



## Influence of Celebrity Advertisement on Consumers Purchase Decision for Gold Jewellery

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### KEYWORDS :

**Introduction**

Using celebrities as spokespersons to promote products, services and ideas has been a popular advertising strategy around the world. Celebrities are believed to exert special influence on the public via advertising due to their distinctive qualities compared to average persons or anonymous models. As their images are created in a public stage and their meanings are derived from the culture, celebrities are often viewed as symbols of the culture. The use of such persons in jewellery advertising and its impact are therefore likely to be increasing. This study makes an attempt to analyze whether consumers are aware of celebrity advertisement and whether they are effective and the consumers are attracted by these advertisements.

**Objectives**

The study focuses on the following objectives:

- To analyze the demographic profile of the consumers
- To find out the influence of celebrity advertisement on purchase of gold jewellery

**Methodology**

To undertake this study, a sample of 400 gold jewellery consumers from Coimbatore city have been selected by applying simple random sampling technique. A structured questionnaire has been administered to the consumers and primary data have been collected. Simple percentage analysis is used to analyze the primary data. Secondary data have been collected from journals, magazines, websites and books.

**Results and Discussions**

**General Profile of Gold Jewellery Consumers**

The general profile of gold jewellery consumers has been presented in the following Table.

**Table No. 1 – General Profile of the Consumers**

Demographic Factors		No. of Consumers	Per cent
Gender	Male	81	20.2
	Female	319	79.8
Age (in years)	Less than 25	46	11.4
	26-35	76	19.0
	36-45	159	39.8
	46-55	100	25.0
	Above 55	19	4.8
Marital status	Married	347	86.8
	Unmarried	53	13.2
Educational Qualification	No formal education	20	5.0
	School level	159	39.8
	College level	126	31.4
	Professional	95	23.8

Occupational Status	Agriculture	26	6.5
	Professional	60	15.0
	Salaried	109	27.2
	Business	67	16.8
	Unemployed	138	34.5
Monthly Family Income (Rs.)	Less than 25000	171	42.8
	25001 – 50000	129	32.2
	50001 -75000	59	14.8
Monthly Savings (Rs.) TOTAL	75001 and above	41	10.2
	Less than 5000	232	58.0
	5001 – 10000	106	26.5
	Above 10000	62	15.5
	400	100.0	

Source: Primary data

The above table indicates the general profile of the 400 consumers who have purchased gold jewellery. About 79.8 % of the respondents are females, 39.8 % of the respondents are between 36-45 years of age, 86.8 % of them are married, 39.8 of them are educated upto school level, 34.5 % of them are unemployed. 42.8% of the consumers earn less than Rs. 25,000 and save less than Rs.5,000 for a month.

**Awareness of Celebrity Advertisement**

**Table No. 2 Aware of Celebrity Advertisement – Multiple Response**

Celebrities	No. of Consumers	Per cent	
Aware of celebrities	Amithabachan	236	60.8
	Sathyaraj	294	75.8
	Prabhu	349	89.9
	Vijay	355	91.5
	Madhavan	347	89.4
	Ilayaraja	277	71.4
	Mohan lal	250	64.4
	Surya	355	91.5
	Iswaryarai	255	65.7
	Shruthihasan	328	84.5

Source: Primary data

It is observed from the above table that, 91.5 per cent of the consumers are aware of Vijay followed by Prabhu (89.9), Madhavan (89.4) and 60.8 per cent of the consumers are aware of Amithab Bachan.

**Necessity of Celebrity Advertisement**

**Table No. 3 Necessity of Celebrity Advertisement**

Necessity of Celebrity Advertisement		No. of consumers	Per cent
Is-Celebrity advertisement needed	Yes	253	63.3
	No	147	36.7
Reasons for necessity of celebrity advertisement	Reaching of the product message	112	44.3
	Remembrance	55	21.7
	Ensures reliability	21	8.3
	Attractiveness	81	32.0
Influenced by celebrity advertisement	Always	39	9.8
	Most of the times	62	15.5
	Sometimes	105	26.3
	Rarely	75	18.8
	Never	119	29.8
Opinion on price	High	76	19
	Moderate	148	37
	Low	20	5
	No idea	156	39

Source: Primary data

**Necessity of celebrity advertisement**

63.3 per cent of the consumers have opined that, celebrities are necessary for jewellery advertisement and 36.8 per cent have opined that celebrities are not necessary for jewellery advertisement. Majority of the consumers feel that celebrities are necessary for jewellery advertisement because it easily reaches the consumers.

**Reasons for necessity of celebrity advertisement**

44.3 per cent of the consumers have opined that, to reach the product message celebrity advertisement is necessary, 32 per cent say that it attracts the customer, 21.7 per cent say that product is remembered when celebrity comes in the advertisement and only 8.3 per cent of the consumers have opined that celebrity advertisement ensures reliability on product. Most of the consumers have stated that, in order to reach the consumers with product message, celebrity advertisement is necessary.

**Influence of celebrity advertisement**

29.8 percent of the consumers have never purchased gold jewellery due to the influence of celebrity advertisement, 26.3 per cent sometimes buy, 18.8 per cent rarely buy, 15.5 per cent buy most of the times and only 9.8 per cent of the consumers have purchased gold jewellery due to the influence of celebrity advertisement. Most of the consumers have never purchased gold jewellery due to the influence of celebrity advertisement.

**Opinion on the price of the jewellery endorsed by celebrity**

39 per cent of the consumers do not have any idea on price of the jewellery endorsed by celebrity, 37 per cent have opined that, it is moderate, 19 per cent opined that it is high and only 5 per cent of the consumers have opined that price of jewellery endorsed by celebrity is low.

**Conclusion**

Majority of the consumers are aware of celebrity advertisement and Vijay is the most popular celebrity among the consumers. Consumers have stated that, celebrity advertisement is necessary in order to reach the product message to the consumers but it has not influenced their purchase decision.

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