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Impact Of Celebrity Endorsement On Reliance Trends With Special, Reference To Coimbatore City

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ABSTRACT

Celebrity endorsement is a form of advertising or marketing strategy that an organization uses to promote their product by using the fame of celebrity like actor, sportsperson, social activist and so on. Marketers use celebrity endorsers in a hope that the positive image of the celebrity endorser will be passed on to the product's or brand's image. Celebrity endorsement of a company's product is effectively large because celebrities have the potential to reach a large number of consumers. Endorsement is a channel of brand communication in which a celebrity acts as the brand's spokesperson and certifies the brand's claim and position by extending his/her personality, popularity, status in society or expertise in the field to the brand. Celebrity advertisement drives the sales of many products. These days, a celebrity advertisement can tap into the social media following of celebrities. That is direct access to thousands of eyes for a product in addition to the credibility of a celebrity endorsement.

INTRODUCTION

Celebrity endorsements generate brand awareness and play a vital role in ensuring the success of a campaign. It also helps to promote products and build credibility and help attract consumers. Celebrity endorsement has direct influence on the consumers buying behaviors and positive attitudes towards the product. Celebrity endorsement influences the feelings of the consumers and can also influence the attitude consumers have towards the advertisement and attitude towards the brands, which can increase the purchase intentions and, consequently, increase sales. Celebrity endorsement such as commercials influence clients mentally and answer their needs. It also enhances their purchasing intention, behaviour, and disposition. Today the world has become more competitive and consumers are opened to thousands for expressions and pictures in magazines, newspaper, and on billboards, websites, radio for him/her to know the wonderful and unique characteristics of the product or brand. Most of the people daily experience the constant bombardment of advertisements by the media so ultimately people become emotionless towards all the advertisements practices. Its marketers and advertisers test to discover the knob that will grasp the consumer's consideration. Celebrities are the knobs that can grasp the customer's attention easily. In today's modern era, while looking through the magazines and newspaper or even watching television, people most likely to neglect all commercials and advertisements.

SIGNIFICANT OF THE STUDY

Reliance trends is one of the fastest growing textile showrooms in Coimbatore city. It has various branches in Coimbatore. They give a tough competition in the market not only in Coimbatore but all over India. The influence of celebrities plays a major role in buying behaviour of the people. People may be influenced by the advertisement to buy the product. If their favourite celebrity is missing they might not buy that product. Therefore it is important to know how consumers respond to those products which are backed by celebrity and if celebrity endorsements encourage consumers to purchase. This study helps us to know about the increase in sale with the help of celebrity endorsement and if celebrity endorsed products are sold more. This study also reveals how celebrity endorsement affects the overall performance of reliance trends.

OBJECTIVE OF STUDY

- To understand how celebrities influence the purchasing decision of the customer.
- To investigate the impact of celebrity endorsement on consumer purchase intention.
- To explore the consumer perception of celebrity and non celebrity endorsement.
- To identify whether the celebrity advertisement results in increase in sales of Reliance trends.

RESULT AND DISCUSSION
TABLE 4.1
TABLE SHOWING THE AGE OF THE RESPONDENTS

S.NO	AGE	NO. OF RESPONDENTS	PERCENTAGE
1	BELOW 20	42	35%
2	20-30	58	48%
3	30-40	9	8%
4	ABOVE 40	11	9%
	TOTAL	120	100

[SOURCE: PRIMARY DATA]

INTERPRETATION

The above table shows that 35% (42) of respondents come under the age category of below 20 years. 48% (58) of the respondents come under the age category of 20-30 years. 8% (9) of the respondents come under the age category of 30-40 years and 9% (11) of the respondents come under the category of above 40 years.

INFERENCE

Majority of 48% (58) of the respondents come under the age category of 20-30 years.

TABLE 4.2**TABLE SHOWING THE GENDER OF THE RESPONDENTS**

S.NO	GENDER	NO. OF RESPONDENTS	PERCENTAGE
1	MALE	43	36
2	FEMALE	77	64
	TOTAL	120	100

[SOURCE: PRIMARY DATA]

INTERPRETATION

The above table shows that 36% (43) of the respondents are male and 64.2% (77) of the respondents are female.

INFERENCE

The majority 64% (77) of the respondents are female.

TABLE 4.3**TABLE SHOWING THE EDUCATIONAL QUALIFICATION OF THE RESPONDENTS**

S.NO	EDUCATIONAL QUALIFICATION	NO.OF RESPONDENTS	PERCENTAGE
1	SCHOOL LEVEL	31	26%
2	UNDER GRADUATE	71	59%
3	POST GRADUATE	14	12%
4	OTHERS	4	3%
	TOTAL	120	100

[SOURCE: PRIMARY DATA] INTERPRETATION

The above table shows that the number of respondents whose educational qualification is school level is 26% (31). 59% (71) of the respondents are under graduates. 12% (14) of the respondents are post graduate and 3% (4) of the respondents are others.

INFERENCE

The majority 59% (71) of respondents are under graduates.

TABLE 4.4

TABLE SHOWING THE LEVEL OF INFLUENCE OF CELEBRITIES OF RELIANCE TRENDS OF THE RESPONDENTS

(ATTRACTIVENESS)

S.NO	FACTORS	NO. OF RESPONDENTS	LIKERT SCALE VALUE	F _x
1	MOST INFLUENCE	53	5	265
2	MORE INFLUENCE	23	4	92
3	NEUTRAL	27	3	81
4	LESS INFLUENCE	6	2	12
5	LEAST INFLUENCE	11	1	11
	TOTAL	120		461

[SOURCE: PRIMARY DATA]

Likert scale= $\sum fx / \text{total no of respondents}$

=461/120

= 3.8

INTERPRETATION

Likert scale value 3.8 is greater than the mid value (3), thus the attractiveness of the celebrity has more influence.

TABLE 4.5

TABLE SHOWING THE LEVEL OF INFLUENCE OF CELEBRITIES OF RELIANCE TRENDS OF THE RESPONDENTS

(TRUSTWORTHINESS)

S.NO	FACTORS	NO. OF RESPONDENTS	LIKERT SCALE VALUE	F _x
1	MOST INFLUENCE	35	5	175
2	MORE INFLUENCE	36	4	144
3	NEUTRAL	28	3	84
4	LESS INFLUENCE	11	2	22
5	LEAST INFLUENCE	10	1	10
	TOTAL	120		435

[SOURCE: PRIMARY DATA]

Likert scale = $\sum fx / \text{total no of respondents}$

$$= 435/120$$

$$= 3.6$$

INTERPRETATION

Likert scale value 3.6 is greater than the mid value (3), thus the trustworthiness of the celebrity has more influence.

TABLE 4.6

TABLE SHOWING THE LEVEL OF INFLUENCE OF CELEBRITIES OF RELIANCE TRENDS OF THE RESPONDENTS

(EXPERTISE)

S.NO	FACTORS	NO. OF RESPONDENTS	LIKERT SCALE VALUE	F _x
1	MOST INFLUENCE	31	5	155
2	MORE INFLUENCE	29	4	116
3	NEUTRAL	39	3	117
4	LESS INFLUENCE	11	2	22
5	LEAST INFLUENCE	10	1	10
	TOTAL	120		420

[SOURCE: PRIMARY DATA]

Likert scale = $\sum fx / \text{total no of respondents}$

$$= 420/120$$

$$= 3.5$$

INTERPRETATION

Likert scale value 3.5 is greater than the mid value (3), thus the expertise of the celebrity has more influence.

CONCLUSION

Celebrity endorsement of reliance trends seems to have a positive impact. Consumer pay attention to celebrity endorsed ads and purchase celebrity endorsed products irrespective of other factors. Consumers get easily influenced by celebrity endorsed ads and truly believe that celebrity endorsement depicts the idea of what they imagined of buying. Despite other factors which creates a negative impact, which can be changed celebrity endorsement has a positive impact overall.

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