



# A Study on the Consumer Preference Towards Celebrity Endorsement with Special Reference to Jewellery Products in the City of Chennai an Empirical Analysis

## KEYWORDS

Celebrity endorsement, Jewellery products, Consumer preference, influencing factors

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**ABSTRACT** *Over the past five years, a convergence of social media and celebrity culture has refashioned the red-carpet jewellery game. Not every jeweller interested in celebrity exposure is in a position to shift operations to domestic to international markets but to attract and influence customers. The speed with which a piece of jewellery showcased on a celebrity can sell is not the only thing that has changed in the two decades but the faith which the consumers have on their favourite stars. With the right celebrity endorsement, consumer demand for a particular piece of jewellery can go from 'might buy' to 'must buy!' The power of the celebrity endorsement can elevate the worth of virtually any piece of jewellery. Brand ambassadors are there in the hope that consumers have a respect for that celebrity, and that respect will become associated with the products. Reasons for the failures of the ads featuring celebrities included confusion about the product being endorsed, a dislike of the celebrity and thus there is a positive aspect and negative aspect in celebrity endorsement in jewellery. The main efforts taken in this study is to identify those factors which influence the consumers to get influenced towards a celebrity endorsed advertisement with special reference to Jewellery products in the city of Chennai. The study concentrates on a Factor analysis (A data reduction technique) to identify the main factors which influence the consumers to prefer celebrity endorsement.*

## I – Introduction

Celebrity endorsement is a big market in India and continues to grow bigger. However, in spite of prevalent use of celebrities for endorsement, not all celebrity endorsements have been successful. Even though gold ornaments are ostensibly bought as accessories for the fairer sex, many jewellers are now using male celebrities as brand ambassadors. Since gold prices began skyrocketing in the past decade, jewellers from Kerala, which has the highest per-capita consumption of gold in the country, have moved away from female brand ambassadors and signed on male celebrities, supposedly to underline the quality of the product. Celebrities have an overwhelming influence on a common man's life. Perhaps, this is one of the reasons why the brand advertisers bank upon the stars for their endorsements. The glamour industry is majorly based on publicity and presence. What is out of sight goes out of mind of the audience. So, even when the celebs don't have any film releases, they still need to make their presence felt and maintain their stardom. And becoming a brand ambassador is one of the most impactful ways to grow one's celeb quotient! Though the value of each star depends upon the success of their films, and thus even the celebs mint a lot of money through brand endorsements and this has led to the growth of celebrity endorsement.

## Meaning –Celebrity Endorsement

Endorsements are a form of advertising that uses famous personalities or celebrities who command a high degree of recognition, trust, respect or awareness amongst the people. Such people advertise for a product lending their names or images to promote a product or service.-Anonymous

## Research Methodology

The data were collected from the respondents using simple random sampling were the sample size is 200. The data has been collected from those respondents residing in and around Chennai and thus it is also a limitation of the study. The collected data were analyzed using SPSS to derive results and to provide solution.

## Study Objective

To study the consumer preference towards celebrity endorsement with special reference to jewellery products in the city of Chennai

## II- Review of Literature

(Ms. Jyoti Kasana and Mr. Naveen Choudhary 2014) This research focuses on various factors involved in celebrity endorsement like Price vs. Profit, Multiple brand endorsement vs. multiple celebrity endorsement as well as various factors impacting a brand while being viewed by a consumer. Apart from selecting a celebrity it is also important to measure effectiveness of that celebrity. Various examples of celebrities have been mentioned giving a proof that celebrity endorsements have positive impact on brand and sales

**McCracken (1989)** defined celebrity endorser as "any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement" Endorsement by celebrities is not a new phenomenon, however today celebrity endorsement has become one of the most popular forms of advertising (**Choi & Rifon, 2007**) including in the non-profit sector (**de los Salmones, Dominguez, & Herrero, 2013**). The current popularity of celebrity endorsements can be attributed to the numerous benefits companies have seen by utilizing this form of advertisement. In today's media cluttered environment where it is difficult to grab consumer's attention, marketing managers are looking for celebrities to gather attention and mileage, giving companies a better chance of communicating their message to consumers (**Erdogan, Baker, & Tagg, 2001; Kamins,**

(**AJAI KRISHNAN G\*;** LIGO KOSHY) In this study the authors collected a sample of sample of 200 customers from Ernakulam city of Kerala is collected by using simple random sampling. Overall, phenomenon of celebrity endorsement was found to be influencing. The results they concluded is " maintain that customers are motivated to purchase gold not only because of the celebrities that ap-

pear in advertisements but also on the celebrity-product association.

**DATA ANALYSIS & INTERPRETATION**

**Table No 1.0 Showing Demographic profile of the respondents**

Gender	Frequency	Percent
Male	152	76.0
Female	48	24.0
Total	200	100.0
Age	Frequency	Percent
Up to 20 years	97	48.5
21-25 Years	55	27.5
26-30 Years	40	20.0
Above 30 Years	8	4.0
Total	200	100.0
Marital Status	Frequency	Percent
Single	109	54.5
Married	91	45.5
Total	200	100.0
Educational qualification	Frequency	Percent
Up to HSC	45	22.5
UG	97	48.5
PG	40	20.0
Professional	18	9.0
Total	200	100.0
Occupation	Frequency	Percent
Salaried	78	39.0
Business	38	19.0
Professional	40	20.0
Retired	24	12.0
Home maker	20	10.0
Total	200	100.0
Monthly income	Frequency	Percent
Up to Rs.25,000	60	30
Rs.25,001 -50,000	40	20
Rs.50,001-75,000	60	30
Above Rs.75,000	40	20
Total	200	100

**Interpretation for the above Demographic profile of the respondents**

The above analysis with regard to gender reveals that for gender wise distribution of respondents. Out of 200 respondents, **76 %** of respondents were male and **24 %** of

respondents were female. In case of age of the respondents it can be inferred that **48.5%** of the respondents belong to the age group of Up to 20 years. **27.5%** of the respondents belong to the age group of 21 – 25 years, 20% of the respondents belong to the age group of the above 26-30 years, and the remaining **8%** of the respondents belong to the age group of above 30. With regard to the marital status it is clear that 54.5% of respondents were single and **45.5%** of respondents were married which shows the marital status

With regard to educational qualification wise distribution of respondents. The majority **48.5%** of the respondents were in U.G qualified customers, and **22.5%** of the respondents up to HSC qualification, 20 % of the respondents were in the PG qualification finally **9%** respondents were in the professional qualification. In case of Occupation wise distribution of respondents. Majority 39% of respondents were salaried, 20% of respondents were Professional and 19% of respondents were Business. **12 %** of respondents was retired and 10% of respondents were Home maker. The percentage analysis for monthly income wise distribution respondents shows that 30% each of the respondents were less than Rs.25000/- monthly income, 20% of them were Rs.25001-50000 monthly income, 30% of the respondents monthly income Rs.50001 – 75000 and remaining 20% of the respondent's income were above Rs.75,000.

**Reliability test**

Since this research has utilized proper linkert -type scale it is important to test the internal consistency and the reliability of the questionnaire and thus we employ a Cronbach's alpha test. A total of 12 scale constructs were tested for reliability and the below table clearly shows that the set of constructs used in this study is perfect and highly reliable.

Reliability Statistics	
Cronbach's Alpha	N of Items
.712	12

**Sample adequacy test and sphericity test**

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.722
Bartlett's Test of Sphericity	Approx. Chi-Square	247.625
	Df	40
	Sig.	.000

**FACTOR ANALYSIS**

Communalities	Initial	Extraction
Preference –scale items		
Favourite star inspires to purchase	1.000	.349
Good satisfaction at the end of the purchase	1.000	.669
Keeps me excited to see my favourite star in the advertisement	1.000	.927
Ensure that my next purchase will the product i see in the advert endorsed by my star	1.000	.451
command a high degree of recognition	1.000	.959
Having a strong control on Trust	1.000	.725
positive impact on brand and sales	1.000	.958
To show a token of respect to the celebrity	1.000	.906
Increases the worth of virtually any form of product and service	1.000	.941
Quality assured when celebrity uses the products in advertisement	1.000	.905
zero-tolerance policy until purchase	1.000	.941

Extraction Method: Principal Component Analysis.

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.136	28.512	28.512	3.136	28.512	28.512	2.982	27.107	27.107
2	2.892	26.287	54.799	2.892	26.287	54.799	2.840	25.822	52.929
3	2.402	21.837	76.636	2.402	21.837	76.636	2.608	23.707	76.636
4	.996	9.052	85.688						
5	.715	6.496	92.184						
6	.435	3.954	96.138						
7	.302	2.746	98.884						
8	.098	.893	99.777						
9	.021	.190	99.966						
10	.004	.034	100.000						
11	5.792E-017	5.265E-016	100.000						

Extraction Method: Principal Component Analysis.

Rotated Component Matrix <sup>a</sup>			
	Component		
	1	2	3
To show a token of respect to the celebrity	.949	-.061	.042
Quality assured when celebrity uses the products in advertisement	.948	-.065	.040
Having a strong control on Trust	.829	.191	.032
Favourite star inspires to purchase	.588	-.053	.000
Ensure that my next purchase will the product i see in the advert endorsed by my star	.289	.183	.185
positive impact on brand and sales	-.091	.969	.101
Keeps me excited to see my favourite star in the advertisement	-.053	.959	-.071
command a high degree of recognition	.213	.948	-.118
zero-tolerance policy until purchase	.067	-.033	.967
Increases the worth of virtually any form of product and service	.067	-.033	.967
Good satisfaction at the end of the purchase	.022	-.012	.818

Extraction Method: Principal Component Analysis.  
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 4 iterations.

**Interpretation for factor analysis**

Finally the rotated component analysis is used to shows the factor loadings for each scale construct. Based on the highest factor loadings each the following names have been given.. The factors have been rotated so that each factor has significant loadings (more than 0.40) ideally with not more than one variable.

**First variable can be termed as "Attachment towards celebrity"**

**Second variable can be termed as "Trust in Quality"**

**Third variable can be termed as "Satisfaction and worthy feeling"**

**CONCLUSION**

Due to the immense availability of media, the emergence of a new stage of commercial communication has taken place. An increase in the use of celebrities in brand message communication among both non luxury brands and luxury brands has taken place and especially the jewellery business. New models, Favourite stars, TV Anchors

are been used for the promotional activity. The consumers strongly believe when they see their stars being endorsed for a product or a service. It has been proved from the discussion that celebrity endorsements are a powerful and useful tool that magnifies the effect of a campaign but the word of caution to be followed seriously; celebrities alone do not guarantee success nor does a great advertising campaign or the best possible product. It is the combination of several factors and elements that work together for the success of a brand and its acceptance in the minds of consumers as well as for its market offering. 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 of commercials. Prior to this research, many researchers have proven facts that celebrity endorsement does cast its impact

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