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## “INFLUENCE OF CELEBRITY ENDORSEMENT ON CONSUMER BUYING BEHAVIOUR: A STUDY AMONG CUSTOMERS WITH RESPECT TO JEWELLERY INDUSTRY”

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### **Abstract:-**

Celebrity endorsement is the largest market in the world today. In the commercial, advertisers endorsed celebrities with their products to improve their profits and shift the viewer's opinion of their brand, which has a positive effect on their purchasing actions. And in this study, the focus is on the endorsement of celebrities and its effect on the buying behaviour of customers and their view of the company's brand or products.

Keywords: - Celebrity endorsement, Buying behaviour, Celebrity meaning.

### **Introduction: -**

In order to differentiate the brand from other competing brands in a highly competitive environment, celebrity endorsement has become a common practice. The stars are treated as a role model in today's world and most people are easily influenced by their favorite celebrity. This thing creates an effect on the person's purchasing behavior. Customers are attracted in this way and the company's growth increases.

In terms of buying, celebrities do not always create any sort of impact on people's minds. But it mostly gives a great effect on the perception of any product being chosen. We always think that they will be used by our favorite celebrity. We should then use it to be like them. (Khatri 2006)

Such celebrities do not necessarily need to be an international superstar, but their target audience should be extremely familiar. We see celebrities on television, film, radio, magazines

and where not, celebrity endorsements receive about billions upon billions annually and are highly recommended to promote their products throughout the dreamy world of advertising. In the perception of the consumer, they want to own that brand that enjoys a good reputation on the market and then when it involves a well-known celebrity with that brand, it becomes all the more attractive and the sense of the consumer that they will gain some status by using such brands because celebrity endorsed products satisfy this desire to enjoy a brand that comes with a status symbol.

In order to offer their brand advantage and edge over their other rivals, marketers use celebrities to endorse their products. But it takes deep understanding to employ a celebrity to fulfill the very purpose, and many other factors need to be weighted.

### **ADVERTISEMENT: -**

Each commercial's main intent is to generate attention and stimulate interest in the mind of the consumer. Today, almost every company from different industries uses advertising as their fundamental tool to encourage their services and products, because it is the best way to successfully transmit information to the enormous public. Advertising plays an important role according to the consumer purchase intention; it becomes necessary for companies to use all the tracts and tools to scrutinize customers for their offering by using different types of advertising campaigns. (Ohanian 1991).

### **CELEBRITIES: -**

Erdogan (1999) concludes that certain people who are well recognized by a significant number of people are celebrities. They have distinctive features and traits such as magnetism, peculiar living standards or exceptional abilities that are not typically experiential in ordinary individuals. Among the model sort of celebrity, for instance, actors

Players: Salman Khan, Amitabh Bachchan, Aila Bhatt, etc. Models: -

Ali Zafar, Bipasha Basu, Kareena Kapoor etc...

Sports Men: - Sachin Tendulkar, Virat Kohli, etc... are significant.

### **CELEBRITY ENDORSEMENT: -**

Celebrity endorsement by fashion and beauty brands is also used. As a celebrity's regular mass media attention reaches a broader audience, non-profit organizations often use celebrities, making celebrities an important ingredient in fundraising.

Of the following four styles, endorsements may be:— Explicit (I

endorse this product)

Implicit (I use this product)

Imperative (you should use this product)

Co-presentational mode (only appearing with the product)

### **CELEBRITY REACH: -**

Celebrity branding or promotion of the product of a business is primarily beneficial because celebrities have the opportunity to attract a wide number of prospective customers. Reach can be loosely described as the number of individuals who have seen and heard the message intended by the brands at least once. If a business is considering using celebrity branding to promote their product, they are likely more likely to try to attract the maximum number of consumers. In calculation, a celebrity influence can be seen such as the numbers a celebrity's

followers can theoretically reach millions of customers with a single message.

### **CELEBRITY ENDORSEMENT AS A STRATEGY:-**

When a balance is maintained between the product and the celebrity, a good and successful endorsement is achieved. They are literally giving their brand a face when markets allocate a product or brand to a celebrity. It is therefore a very important decision to pick a celebrity, and many factors such as looks, appeal and success should be considered.

A general belief that prevails among advertisers is that a celebrity's brand message gives them better results because such a recognized personality generates higher appeals than those supported by non-celebrities. It is very important that the message reaches the viewer quickly and produces an effect much too quickly. Unless this strategy is well integrated with the target market features and other marketing mix components such as product design, packaging, pricing, and branding itself, celebrity endorsement does not guarantee any success or impact on customer buying behavior. The endorsement of celebrities has steadily increased because it is considered important for brand communication as it is a key to marketing success. In fact, the primary factor in the positive impact of celebrity endorsement on consumer buying behavior is the public recognition of that celebrity as an admirable and desired cultural force.

### **BUYING BEHAVIOR: -**

Buying behavior is a process by which a person searches for the product or service they need or want, decides to buy, use and dispose of the required and most suitable one from different alternatives. The purchasing process model plays a very important role for everyone in marketing decisions. Instead of just purchasing decision, it makes marketers think about every step of this process because if marketers just consider the purchase decision, it may be too late for business to influence customer choice.

### **IMPACT OF ENDORSEMENT ON BUYING BEHAVIOUR: -**

Ranjbarian, Shekarchizade and Momeni (2010) agreed that advertising is an action that persuades individuals to purchase services and products or services from any specific market. The advertising message can be spread through various means, such as TV advertising, radio advertising, print promotion, online advertising, billboard marketing, in-store advertising, and endorsement. Now the question arises: which promotion category is the best? The best type of advertising depends on the type of industry or company and its requirements and desires.

McCracken (1989) found that an effective way of transferring meaning to brands was characterized by celebrity endorsements. The common belief of advertisers is that those ads, which are endorsed by famous celebrities compared to non-endorsed celebrities, have a significant and enormous impact.

### **Celebrity Brand Ranking**

We present the list of top 20 celebrity brands for 2019 below:

Celebrity	2019 Brand Rank	Brand Value (USD Mn)	2018 Brand Rank <sup>1</sup>
Virat Kohli	1	237.5	1
Akshay Kumar	2	104.5	3
Deepika Padukone	3	93.5	2
Ranveer Singh	3	93.5	4
Shah Rukh Khan	5	66.1	5
Salman Khan	6	55.7	6
Alia Bhatt	7	45.8	8
Amitabh Bachchan	8	42.5	7
Mahendra Singh Dhoni	9	41.2	12
Ayushmann Khurrana	10	40.3	New
Hrithik Roshan	11	38.9	10
Varun Dhawan	12	35.2	9
Priyanka Chopra	13	32.2	19
Ranbir Kapoor	14	27.0	16
Sachin Tendulkar	15	25.1	14
Aamir Khan	16	24.9	11
Tiger Shroff	17	24.2	New
Anushka Sharma	18	23.9	13
Kareena Kapoor Khan	19	23.7	17
Rohit Sharma	20	23.0	New

USD 1.1 Bn

## GROWTH OF THE JEWELLERY INDUSTRY IN INDIA: -



In the Indian economy, the jewelry sector plays an important role, contributing approximately 7% to GDP and 15% to India's total merchandise exports. Over 4.64 million people are employed, which is expected to reach 8.23 million by 2022. It is extremely export-oriented and labor-intensive and one of the fastest growing sectors.

The government has identified the gems and jewelry sector as a focused area for export promotion on the basis of its potential for growth and value addition.

### ABOUT MAJOR JEWELLERY INDUSTRY: -

1. TITAN COMPANY (TANISHQ)
2. KALYAN JEWELLERS INDIA LTD
3. MALABAR GOLD AND DIAMOND PVT LTD
4. VAIBHAV GLOBAL LTD
5. JOYALUKKAS
6. HARI KRISHNA EXPORTS PVT LTD
7. KIRAN GEMS PVT LTD
8. TRIBHOVANDAS BHIMJI ZAVERI LTD

### LITERATURE REVIEW:-

This study explained about celebrity endorsement or celebrity branding is an advertising strategy/marketing strategy. Business/Non-profit organizations use a marketing tool. This includes using their identity and status/fame to promote products or services. (**Journal of Critical Review**) and **Fiona Gibson (2015)** this study told about efficacy of celebrity endorsement on customer buying decisions has been examined. The findings found that customers consider celebrity endorsements more appealing. **Arora (2011)** In her research, she claimed that a celebrity can boost a product's reputation in several ways. The marketer's job is to ensure the right match between the brand and the celebrity. **Atkin and Block (1983)** It is mentioned in this study that marketers frequently practice techniques to draw the attention of the consumer in their message and to distinguish their deals from competing goods in anticipation of influencing the customer's purchase conduct. **Ahmed 2012; Ohanian 1990,1991** In this report, they claimed that the use of popular individuals in promotions dates back to the nineteenth century, and a wide number of intellectual and practical factors have been uncovered by these general promotional practices. (**Data S.P, April, 2010**) talked about

celebrity is a person with a spark to draw the attention of audiences, fascinate them and generate desired behavior towards things from the general public (Gupta, 2009). The term superstar's advocacy has therefore proven to be a valuable tool in promoting brand-related deals, adding desired feelings to products and building proprietary name recognition.

#### PROBLEM STATEMENT:-

It has been known that celebrity endorsement plays an important role in the minds for consumer while they are choosing the products. Celebrity endorsement is a smart strategy to attract members of consumers and increase the company profit. The study was conducted to measure the influence of celebrity endorsed ads on purchasing decision. And to know the consumer perception towards endorser how these perception influence their purchase decision.

#### OBJECTIVE OF STUDY:-

The major objective of the study is as follow:-

- 1) To study about the influence of celebrity endorsement of consumer purchase decision.
- 2) To know the attractive points which attracts towards celebrity endorsement?
- 3) To study about the relationship between celebrity endorsement and customer buying behavior.

#### RESEARCH METHODOLOGY:-

##### RESEARCH DESIGN:

The population of concern, due to convenience, is limited to certain parts of India. Consumers are evaluated by questions that show the impact of celebrity endorsement of various jeweler industry firms.

##### SOURCE OF DATA:-

Primary data and secondary data are the basis of the study. From the questionnaires, primary data is obtained. Primary data from current journals, documents, and academic papers is also obtained.

##### SAMPLING METHOD:-

The sample is selected by using convenience sampling method.

##### SAMPLE UNIT:-

The sample unit is from the age group of 18 to 40.

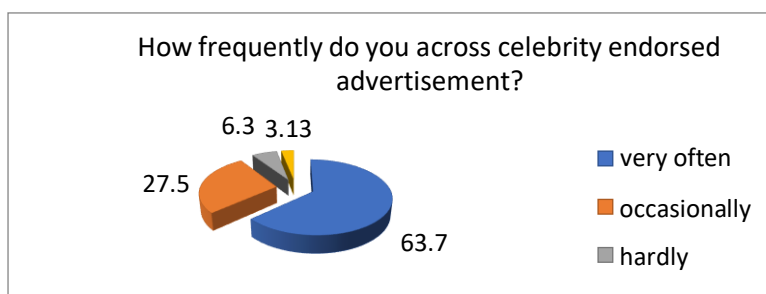
##### SAMPLING SIZE:-

It is the total number of respondents targeted for collecting the data for the research. Sample size of 100 persons taken in this research.

##### ANALYTICAL TOOL:-

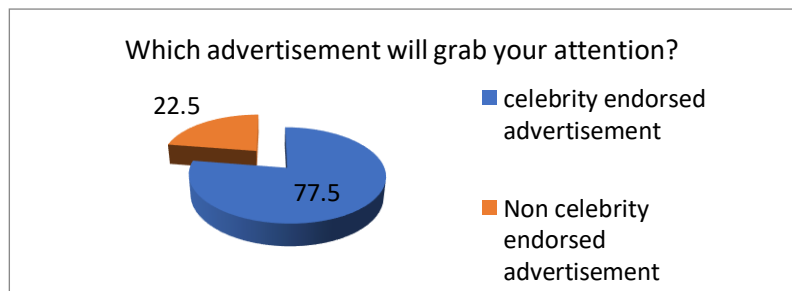
- Pie chart
- Bar graph

##### DATA INTERPRETATION:-

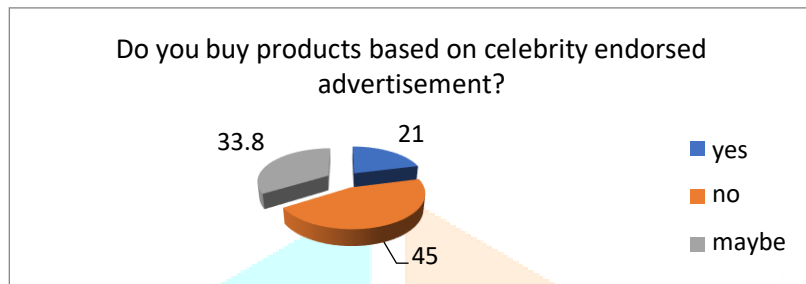




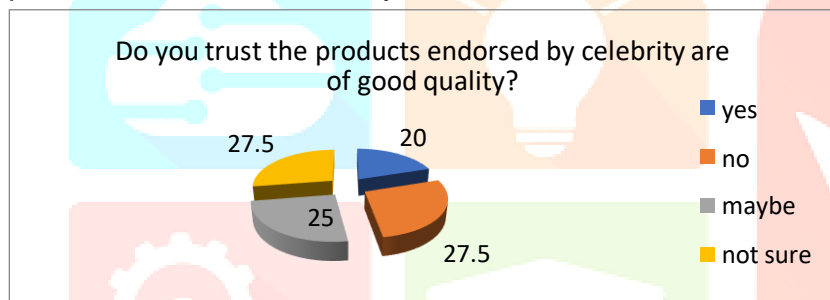
Interpretation: - From about pie chart it is clear that the majority of participants are aware about celebrity endorsed advertisement. Nearly half of participants are aware and fewer were not known.



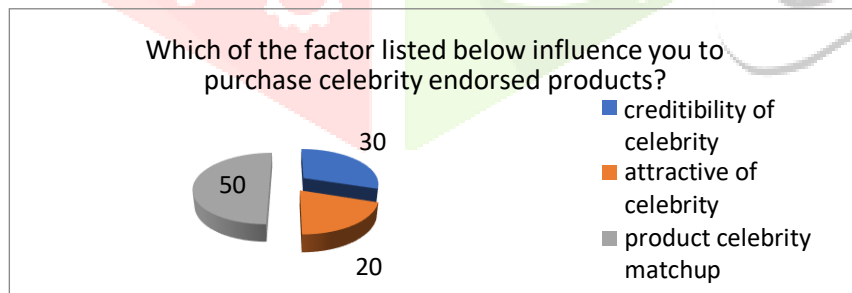
Interpretation: - From about pie chart it is clear known that majority of participants are attracted towards the advertisement endorsed by celebrity.



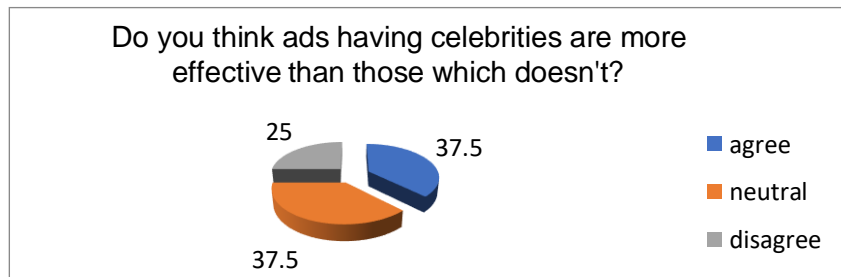
Interpretation: - From about pie chart it is clear known that majority of participants do not buy products based on celebrity endorsed advertisement.



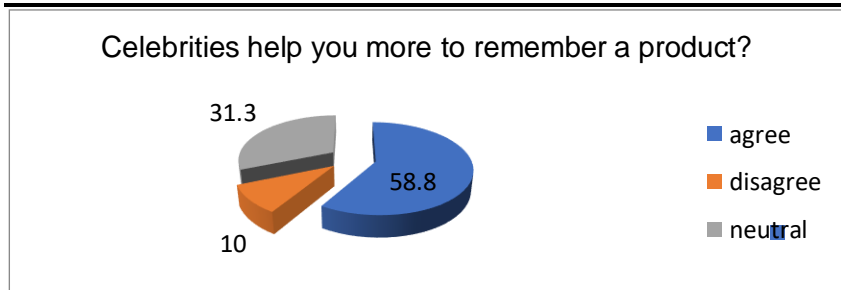
Interpretation: - From above pie chart it is clear known that majority of participants do not trust the product endorsed by celebrity.



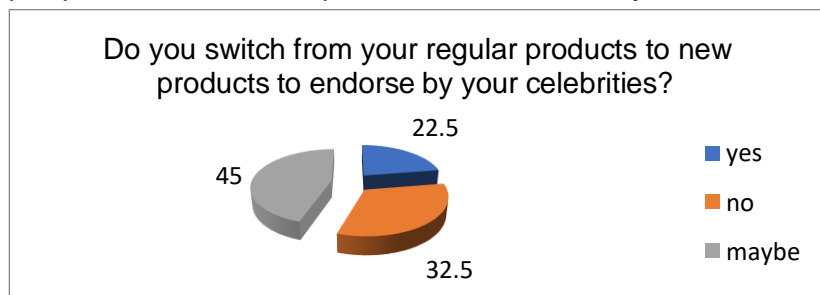
Interpretation: - From above pie chart it is clear known that majority of participants influence customers to purchase celebrity endorsed products by product celebrity matchup.



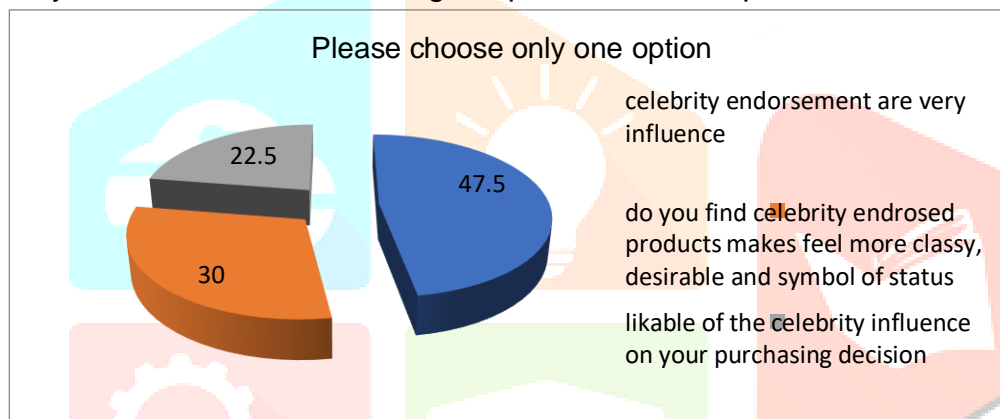
Interpretation: - From above pie chart it is clear known that majority of participants are neutral that they may be effective impact on ads having celebrities.



Interpretation: - From above pie chart it is clear known that majority of participants agree that people remember the products endorsed by celebrities.



Interpretation: - From above pie chart it is clear known that most of the participant's maybe or may not be switch from the regular products to new products to endorse by the celebrities.



Interpretation: - From above pie chart it is clear known that most of the participants are telling that celebrity endorsement is very influence.

**CONCLUSION:-**

It has been determined that advertisements endorsed by celebrities are more appealing than advertisements endorsed by non-celebrities. Furthermore, celebrity attributes that have been tested have a positive relationship with purchasing behavior. If a celebrity they admire or relate to promotes a brand, consumers are more likely to be interested in it. Finally, it is well understood that persuading customers and expressing the abstract meaning associated with a brand to the target audience is a challenging challenge.