

Research Article



A Logical Study on Celebrity Endorsement towards Buying Behavior of Customer on Gold Jewelers with Special Reference to Chennai City.

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ABSTRACT

Advertisements are used to communicate how their products or services may be used to customers. In modern industrial economics, advertising plays a very important role acquainting the public with the nature and quality of products or services available in the market. Celebrities are the personalities that are well known in public either because of their credibility or of their attractiveness or because of both of these. To leverage this, advertisers use celebrities in their advertisement to increase the effectiveness and heighten the believability & reach of commercials to the targeted consumers. The main purpose of the study is to analyze the demographic profile of the consumers and to find out the influence of celebrity advertisement on purchase of gold jewellery. The aim of the study to analyze the impact of celebrity endorsement towards jewelry in Chennai city. The data has been collected from the five jewelry shops. The primary data has been collected from responded using structured questionnaire and secondary data has been collected from online resources, Business Journals, magazines etc. The result based on the materials and methods were analyzed using simple random sampling. The research survey identifies that most of the jeweler products attracts the customer with the help of advertisement mainly on celebrity endorsement.

Keywords: jewelry, advertisement, celebrity, impacts, new era.

INTRODUCTION

India is a country which is rich in culture and heritage. Gold has played an important part in India's culture and continues to play an integral part in our lives. Gold plays a pivotal role in our daily life. It can be clearly said that Indians love for gold is almost a religion. Besides being a symbol of wealth and status, gold is also used for worship and culture. Indian jewellery varies from region to region catering to local tastes. In India we have the traditional and modern methods of making gold. In India, jewellery design has been greatly inspired by nature: paisley motif of the mango, rice grains, melon and cucumber seeds, etc. The modern methods have new process which are used in designing ornaments and are far more popular than the traditional ones. In the past 20 years India's economy is growing at a rapid rate and the purchasing capacity of an Indian has increased to a great extent. Every Indian now aspires to buy gold. In India, nothing is more valuable than purchasing gold. For Indians, gold is wealth, financial security and also a fashion statement. These factors make India the largest consumer of gold in the world. Historical Perspective. The history of gold began in remote antiquity.

According to archaeological evidence, man's first encounter with gold was supposed to be in the 40,000 B.C when experts found traces of gold in Spanish caves used by the Paleolithic man. Initially gold was used as a decorative item in several cultures around the world.

Egyptian cultures were specifically known to be patrons of the yellow metal and it reflected in their culture immensely. From India's perspective, Indians from per-historic times had a penchant for adorning themselves

with jewelry made from gold. Ever since time immemorial people used to adorn themselves with a variety of jewels like necklace, anklets, earrings etc. With the passage of time, people soon learned the art of polishing gold and silver and to extract semi-precious gems and stones from the mines. In a market where advertising plays a vital role in coordinating consumer purchases, it becomes pertinent for companies to induct all possible measures to influence, motivate and inculcate desire to purchase jewelers, in the customer through an effective advertising campaign. Theory and practice proves that the use of superstars in advertising generates lot of publicity and attention of the customers. Jeweler shops invest enormous money to align their brands and themselves with endorsers. Such endorsers are seen as dynamic with both attractive and likeable qualities and companies plan that these qualities are transferred to products via marketing communications activities.

Furthermore, because of their fame, celebrities serve not only to create and maintain attention, but also to achieve high recall rates for marketing communication messages in today's highly cluttered environment.

Statement of the Problem

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. This paper has been



done to know the various factors which influences and attracts buying behavior of consumers towards advertisements by celebrities. More than 50 percent of commercial advertisement portray celebrities in India so; there is a need to study what motivates jewelry marketers towards this strategy and the extent to which this strategy is successful too jewelry shops. Hence this paper made an attempt to examine whether this strategy works on all kinds of jewelry products increase the sale percentage.

Objectives of the Study

1. To study the conceptual framework of the celebrity endorse.
2. To analysis the levels of selling of product and evaluate the jewelry market improvement through the celebrity endorse.
3. To know the satisfaction levels of consumers towards the parameters of branded Jewelry and the factors influencing customers to purchase branded jewelry.
4. To study the attitude of customers preference towards celebrity endorsement with special reference to jewelry products in the city of Chennai.

Scope of the Study

- Celebrity advertising has become an integral part of every big quality's promotional efforts.
- Celebrities are not only recognized but also appreciated.
- A right celebrity-quality match ensures strong and long lasting impressions of the product on the minds of consumers.
- Many celebrities today are approached for endorsements because the consumer is easily able to connect with the product.

Literature Review

Celebrity endorsement is a type of communication that conveys the idea of the product (from the manufacturer) to the consumer using the image of the endorser. The stronger the endorser the higher is **Olivier Driessens (2013)**^{1st} reported in the recent debates about the ever-growing prominence of celebrity in society and culture, a number of scholars have started to use the often intermingled terms celebrification and celebritization. Their article contributes to these debates first by distinguishing and clearly defining both terms and especially by presenting a multidimensional conceptual model of celebritization to remedy the current one-sided approaches that obscure its theoretical and empirical complexity. Here clarification captures the transformation of ordinary people and public figures into celebrities, whereas celebritization is conceptualized as a meta-process that grasps the changing nature, as well as the societal and cultural embedding of celebrity, which can be observed through its democratization, diversification

and migration. It is argued that these manifestations of celebritization are driven by three separate but interacting moulding forces: mediatization, personalization and commodification.

Dakung Reuel Johnmark, Katura James Israel, Danladi Mabur Zumbung (2014) ^{2nd} with the population and sample size of about 68 was adopted. The instrument employed to obtain data from the staff of Globacom Nigeria Limited was the questionnaire. Furthermore, the data obtained were analyzed using simple percentage presented in tables and figures and the hypothesis formulated was tested using chi-square test statistic. Our findings showed that celebrity advertising has influence on the performance of new product of Globacom Limited. Based on the findings of our study, the following recommendations were advanced: Telecom organizations should watch out for match-up between the celebrity and the product before engaging in endorsement contracts, and the Management of Telecom organizations should take note of the cost implication of engaging celebrities in advertising its market new products so as not to incur unnecessary cost.

Lin Fang, Yanqing Jiang (2015) ^{3rd} in their study with the rapid paces of product diversification and competition intensification in most commodity markets, there have been more and more ways for sellers to introduce new products and promote existing products, and for buyers to get to know those products. Using celebrities as product endorsers has become one such important way.

Therefore, the selection of the most suitable celebrity endorsers becomes an important issue that businesses and advertising agencies have to face. In this paper, based on our review of a handful of representative celebrity selection models, we analyze why and how celebrity endorsers would exert persuasion towards target consumers.

We also identify key factors that would influence endorsers persuasiveness in advertising. More importantly, we introduce our new "Ideal Match-Up Model" for celebrity endorser selection, and apply a suppositional example to illustrate how this model can work in various cases of practical use.

Vipul Jain, Abhishek Bagla(2012)^{8th} randomly selected students and staff from an affiliated Technical Institutions of Mahamaya Technical University, Noida situated at Shamli, through survey questionnaires during July-August, 2012. A total sample of 50 participants was obtained. The sample was composed of 35 female (71 percent) and 15 male (29 percent).

A cluster sampling procedure with age and degree as main control variables was applied.

All questionnaires were self-administered by the participants without interference from researchers.

Celebrity endorsements will be more effective when used consistently over time to increase the strength of the link



between the celebrity and the endorsed brand. Celebrity endorsements will be more effective when the ad execution is simple, clean, and free of irrelevant design elements.

Focus on the celebrity and the brand together.

Celebrity endorsements will be more effective when using a celebrity who is not already strongly associated with another product or service.

Celebrity endorsements will be more effective when using a celebrity with a high “fit”, “congruence”, or “belongingness” with the endorsed brand.

Celebrity endorsers can be used to effectively reinforce and/or create an image for a product or service.

Omotayo Oyeniyi (2014) 4th indicated that trust, level of expertise and the fit between the celebrity and the product have positive impact on product performance.

However, it was discovered that attractiveness of the celebrity and the similarities between the celebrity and the receiver has little effect on product performance.

Therefore, organizations desirous of making use of celebrity in promoting their products should evaluate the attributes of the celebrities that will enhance product performance.

Saumendra Das, Prasant Kumar Padhy (2012) 6th examined that brand is the most valuable asset of any company and promoting the product of that company through a brand ambassador can enhance brand value or equity which in turn can be leveraged through brand extension.

Although brand personality also nourishes brands to gain market share, command premium price and insulates from discounting brands.

Endorsing brands of any products through a well-known personality has become very prominent these days as they sort out the problem of over communication, provides instant recognition and transfers their goodwill to the brand.

There are some theories like Source Credibility Theory, Source Attractiveness Theory and Meaning Transfer Theory which provide a transparent methodology of celebrity endorsement which explains how the process of them celebrity endorsement influences the minds of the consumers.

As we know, many industries invest huge amounts of money as advertising expenditure for hiring the right celebrity.

However there lies uncertainty with respect to the returns that the company might be able to garner for the brand.

The issue of matching the values of the celebrity with the brand values is also very important, i.e. getting the right celebrity to endorse the right brand.

In this way consumers perceive the brand as having superior quality because it has been endorsed by a credible source.

On the other hand, the over popularity of the celebrity sometimes overshadows the brand.

When the celebrity is involved in multiple endorsements, it tends to create confusion among consumers and hence adversely affects the perception of the advertisement and the brand.

In this article we tried to propose the usefulness of different theories in celebrity endorsement for different Indian brands.

Vikas Kumar, Dr. Bikramjit Singh Hundal (2015) 7th research paper explored the customer perception towards celebrity endorsement.

Nine factors were manipulated in this research paper which is attractiveness, trustworthiness, physical appearance, popularity, and image/Goodwill, and reliability, negative role of celebrity, aspiration, and brand for result.

For that 100 graduates and post graduate students from Amritsar (Punjab) were taken.

Result shows that attractiveness of a celebrity endorsing a particular product/brand strongly influence a customer perception and impact of product and brand are more positive on the customer buying decision compare to celebrity endorsement.

So celebrities’s professional accomplishments and expertise may serve as a logical connection with the products, and consequently make the endorsement more believable to consumers.

A. Pughazhendi, Dr. D. Sudharani Ravindran, N. Balamurugan, M. Sathish M. Kalpana (2012) 5th aims to analyze “Effectiveness of celebrity endorsed confectionary products on children with special reference in city of Coimbatore.

The objective of the study is to know the children’s awareness of celebrity endorsed confectionary Products & their advertisements. (2) To study the impact of celebrity endorsed confectionary Products on children.(3) To know whether is there any connection between TV watching habit of children and their medium of study or not.

The study is based on the primary data collected 300 (150 children and 150 parents) from Coimbatore region with the help of a structured questionnaire.

The findings of the study states that confectionary products are concerned children sometimes insist their parents to purchase those products for them.

As far as confectionary products are concerned, children are influenced more by television advertisements and celebrity endorsed products than by the other medium of

advertising the impact of the product in the minds of the consumers.

Data Collection

The primary data are collected through questionnaire.

The first part of the questionnaire comprises of demographic factors with optional questions, 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.

Table 1: Mean Score Value

S. No.	Source	Garrett Mean Score	Rank
1	Benevolence	68.54	i
2	Standard	45.24	v
3	Loyalty	39.58	viii
4	Liability	55.3	ii
5	Community	50.32	iv
6	Style	41.32	vii
7	Announcement	45.12	vi
8	Participation	51.7	iii

Table 2: Product Attributes Preferred For Celebrity Endorsement

Responses		Percent of Cases	
N		Percent	N
Price of the product	20	20%	22%
Celebrity Endorsement	25	25%	23%
Quality of the product	20	20%	22%
Value for the money	20	20%	22%
Quality Name	15	15%	18%
100%		100.0%	107%

Source: Primary data

Celebrity Endorsements on Consumers' Purchase Intentions and Overall Quality Total respondent = 100

1) Highly Satisfy = 30% 2) Satisfy = 30% 3) Neutral = 25% 4) Dissatisfied = 15%

One of the principal objectives of the analysis was to analyze the basal factors which actuate barter to buy afar from celebrity endorsement.

This is capital for advertisement letters and average to focus on features-celebrity alone endorses and reinforces preferences.

From Table 3 it is apparent that afar from celebrity endorsements which advice in reinforcing chump preferences it is basically Quality and Price.

It is bright as to what a celebrity has to endorse – the reliable and chump affairs influences accept to be endorsed, decidedly for abstract articles area chump tends to absolutely await on endorsement by a acclaimed personality.

RESULTS AND DISCUSSION

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 source's 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

Quality 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 Jothika with Saravana Stores, Vijay with Jos Alukkas, Prabhu with Kalyan Jewelers, Suhasini AVRS Jewelers, Ninethara GRT Jewelers, 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, an artifact which meets chump expectations in agreement of its achievement ambit can alone be able by celebrity endorsement and promotion. Gold has played an important role in the life of Indians from time immemorial.

They have been an integral part of our culture and it is evident that gold is not alone used for jewelry but for other purposes as well. Times and cultures have changed, people's perceptions have changed, tastes have changed, people's outlook have changed, but the approach of

people towards gold has not changed and gold still continues to be an indispensable part in the life of an Indian.

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