



# CELEBRITY ENDORSEMENT AND POST PURCHASE BEHAVIOUR - A STUDY ON GOLD JEWELLERY CONSUMERS OF SELECTED BRANDED GOLD JEWELRY SHOPS IN KERALA

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*Abstract:* Gold has always fascinated the mankind's imagination and it has got a special place in the mindset across generations. Jewellery has always been a dominant area of demand for gold. Branded jewellery has created a revolution in the gold jewellery sector and in order to compete with traditional jewellers as well as others in the field they were forced to find out something to differentiate themselves in the field. In order to achieve this, use of celebrity for endorsement became a part of advertisement campaign. Jewellery business has started investing millions on celebrity endorsers on the belief that they can accomplish a unique and relevant position in the minds of the consumers and also to achieve high recall rate. Celebrities can not only influence the intentions and buying behaviour of the consumers but also the post purchase behaviour. Perception of the consumers regarding celebrity endorsement, its influence on the post purchase behaviour, degree of influence exerted by the endorsers of different brands in Kerala are studied in detail.

*Index Terms* - Jewellery, Advertisement, Celebrity endorsement, Post purchase behaviour

## INTRODUCTION

All over the world, gold has emotional, cultural and financial value and it always fascinated the mankind's imagination and influenced their desire to possess the same. Gold also plays a key role in the economy of a country and when compared to all the precious metals it is the most popular form of investment. It is the most popular precious metal and its liquidity, high returns on investments, and universal acceptance make it an attractive trading proposition. The history of jewellery is a long one and the status accorded to jewellery in the ancient times has remained totally unchanged even in the modern times. In modern world, jewellery is considered as a must wear for women on special occasions like festivals and wedding. Jewellery has always been a dominant area of demand for gold.

During the early 90s consumers mainly bought jewellery for investment and even non-branded jewellery business was prominent in India. However the late 1990s witnessed a rapid shift in consumer taste, perception and preferences. There was a rise in demand for Branded Jewellery. It has been extremely successful in creating a stir amongst Keralites. Promotional activities help to create brand image and various promotional activities like advertising, sales promotion, salesmanship and public relation are mainly adopted by the gold jewellers to attract consumers. Through all these promotional activities jewellery shops tries to influence the emotional part of consumers.

Advertising plays a major role in gold jewellery promotion. Through advertising jewellery shops tries to influence the emotional part of gold jewellery consumers. Discounts, gifts, contests, zero making charges, free gold coins, bumper prizes and so on are offered to consumers during special occasion as a part of sales promotional activities. Public Relation activities like regular media interviews, arranging free medical camps, sponsoring public utility services and so on are playing a major role in influencing consumers. Salesmen have direct communication with the customer, understand their demand and help them to take appropriate buying decisions. Personal selling or salesmanship also plays a major role in gold jewellery market. The use of celebrities as spokespersons has become an increasingly common strategy globally these days.

Celebrities are public figures having certain image on society. Companies believe that celebrities have the power to influence the buying intentions and the post purchase behaviour of the people. Jewellery sector is facing stiff competition and celebrity endorsement is a successful strategy in such aggressive competitive environment. It is a sector where emotions play a major role in buying decisions and celebrities can play a major role in influencing the emotions of people. These are the important reasons for various businesses to hire celebrity for promoting their products and jewellery business is investing millions on celebrity endorsement on the belief that it helps in quick brand recognition and brand loyalty will be more for celebrity endorsed products.

## **SIGNIFICANCE AND SCOPE OF THE STUDY**

Jewellery market is flooded with various brands and everyone is trying various strategies to win the attention of consumers. Use of celebrity for endorsement of a brand is a marketing strategy followed by almost all branded jewellery shops in India and the jewellery business owners are spending millions on appointing celebrity as the spoke person of their brand. Many studies are conducted in the area of the role and influence of celebrities on the buying behavior of the consumers and there are not many studies on the post purchase behavior of the consumers of branded jewellery shops where celebrity endorsement played major role in winning market. Thus, celebrity endorsement in advertisement and its impact on the post purchase behavior of the consumers is of great significance.

The study is focused on the celebrity endorsement in gold jewellery business and the opinion of the consumers regarding the impact of celebrity endorsement on their post purchase behaviour, whether it differ in different brands and the impact of celebrity endorsement on the post purchase behaviour of the consumers

of the selected branded gold jewellery shops also form part of the study. Bhima, Kalyan, Josco, Malabar gold at various districts like Trivandrum in the Southern Zone, Thrissur in the Central Zone and Palakkad in the Northern Zone in Kerala form part of the study. National branded gold jewellers and non-branded gold jewellery shops do not come under the purview of the study. These shops have been selected on the basis of their market share in the jewellery business field and easy recognition by the public.

## STATEMENT OF THE PROBLEM

Gold jewellery is one of the prominent sectors in India and Kerala tops in gold consumption when compared to other states. Buying gold ornaments and investing in it became the part of the people's culture in Kerala. After the rapid changes in the economic system in 1990, various sectors witnessed stiff competition and jewellery sector was not an exception. Branded gold jewellers entered in the market and various promotional measures were implemented to capture market and celebrity endorsement was one among them. Celebrity endorsement in advertising is a popular strategy worldwide and companies are investing millions on endorsers. Companies believe that celebrities play a crucial role in influencing the intentions of consumers and repeated purchase is ensured. Success of a product depends upon many factors and repeated purchase is one among them. Whether celebrity endorsement has any role in influencing the repeated purchasing behaviour of the consumers will be useful information for the companies to decide about its effectiveness. Various branded gold jewellery shops in Kerala like Bhima, Josco, Kalyan and Malabar Gold are spending millions every year on celebrities on the belief that it not only create and maintain attention, but also achieve high recall rates. Thus the impact of celebrity endorsement on the post purchase behaviour of these brands and the degree of influence exercised by celebrities on the post purchase behaviour of the consumers and whether it varies according to celebrities are raised and analysed detail in this study.

## Review of Literature

Malik & Qureshi (2016) found that certain aspects have positive and negative relationship with buying intentions. Gender, attractiveness, credibility, endorser type & multiple celebrity endorsement are positively related to buying intention whereas multiple product endorsement maintains a negative correlation with buying intention.

Subbiah & Sathish (2020) states that multinational use celebrity endorsement as the major marketing strategy on the belief that they exercise significant influence on consumer buying behaviour and brand loyalty.

Khan. et al. (2016) studied the diversity between Indian and Pakistani celebrities on the purchase intention of Pakistanis and found out that local and Indian celebrities has similar and not much more influence on the buying intentions of Pakistanis.

Adam & Hussain (2017) studied the purchase intention of the women consumers of cosmetics and found out that celebrity endorsed advertisements helps to recall the products than the ones that doesn't have celebrities.

Sajjanan& Joseph (2018) analysed the opinion of the consumers about the icons and the influence of icons on the buying behaviour of the gold jewellery consumers of selected branded jewellery shops in Kerala found that role played by brand icon is significant in selecting a brand.

Sanjula (2017) states that women are becoming more aware of the branded jewellery and giving preference to branded jewellery these days.

## OBJECTIVES OF THE STUDY

The present study is framed to study the celebrity endorsement and its impact on the post purchase behaviour of the consumers of selected branded gold jewellery shops in Kerala and the following specific objectives have been set for the study.

1. To analyse the opinion of gold jewellery consumers on celebrity endorsement
2. To compare and contrast the influence of celebrity endorsement on the post purchase behaviour of the consumers of different branded gold jewellery shops in Kerala.

## STATISTICAL TECHNIQUES

Arithmetic mean and Chi-square test

## HYPOTHESES

There is no significant association between brand and post purchase behaviour of consumers of celebrity endorsed products

## METHODOLOGY

The present study is based on both primary and secondary data. The secondary data for the purpose of the study have been collected from the Official publications of World Gold Council, Industries and Commerce Department of Kerala, magazines and journals dealing the subject and newspapers, websites and online research studies relating to the area. The primary data have been collected from the gold jewellery consumers of Bhima, Josco, Malabar and Kalyan Jewellers in the state of Kerala.

### Sampling Design

Proportionate Stratified Random Sampling Method has been adopted for the selection of sample respondents. For the purpose of the study and for collecting primary data, the entire state of Kerala is divided into three zones such as South, Central and North Zone and Jewellery Shops such as Bhima, Josco, Kalyan and Malabar Gold has been selected. From the three zones 3 districts are selected for intensive study which is Thiruvananthapuram, Thrissur and Palakkad. 140 samples each from Bhima and Josco and 141 samples from Kalyan Jewellers and 142 Samples from Malabar Gold were selected. The sample size is selected on the basis of weekly population size of the selected branded jewellery shops at the confidence level 95 per cent and confidence interval 8 per cent. Weekly population is calculated on the basis of the average number of jewellery consumers visiting the shop a day. All the selected districts have good background in gold business

## LIMITATIONS OF THE STUDY

The researcher had to confine the study on accounts of the limitations listed below.

1. As the study deals with the major gold jewellery brands in Kerala, the management of the respective brands was reluctant in providing all the information.
2. The primary data were collected from gold jewellery consumers while they were busy buying gold. Their considered opinion may vary from time to time. However the validity of such data is ensured as the researcher contacted them in personal.

## ANALYSIS AND INTERPRETATION

### Age Group of Respondents

#### Age wise classification of the respondents

Category	Status	Frequency	Percent
Age	< 20	16	2.8
	20-40	314	55.8
	40-60	182	32.3
	>60	51	9.1
	Total	563	100.0

Source: Primary data

The preferred age group for the branded jewellery products is found to be 20-40, whose number is 314 (55.80 per cent). Similarly 32.30 per cent respondents belong to the age group of 40-60. 9.1 per cent respondents belong to above 60 and the remaining 2.8 per cent falls into the category of less than 20

The above table shows that majority of the respondents (55.8 per cent) belong to the age group of 20-40.

### Region of the Respondents

#### Region wise classification of the respondents

Category	Status	Frequency	Percent
Region	South Zone	182	32.3
	Central Zone	200	35.5
	North Zone	181	32.1
	Total	563	100.0

Source: Primary data

Region has been classified as south zone, central zone and north zone for the purpose of study. With reference to region wise comparison, 32.3 per cent of respondents from south zone, 35.5 per cent from central zone and 32.1 per cent respondents from north zone were considered for the present research study.

Majority of the respondents (35.5 per cent) belong to central zone

### Gender of the Respondents

#### Gender wise classification of the respondents

Category	Status	Frequency	Percent
Gender	Male	273	48.5
	Female	290	51.5
	Total	563	100.0

Source: Primary data

From the above table it is clear that 51.5 per cent respondents are female and the remaining 48.5 per cent are male.

Majority of the respondents (51.5 per cent) are female.

### Income Group of the Respondents

#### Income wise classification of the respondents (Monthly)

Category	Status	Frequency	Percent
Income Group (monthly)	HIG	181	32.1
	MIG	303	53.8
	LIG	79	14.0
	Total	563	100.0

Source: Primary data

With reference to the income group (monthly) 53.8 per cent respondents belong to Middle Income Group (MIG), 32.1 per cent belong to High Income Group and the remaining 14 per cent belong to Low Income Group.

Majority of the respondents belong to Middle Income Group (MIG) (53.8 per cent)

### Occupation of the Respondents

#### Occupation wise classification of the respondents

Category	Status	Frequency	Percent
Occupation	Business	93	16.5
	Professional	158	28.1
	Gvt.Employee	111	19.7
	Pvt.Employee	171	30.4
	Retired	30	5.3

Source: Primary data

With reference to occupation, 30.4 per cent of the respondents are private employees, 28.1 per cent are professionals, 19.7 per cent are Government employees, 16.5 per cent are business men and the remaining 5.3 per cent are retired.

Majority of the respondents (30.4 per cent) are private employees.

### Descriptive Statistics-Perception of the consumers on celebrity endorsement

Opinion of the consumers	Mean	Std. Deviation	Rank
Fulfillment of want satisfaction	3.798	.9919	2
Psychological tension on the purchase decision (cognitive dissonance) is reduced	3.240	.9381	9
Brings about new lifestyle to consumers	3.288	.9426	8
Consumer feels unique	2.984	.8403	10
Repetitive purchase	3.819	1.0717	1
Creates confidence for new products	3.625	.9164	5
Direct influence	3.464	.9047	6
Generates lifelong recognition	3.751	1.0614	3
More effective method of promotion	3.414	.8568	7
More likely to buy as reliability is more	3.657	.9459	4

Source: Primary Data

The table shows the post purchase behaviour of consumers of celebrity endorsed products and repetitive purchase (3.819,  $\pm 1.0717$ ) got the first rank. Similarly, the mean score assigned by the respondents to want satisfaction is 3.798,  $\pm 0.9919$  and it got the second rank. In the same way, the mean score for the

factor - generates lifelong recognition is 3.751,  $\pm 1.0614$  and it got the third rank. Likewise, the mean score assigned by the respondents to the factor- More likely to buy as reliability is more is 3.657,  $\pm 0.9459$  and it got the fourth rank. Creates confidence for new products, direct influence, more effective method of promotion, brings about new lifestyle to consumers, psychological tension on the purchase decision (cognitive dissonance) is reduced and the factor consumer feels unique got fifth, sixth, seventh, eighth, ninth and tenth ranks respectively.

Repetitive purchase got the first rank, want satisfaction got the second rank, the factor -generates lifelong recognition got the third rank and the factor- more likely to buy as reliability is more got the fourth rank.

### Celebrity endorsement and post purchase behaviour of the consumers of different branded gold jewellery shops

Post Purchase Behaviour of consumers of celebrity endorsed products of different brands	Branded Gold Jewellery Shops	N	Mean Rank
Fulfillment of want satisfaction	Bhima	140	191.41
	Josco	140	173.26
	Kalyan	141	392.35
	Malabar	142	368.95
	Total	563	
CVTS(Pearson Chi-Square)		230.366	
P Value		.000	
Result		Significant	
Psychological tension on the purchase decision (cognitive dissonance) is reduced	Bhima	140	238.40
	Josco	140	236.46
	Kalyan	141	380.02
	Malabar	142	272.55
	Total	563	
CVTS(Pearson Chi-Square)		81.338	
P Value		.000	
Result		Significant	
Brings about new lifestyle to consumers	Bhima	140	190.00
	Josco	140	253.29
	Kalyan	141	325.15
	Malabar	142	358.16
	Total	563	
CVTS(Pearson Chi-Square)		103.833	
P Value		.000	
Result		Significant	
Consumer feels unique	Bhima	140	240.15
	Josco	140	267.33
	Kalyan	141	291.04
	Malabar	142	328.75
	Total	563	
CVTS(Pearson Chi-Square)		26.185	
P Value		.000	
Result		Significant	
Repetitive purchase	Bhima	140	191.69
	Josco	140	187.08
	Kalyan	141	332.69
	Malabar	142	414.29
	Total	563	

CVTS(Pearson Chi-Square)		215.340	
P Value		.000	
Result		Significant	
Creates confidence for new products	Bhima	140	198.39
	Josco	140	209.07
	Kalyan	141	361.06
	Malabar	142	357.83
	Total	563	
CVTS(Pearson Chi-Square)		144.564	
P Value		.000	
Result		Significant	
Direct influence	Bhima	140	178.47
	Josco	140	241.06
	Kalyan	141	308.14
	Malabar	142	398.48
	Total	563	
CVTS(Pearson Chi-Square)		158.426	
P Value		.000	
Result		Significant	
Generates lifelong recognition	Bhima	140	215.58
	Josco	140	191.56
	Kalyan	141	341.71
	Malabar	142	377.36
	Total	563	
CVTS(Pearson Chi-Square)		145.856	
P Value		.000	
Result		Significant	
More effective method of promotion	Bhima	140	194.94
	Josco	140	237.01
	Kalyan	141	368.62
	Malabar	142	326.18
	Total	563	
CVTS(Pearson Chi-Square)		116.036	
P Value		.000	
Result		Significant	
More likely to buy as reliability is more	Bhima	140	230.31
	Josco	140	212.36
	Kalyan	141	343.29
	Malabar	142	340.77
	Total	563	
CVTS(Pearson Chi-Square)		86.988	
P Value		.000	
Result		Significant	

Source: Primary Data

The table shows the ranks assigned to post purchase behaviour of consumers of celebrity endorsed products. The mean rank score assigned by the respondents belongs to the brand Bhima on the factor named fulfillment of want satisfaction is 191.41. Similarly the mean rank score assigned by the respondents belongs to the brand Josco jewellery is 173.26. The mean rank score assigned by the respondents belongs to the brand Kalyan and Malabar gold is 392.35 and 368.95 respectively. Since the CVTS (Chi-Square Test) is 230.366 and P Value is 0.000, ( $P < 0.05$ ),  $H_0$  formulated in this regard is rejected. That means there is significant association between brand and the factor-fulfillment of want satisfaction.

**Brand and fulfillment of want satisfaction is dependent to each other and Kalyan has highest mean score.**

The mean rank score assigned by the respondents belongs to the brand Bhima to the next factor named reduced psychological tension on the purchase decision (cognitive dissonance) is 238.40. Similarly the mean rank score assigned by the respondents belongs to the brand Josco jewellery is 236.46. The mean rank score assigned by the respondents belongs to the brand Kalyan and Malabar gold is 380.02 and 272.55 respectively. Since the CVTS (Chi-Square Test) is 81.338 and P Value is 0.000, ( $P < 0.05$ ),  $H_0$  formulated in this regard is rejected. That means there is significant association between brand and reduced psychological tension on the purchase decision (cognitive dissonance).

**Brand and reduced psychological tension on the purchase decision (cognitive dissonance) is dependent to each other and Kalyan has the highest mean score.**

The mean rank score assigned by the respondents belongs to the brand Bhima to the factor named brings new lifestyle to consumers is 190. Similarly the mean rank score assigned by the respondents belongs to the brand Josco jewellery is 253.29. The mean rank score assigned by the respondents belongs to the brand Kalyan and Malabar gold is 325.15 and 358.16 respectively. Since the CVTS (Chi-Square Test) is 103.833 and P Value is 0.000, ( $P < 0.05$ ),  $H_0$  formulated in this regard is rejected. That means there is significant association between Brand and Brings about new lifestyle to consumers.

**Brand and Brings about new lifestyle to consumers is dependent to each other and Kalyan has highest mean score**

The mean rank score assigned by the respondents belongs to the brand Bhima to the factor named consumer feels unique is 240.15. Similarly the mean rank score assigned by the respondents belongs to the brand Josco jewellery is 267.33. The mean rank score assigned by the respondents belongs to the brand Kalyan and Malabar gold is 291.04 and 328.75 respectively. Since the CVTS (Chi-Square Test) is 26.185 and P Value is 0.000, ( $P < 0.05$ ),  $H_0$  formulated in this regard is rejected. That means there is significant association between brand and consumer feels unique.

**Brand and consumer feels unique is dependent to each other. Malabar gold has highest mean score.**

The mean rank score assigned by the respondents belongs to the brand Bhima to the factor named Repetitive purchase is 191.69. Similarly the mean rank score assigned by the respondents belongs to the brand Josco jewellery is 187.08. The mean rank score assigned by the respondents belongs to the brand Kalyan and Malabar gold is 332.69 and 414.29 respectively. Since the CVTS (Chi-Square Test) is 215.34 and P Value is 0.000, ( $P < 0.05$ ),  $H_0$  formulated in this regard is rejected. That means there is significant association between Brand and Repetitive purchase.

**Brand and Repetitive purchase is dependent to each other. Kalyan Jewellery has highest mean score.**

The mean rank score assigned by the respondents belonging to the brand Bhima to the factor creates confidence for new products is 198.39. Similarly the mean rank score assigned by the respondents belongs to the brand Josco jewellery is 209.07. The mean rank score assigned by the respondents belongs to the brand Kalyan and Malabar gold is 361.06 and 357.83 respectively. Since the CVTS (Chi-Square Test) is

144.564 and P Value is 0.000, ( $P < 0.05$ ),  $H_0$  formulated in this regard is rejected. That means there is significant association between brands and creates confidence for new products.

**Brand and the factor create confidence for new products are dependent to each other. Kalyan Jewellery has highest mean score.**

The mean rank score assigned by the respondents belongs to the brand Bhima to the factor direct consequence of icon endorsement influence is 178.47. Similarly the mean rank score assigned by the respondents belongs to the brand Josco jewellery is 241.06. The mean rank score assigned by the respondents belongs to the brand Kalyan and Malabar gold is 308.14 and 398.48 respectively. Since the CVTS (Chi-Square Test) is 158.426 and P Value is 0.000, ( $P < 0.05$ ),  $H_0$  formulated in this regard is rejected. That means there is significant association between brand and direct consequence of icon endorsement influence.

**Brand and direct influence of celebrity endorsement is dependent to each other. Malabar Jewellery has highest mean score.**

The mean rank score assigned by the respondents belongs to the brand Bhima to the factor named generates lifelong recognition is 215.58. Similarly the mean rank score assigned by the respondents belongs to the brand Josco jewellery is 191.56. The mean rank score assigned by the respondents belongs to the brand Kalyan and Malabar gold is 341.71 and 377.36 respectively. Since the CVTS (Chi-Square Test) is 145.856 and P Value is 0.000, ( $P < 0.05$ ),  $H_0$  formulated in this regard is rejected. That means there is significant association between Brand and the factor generates lifelong recognition.

**Brand and generates lifelong recognition is dependent to each other. Malabar Jewellery has highest mean score.**

The mean rank score assigned by the respondents belongs to the brand Bhima to the factor named more effective as other methods of sales promotion is 194.94. Similarly the mean rank score assigned by the respondents belongs to the brand Josco jewellery is 237.01. The mean rank score assigned by the respondents belongs to the brand Kalyan and Malabar gold is 368.62 and 326.18 respectively. Since the CVTS (Chi-Square Test) is 116.036 and P Value is 0.000, ( $P < 0.05$ ),  $H_0$  formulated in this regard is rejected. That means there is significant association between Brand and the factor more effective as other methods of sales promotion.

**Brand and more effective method of sales promotion are dependent to each other. Kalyan Jewellery has highest mean score.**

The mean rank score assigned by the respondents belongs to the brand Bhima to the factor named More likely to buy as reliability is more is 230.31. Similarly the mean rank score assigned by the respondents belongs to the brand Josco jewellery is 212.36. The mean rank score assigned by the respondents belongs to the brand Kalyan and Malabar gold is 343.29 and 340.77 respectively. Since the CVTS (Chi-Square Test) is 86.988 and P Value is 0.000, ( $P < 0.05$ ),  $H_0$  formulated in this regard is rejected. There is significant association between brand and more likely to buy as reliability is more.

Brand and more likely to buy as reliability is more are dependent to each other. Kalyan

Jewellery has highest mean score.

## **FINDINGS OF THE STUDY**

### **I Age**

Majority of the respondents (55.8 per cent) belong to the age group of 20-40.

### **II Region**

Majority of the respondents (35.5 per cent) belong to central zone

### **III Gender**

Majority of the respondents (51.5 per cent) are female.

### **IV Income Group**

Majority of the respondents belong to Middle Income Group (MIG) (53.8 per cent)

### **V Occupation**

Majority of the respondents (30.4 per cent) are private employees.

### **VI Perception of the consumers on celebrity endorsement**

Repetitive purchase got the first rank, want satisfaction got the second rank, generates lifelong recognition got the third rank and the factor- more likely to buy as reliability is more got the fourth rank..

### **VII Post Purchase Behaviour of consumers of celebrity endorsed products of different brands**

#### **Fulfillment of want satisfaction**

Brand and fulfillment of want satisfaction is dependent to each other and Kalyan has highest mean score

#### **Psychological tension on the purchase decision (cognitive dissonance) is reduced**

Brand and reduced psychological tension on the purchase decision (cognitive dissonance) is dependent to each other and Kalyan has the highest mean score.

#### **Brings about new lifestyle to consumers**

Brand and Brings about new lifestyle to consumers is dependent to each other and Kalyan has highest mean score

#### **Consumer feels unique**

Brand and consumer feels unique is dependent to each other. Malabar gold has highest mean score

#### **Repetitive purchase**

Brand and Repetitive purchase is dependent to each other. Kalyan Jewellery has highest mean score

#### **Creates confidence for new products**

Brand and the factor create confidence for new products are dependent to each other. Kalyan Jewellery has highest mean score.

#### **Direct influence**

Brand and direct influence of celebrity endorsement is dependent to each other. Malabar Jewellery has highest mean score

#### **Generates lifelong recognition**

Brand and generates lifelong recognition is dependent to each other. Malabar Jewellery has highest mean score.

### **More effective method of promotion**

Brand and more effective method of sales promotion are dependent to each other. Kalyan Jewellery has highest mean score.

### **More likely to buy as reliability is more**

Brand and more likely to buy as reliability is more are dependent to each other. Kalyan Jewellery has highest mean score.

## **SUGGESTIONS**

Branded gold jewellers in Kerala are widely using different promotional measures to influence and motivate the buying behaviour of the consumers. Use of celebrity for endorsement is a widely followed marketing strategy as a part of advertisement campaign of most of the branded gold jewellers in the study area. The study shows that post purchase behaviour of the consumers of different brands differ according to their celebrities. So the role played by celebrity is very significant as it requires huge investment. Celebrities of Kalyan and Malabar jewellers exert high influence on the post purchase behaviour of the consumers and the celebrity of Kalyan is successful in ensuring repurchase behaviour which is significant in ensuring market success. Study shows that endorsement by the celebrity of Kalyan jewelers is the most appropriate method of promotion. So other branded jewellers should find and utilize appropriate personalities to promote their brand among the public. Public figures having appreciation and popularity among the mass must be identified and used to create an image, trust and bond between the brand and the consumer.

## **CONCLUSION**

Promotional activities like advertisement, sales promotion, salesmanship and public relation are widely used by all businessmen to promote business. Celebrity endorsement became a popular strategy these days and companies are investing millions realizing its significance. Celebrities became the vital part of advertisement campaigns and many studies shows that celebrities are successful in influencing the buying behaviour of the consumers. The present study was an attempt to analyse the influence of celebrities on the post purchase behaviour of gold jewellery consumers of selected branded gold jewellery shops in Kerala. The study revealed that it plays a major role in ensuring repetitive purchase and the post purchase behaviour of the consumers of jewellery brands differ according to the celebrities. So branded jewellery shops should be very cautious while selecting the celebrities.

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