers buying behavior.

OBJECTIVES

Following are the objectives of the present study.

1. To examine the impact of celebrity endorsement advertisement on buying behavior
2. To know the level of brand image created by celebrity advertisements

METHODOLOGY

The present study is empirical in nature and uses both primary data and secondary data. Primary data have been collected from the respondents with the help of a structured Interview Schedule and the secondary data have been collected from the books, journals, internet and articles. A Simple Random Sampling technique is used to collect the information from the buyers of jewellery in Madurai city. A total of 175 respondents have been identified and the researchers got response in the usual form only from 156 respondents.

REVIEW OF LITERATURE

Klaus and Bailey, 2008 in their study, found that gender differences in attitudes towards celebrity endorsements. Female consumers responded more favourably to celebrity endorsements than males, and they preferred female celebrity endorsers to males

Kamins and Ohanian in their study concluded that celebrity advertisement enhances the perceived quality of the brand and is correlated with intention to use.

TOOLS FOR ANALYSIS

Following tools have been used to analyze the data

Simple Percentage Analysis

Chi-Square Test

Weighted Average Score

HYPOTHESES

Following are the hypotheses formed to study the opinion level of brand image created through celebrity advertisements with the demographic variables.

H₀ There is no significant relationship between Gender and level of brand image created through celebrity advertisement

H₀ There is no significant relationship between Occupation and level of brand image created through celebrity advertisement

H₀ There is no significant relationship between Types of Family and level of brand image created through celebrity advertisement

H₀ There is no significant relationship between Income and level of brand image created through celebrity advertisement

RESULTS AND ANALYSIS

Simple percentage analysis has been done to study the profile of the respondents, Weighted average score is used to determine the impact of celebrity endorsed advertisements on consumer buying behavior and Chi-square test has been applied to establish the relationship between their level of brand image and independent factors, and the results of the same have been presented below.

Out of 156 respondents, 72 respondents (46.15%) are male and 84 respondents (53.85%) are female, the age of 55 respondents (35.26%) is below 25 years, the age of 75 respondents (48.08%) ranges between 26 and 40 and the age of 26 respondents (16.67%) is above 40, the monthly income of 113 respondents (72.43%) is up to Rs. 30, 000, it ranges between Rs. 30, 001 and Rs. 60, 000 for 34 respondents (21.80%) and it is above Rs. 60, 000 for 9 respondents (5.77%), 89 respondents (57.05%) are married and 67 respondents (42.95%) are unmarried, 86 respondents (55.13%) live in joint family, 70 (44.87%) live in nuclear family. 84 respondents (53.85%) view jewellery advertisements through television, 31 (19.88%) view through newspapers and 13 respondents (8.33%) view through hoardings. 96 respondents (61.53%) like cinema actors and actress, 19 respondents (12.18%) like Singers and 16 respondents (10.26%) like TV Show presenters and 7 respondents (4.49%) like Sports personalities as celebrity for jewellery advertisements.

IMPACT OF CELEBRITY ADVERTISEMENTS ON CONSUMERS BUYING BEHAVIOUR

The impact of celebrity endorsed advertisements on consumer buying behaviour has been studied by applying Likert Five point scale and the results of the same are given in the following table.

TABLE: 1 IMPACT OF CELEBRITY ADVERTISEMENTS ON CONSUMER BUYING BEHAVIOUR

S. No	Statements	Mean Score
1	Celebrities help to remember the brand	4.0705
2	Makes me look similar to the endorsing product	3.3782
3	Ensures credibility of the product	3.7308
4	Ensures quality of the product	3.0962
5	Buy a brand if my favourite celebrity advertises	2.9423
6	Ensures percentage of wastage given for the brand	2.7885
7	Prefer the product that offers the latest design which are endorsed	3.1282
8	Buy jewels in the shop advertised by celebrities	3.4872
9	Make repeated purchase	2.9103

It is clear from the above table that Celebrities help to remember the brand with the mean score 4.0705 ranks first, Celebrities ensure credibility of the product with the mean score 3.7308 ranks second and Buy jewels in the shop advertised by celebrities with the mean score 3.4872 ranks third.

TABLE: 2 MEAN SCORE OF LEVEL OF BRAND IMAGE CREATED THROUGH CELEBRITY ADVERTISEMENTS

S. No	Statements	Mean Score
1	Brand image is increased by the popularity of the celebrity	4.0064
2	Celebrity creates value to the jewellery brand	3.2179
3	Celebrity creates image to the brand	3.4359
4	Celebrity creates content to the brand	3.0385
5	Investing huge amount on popular celebrity adds brand image	3.3077
6	Celebrity makes a Brand successful	3.0064

It is clear from the above table that Brand image is increased by the popularity of the celebrity gets first rank with the mean score 4.0064, Celebrity creates image to the brand stands second with the mean score 3.4359 and Investing huge amount on popular celebrity adds brand image with the mean score 3.3077 ranks third.

OPINION LEVEL OF BRAND IMAGE

The level of brand image created by the celebrity advertisement is classified into high level, medium level and low level.

$$\text{Mean } \bar{X} = \sum X/N$$

$$= 3585/156 = 22.981$$

$$\text{Standard Deviation} = \sqrt{\sum (x-\bar{x})^2/N}$$

$$= \sqrt{1726.349/156} = 3.327$$

TABLE: 3 OPINION LEVEL OF BRAND IMAGE

S. No	Opinion Level of Brand Image	Score	Number of Respondents (%)
1	High Level (Mean + SD)	Above 26	32 (20.51)
2	Medium Level	19 to 26	95 (60.90)
3	Low Level (Mean - SD)	Below 19	29 (18.59)
			156 (100.00)

It is clear from the above table that 32 respondents (20.51%) have high level of brand image created through celebrity advertisement, 95 respondents (60.90%) have medium level of brand image and the remaining 29 respondents (18.59%) have low level of brand image created through celebrity advertisement.

RELATIONSHIP BETWEEN INDEPENDENT VARIABLES OF THE RESPONDENTS AND THEIR OPINION LEVEL OF BRAND IMAGE CREATED THROUGH CELEBRITY ADVERTISEMENTS – CHI-SQUARE TEST ANALYSIS

To examine the relationship between opinion level and independent variables, the following null hypothesis has been framed.

Ho: There is no significant relationship between various independent variables (Gender, Occupation, Type of Family, Monthly income) and opinion level of the respondents towards Brand image created through celebrity advertisements. These hypothesis have been tested with Chi-square test at 5% level of significance and the results are presented below.

TABLE: 4 OPINION LEVEL OF THE RESPONDENTS

Variable	Level of Significance	Degrees of Freedom	Table Value	Calculated Value	Result
Gender	5%	2	5.991	6.5295	Rejected
Occupation	5%	8	21.026	55.3192	Rejected
Type of Family	5%	2	5.991	1.227	Accepted
Income	5%	4	9.488	14.5889	Rejected

TABLE: 5 GENDER OF THE RESPONDENTS AND THE LEVEL OF BRAND IMAGE

S. No	Gender	High Level	Medium Level	Low Level	Total
1	Male	18	47	7	72
2	Female	14	48	22	84
		32	95	29	156

It is clear from the above table that 18 male respondents have high level of brand image created by celebrity advertisement, 47 male have medium level and 7 male have low level of brand image created by celebrity advertisement and out of 84 female respondents, 14 have high level, 48 have medium level and the remaining 22 have low level of brand image created through celebrity advertisement. In the analysis of chi-square, as the calculated value (6.5295) is more than the table value (5.991) at 5% level of significance, the null hypothesis is rejected and it is concluded that there is a significant relationship between the gender and the level of brand image created through celebrity advertisement.

TABLE: 6 OCCUPATION OF THE RESPONDENTS AND THE LEVEL OF BRAND IMAGE

S. No	Occupation	High Level	Medium Level	Low Level	Total
1	Business	9	16	8	33
2	Professional	10	25	1	36
3	Government Employee	4	17	5	26
4	Private Employee	6	9	5	20
5	House wife	3	28	10	41
		32	95	29	156

It is clear from the above table that 9 respondents doing business have high level of brand image created by celebrity advertisement, 16 have medium level and 8 have low level of brand image created by celebrity advertisement and out of 36 professional respondents, 10 have high level, 25 have medium level, out of 26 Government employees, 4 have high level, 17 have medium level and 5 have low level, 3 housewives have high level, 28 have medium level and the remaining 10 have low level of brand image created through celebrity advertisement. In the analysis of chi-square, as the calculated value (55.3192) is more than the table value (21.026) at 5% level of significance, the null hypothesis is rejected and it is concluded that there is a significant relationship between the occupation and the level of brand image created through celebrity advertisement.

TABLE: 7 TYPES OF FAMILY OF THE RESPONDENTS AND THE LEVEL OF BRAND IMAGE

S. No	Type of Family	High Level	Medium Level	Low Level	Total
1	Joint Family	17	51	18	86
2	Nuclear Family	15	44	11	70
		32	95	29	156

It is clear from the above table that out of 86 respondents living in Joint family, 17 have high level of brand image created by celebrity advertisement, 51 have medium level and 18 have low level of brand image created by celebrity advertisement and out of 70 respondents living in Nuclear family 15 have high level of brand image created by celebrity advertisement, 44 have medium level and 11 have low level of brand image created by celebrity advertisement. In the analysis of chi-square, as the calculated value (1.227) is less than the table value (5.991) at 5% level of significance, the null hypothesis is accepted and it is concluded that there is no significant relationship between the type of family and the level of brand image created through celebrity advertisement.

TABLE: 8 INCOME OF THE RESPONDENTS AND THE LEVEL OF BRAND IMAGE

S. No	Income (Rs)	High Level	Medium Level	Low Level	Total
1	Upto 30,000	20	78	15	113
2	30,001 – 60,000	10	12	12	34
3	Above 60,000	2	5	2	9
		32	95	29	156

It is clear from the above table that out of 113 respondents having monthly income upto Rs. 30,000, 20 have high level of brand image, 78 have medium level and 15 have low level of brand image, out of 34 respondents whose monthly income ranges between Rs. 30,001 and Rs. 60,000, 2 have high level, 12 have medium level and 12 have low level of brand image and out of 9 respondents having Rs. 60,000 and above, 2 have high level, 5 have medium level and 2 have low level of brand image created through celebrity advertisement. In the analysis of chi-square, as the calculated value (14.5889) is more than the table value (9.488) at 5% level of significance, the null hypothesis is rejected and it is concluded that there is a significant relationship between the income of the respondents and the level of brand image created through celebrity advertisement.

SUGGESTIONS

Following are the suggestions made based on the findings of the present study.

1. 95 (60.90%) respondents have medium level of opinion towards brand image created through celebrity advertisements. Hence, it is suggested that still more efforts may be made to improve the brand image through celebrity advertisements in all possible modes.
2. Only 7 respondents (4.49%) like Sports personalities as celebrity, hence it is suggested to involve the leading sports persons in jewellery advertisements.

CONCLUSION

The research concludes that the Celebrity endorsed jewellery advertisements are more effective than other mode. Respondents are of the view that celebrities help to remember the brand and brand image is increased by the popularity of the celebrity. As per the findings, it is finally concluded that celebrity endorsed jewellery advertisements have good impact on customers buying intention.

References:

1. *Kothari, C.R, "Research Methodology – Methods and Techniques", New Delhi, New Age International (P) Limited, 2009*
2. *Klaus, N and Bailey, A.A (2008) Celebrity Endorsements: An examination of gender and consumer's attitudes, American Journal of Business, 23 (2), PP 53-61*
3. *Kamins, "Celebrity and Non-Celebrity advertising in a two sided context", Journal of Advertising Research, 15 (2), PP, 17-24*
4. *Friedman, H, H. and Friedman, I, "Does the celebrity endorser's image spill over the product"?, Journal of Academy of Marketing Science, Volume 6.*
5. *Keller, K, L, 'Conceptualizing, measuring and managing consumer based equity', Journal of Marketing*
6. *<https://www.researchgate.net/publication>*
7. *https://en.wikipedia.org/wiki/Celebrity_branding*
8. *<https://search.proquest.com/openview>*