



IMPACT OF CELEBRITY ENDORSEMENT TOWARDS JEWELLERY MARKETING PROMOTION WITH SPECIAL REFERENCE TO SALEM CITY

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Abstract

This Article focuses on evaluating the impact of celebrity endorsements towards jewellery marketing promotion. A research methodology has been structured so as to carry out the research in an effective manner. This paper is trying to throw the light of the various factors focus on Impact of Celebrity Endorsements towards jewellery marketing promotion. Purchase decisions and Brand promotion and the present study collected through a sample of 100 respondents selected randomly, this study has implies impressive insights into the topic which examines differences between endorsements with celebrities. The data collection is based on both the primary and secondary data sources. The primary data were collected through questionnaire. Finally, the data were analyzed and suggestions were given through this study.

Key Words:Endorsements, Jewellery, Celebrity.

Introduction

The strategy of using celebrities to endorse brands has been steadily increasing over the last few years. Celebrity endorsement in India started in the late 1980s.while today, cricketers, Bollywood actors and actresses and TV stars dominate the celebrity endorsement market in India. In a place like Chennai, where Cinema stars and cricketers are idolized, advertisers see this as an opportunity to expand their markets and promote their brands. A celebrity endorser is an individual who is known to the public for his or her achievement in the areas other than that of the product class endorsed. Celebrities are people who enjoy public recognition by a large number of people and enjoy a high degree of public awareness. Celebrities can be actors, models, sports personalities of entertainers. Beside these, there are fictional celebrities popularly known as the company mascots. Endorsement is a channel of brand communication where in the endorser who has already developed goodwill in the market endorses a product and acts as a link between the product and the consumer. It has been seen that popular celebrities are more likely to image of the product in the market. Branding and celebrity endorsements are both interlinked to each other since many celebrities today are more recognized by the brands they are associated with like NayantharaforGRT, Prabhu for Kalyan,Vijay with Jos Allukas, Prabhu with Kalyan Jewellers, Samantha with khazana, MadhavanwithJoy Alukkas, DeepikaPadukone with Tanishqetc.

Review of Literature

G Ajai Krishnan, Koshy Ligo (2013), in their study titled, possessing gold jewellery is firmly embedded in Indian customs and traditions although little academic attention has been paid to identify the impact of celebrity advertisement in gold jewellery buying behaviour. 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 & reach of commercials to the targeted consumers. Prior to this research, many researchers have proven facts that celebrity endorsement does cast its impact. This research actually moves on the same line and affirms the impact of celebrity endorsement on customers' buying intention. The results maintain that customers are motivated to purchase gold not only because of the celebrities that appear in advertisements but also on the celebrity-product association.

Scope of the study

1. Celebrity advertising has become an integral part of every marketing brand promotional efforts.
2. Celebrities are not only recognized but also appreciated.
3. A right celebrity-brand match ensures strong and long lasting impressions of the brand on the minds of consumers.
4. Many celebrities today are approached for endorsements because the customers are easily able to connect with the brand.

Objectives of the study

1. To analyze the impact of celebrity endorsement towards jewellery marketing promotion.
2. To identify the major factors that influences the purchase decision.
3. To know celebrity endorsement helps in brand promotion.
4. To know the type of celebrity endorsement persuaded personally to purchase jewellery.



Limitations of the study

The study is confined to Salem City only. Hence the finding cannot be generalized to other. The scope of the study has been limited to certain aspects like purchase decision, brand promotion. The numbers of respondents are 50 only.

Area of the study: This study focus on the impact of celebrity endorsement towards jewellery marketing promotion with special reference to Salem city.

Period of the study: The period of the study covers one month during 1st October to 31th October 2017.

Data collection

Primary Data: A questionnaire cum schedule was prepared and the primary data were collected.

Secondary data: Secondary sources of data of this work were obtained from websites, reports, journals and books.

Research Methodology: Research Methodology is a way to systematically solve the research problem. It explains the various steps that are generally adopted by a researcher in studying the research problem along with logic behind them. The systematic search will help the researcher to find out the solution for various problems.

Sample size and location: Sample size for this study is 50 respondents around Salem city.

Sampling Design

Tools used for analysis

For the analysis of data and its interpretation, various tools are employed without which the analysis and interpretation of the data, will be difficult to identify the problems and also suffer from many errors. This may be solving through the analysis and give suitable results. Major tools used to the purpose are,

1. Simple Percentage Analysis
2. Chi – Square Test

1.Simple Percentage Analysis

In this study of the percentage analysis is used.

$$\text{Percentage} = \frac{\text{No.of Percentage}}{\text{Total No.of Respondent}} \times 100$$

2.Chi- Square

The Chi – Square test is one of the simplest and most widely used non – parametric tests in statistical work. The symbol χ^2 is the Greek letter chi the chi – square test was first used by Karl Pearson in the year 1900. The quantity chi-square describes the magnitude of the discrepancy between theory and observation.

It is defined as,

$$\chi^2 = \sum_{i=1}^n \left[\frac{(O_i - E_i)^2}{E_i} \right] \approx \chi^2(r-1)(c-1) d.f$$

Where,

O_i = Refers to the Observed frequencies.

E_i = Refer to the expected frequencies.

Calculate the expected frequencies

In general the expected frequency for any cell can be calculated from the following equation:

$$E = \frac{RT \times CT}{N}$$

E = Expected Frequency

RT = The Row total for the row containing the cell.

CT = The Column total for the column containing the cell.

N = the total number of observation.



Table 1: Gender Wise Classification of the Respondents

S. No	Gender	No. of respondents	Percentage
1	Male	17	66
2	Female	33	34
	Total	50	100

Source: Primary data

Inference

From the above table it shows that 66per cent of the respondents are Male, and the remaining 34per cent of the respondents are Female. It shows that most of the respondents were male it indicates Male respondents.

Chart: 1GenderWise Classification of the Respondents

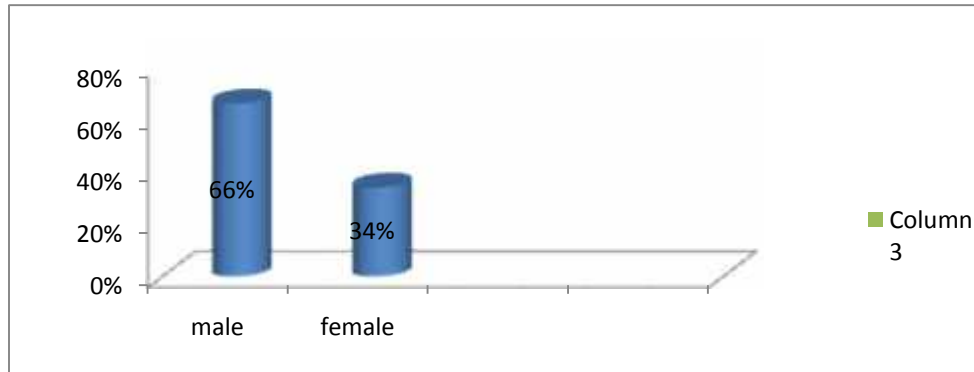


Table 2: Age Group of the respondents

S.No	Age	No. of respondents	Percentage
1.	Below 25years	28	56
2.	26-30	6	12
3.	31-35	6	12
4.	36-40	7	14
5.	41-45	1	2
6.	46-50	-	0
7.	Above51	2	4
	Total	50	100

Source: Primary data

Inference

From the above table it is observed that 56 per cent of the respondents are between the age group of Below 25 years. 14 per cent of the respondents are 36-40 years, 12 per cent of the respondents are 26-30 years, and 12per cent of the respondents are31-35 years, 4percentof the respondents areAbove51 years and the remaining 2%percnnnt of the responds are 41-45years.

Chart 2: Age Group of the respondents

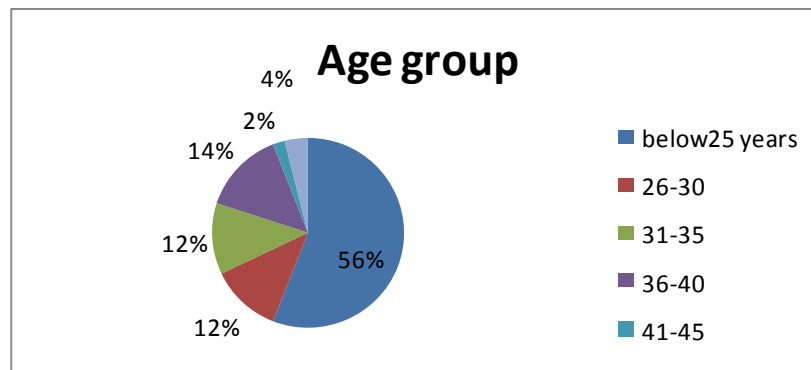




Table 3: Educational Qualification of the respondents

S. No	Educational Qualification	No. Of respondents	Percentage
1	School Level	-	0
2	Graduates	3	6
3	Post Graduates	36	72
4	Professional	9	18
5.	Others	2	4
	Total	50	100

Source: Primary data

Inference

From the above table shows that 72per centof the respondents are Post Graduates, 18per cent of the respondents are Professional, and 06per cent of the respondents are Graduates, remaining4 per cent of the respondents are others.

Chart 3: Educational Qualification of the respondents

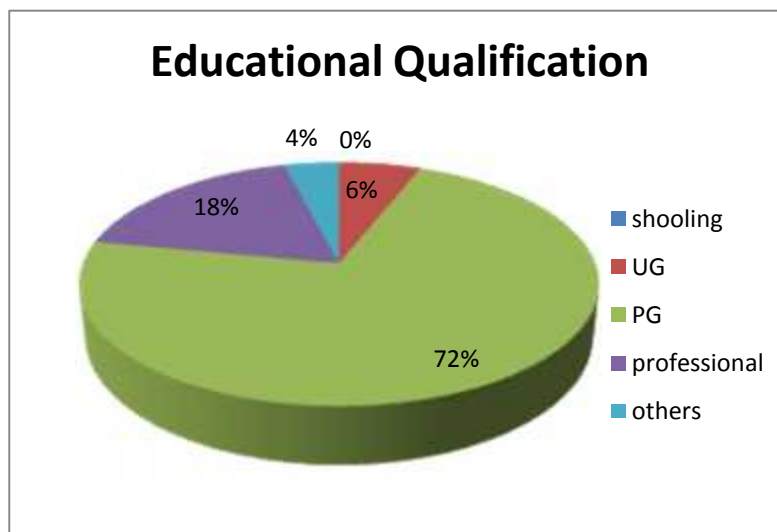


Table 4: Occupation wise classification of the respondents

S.No	Occupation	No. of Respondents	Percentage
1.	Government	23	46
2.	Private	3	6
3.	Business	-	-
4.	Self Employed	3	6
5.	House Wife	1	2
6.	others	20	40
	Total	50	100

Source: Primary data

Inference

From the above table 46per cent of the respondents are Government employees, 40per cent of the respondents are others, 06per cent of the respondents are Private,6per cent of the respondents are self employed and the remaining 02per cent of the respondents are House Wife.



Chart 4: Occupation wise classification of the respondents

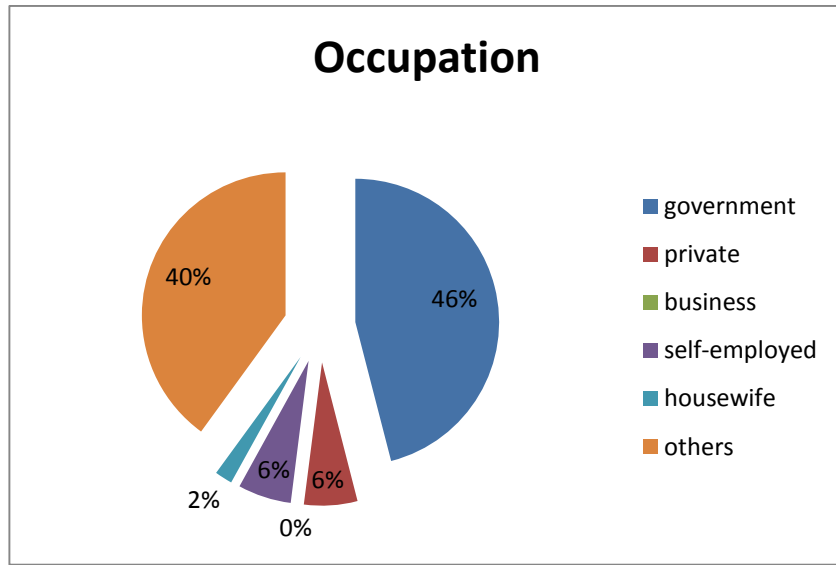


Table 5: Monthly income of the respondents' family

S.No	Monthly Income (In Rs.)	No. of Respondents	Percentage
1.	Below 30000	2	58
2.	30000 - 50000	7	14
3.	50001 - 70000	7	14
4.	70001 - 90000	5	10
5.	Above 90000	2	4
	Total	50	100

Source: Primary data

Inference

From the above table 58 per cent of the respondents are Below 30000, 14 per cent of the respondents are 30001 to 50000, 14 per cent of the respondents are 50001 to 70000, 10 per cent of the respondents are 70001 to 90000, remaining 4 per cent of the respondents are above 90000.

Chart 5: Monthly income of the respondents' family

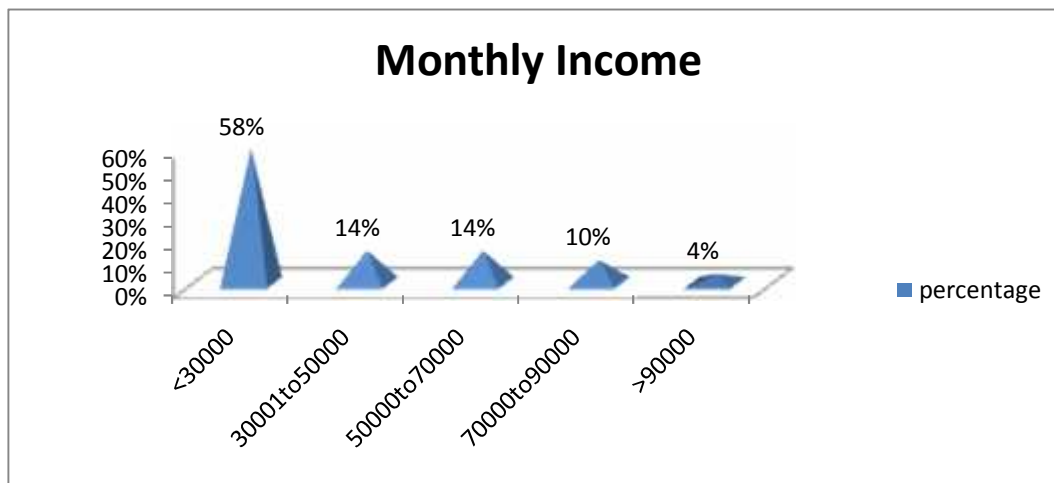




Table 6: Purpose of purchasing gold jewellery

S. No	Purpose of purchasing	No of respondents	Percentage
1.	Marriage	12	24
2.	Savings	24	48
3.	Festivals	4	8
4.	Gift	2	4
5.	Occasional	5	5
6.	Others	3	3
	Total	50	100

Source: Primary data

Inference

From the above table 48 percent of the respondents are Savings purpose of purchasing, 24 percent of the respondents are Marriage purpose of purchasing, 8 per cent of the respondents are Festival purpose of purchasing, 5 per cent of the respondents are Occasional purpose of the respondents, 4 per cent of the respondents are Gift purpose of purchasing, remaining 3 per cent of the respondents are other purpose of purchasing.

Chart 6: Purpose of purchasing gold jewellery

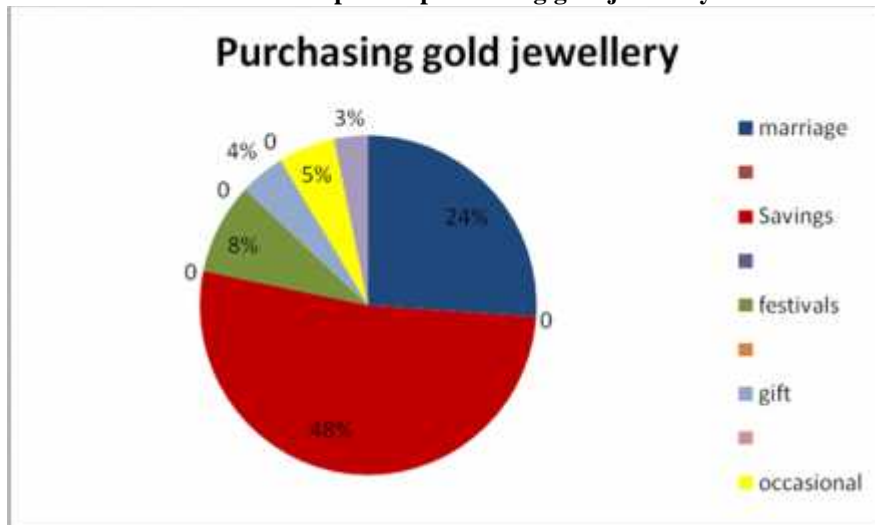


Table 7: Frequency of purchasing gold jewellery of the respondents

S.No	Frequency of Purchasing	No. of Respondents	Percentage
1.	1 in a year	37	74
2.	2 in a year	9	18
3.	3 in a year	-	-
4.	4 in a year	1	2
5.	No purchase	3	6
	Total	50	100

Source: Primary data

Inference

From the above table 74 percent of the respondents are purchasing 1 in a year, 18 percent of the respondents are purchasing 2 in a year, 6 per cent of the respondents are no purchase, and 2per cent of the respondents are 4 in a year.



Chart 7: Frequency of purchasing gold jewellery of the respondents

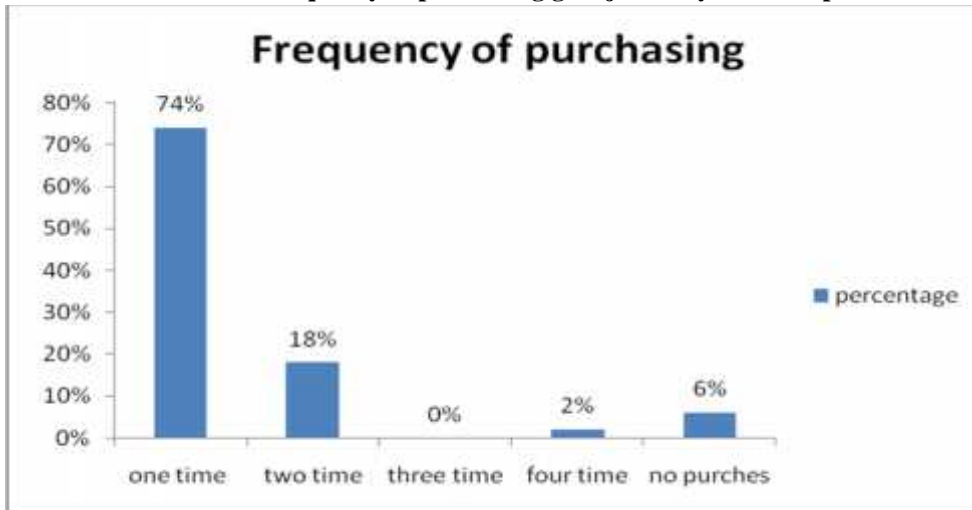


Table 8: Influencing purchase decision of the respondents

S. No	Purchase decision	No. Of respondents	Percentage
1.	Parents	20	40
2.	Wife	7	14
3.	Husband	7	14
4.	Children	6	12
5.	Friends	5	10
6.	Relatives	2	4
7.	Advertisement	3	6
8.	Celebrities	-	-
	Total	50	100

Source: Primary data

Inference

From the above table 40 percent of the respondents are purchase decision of parents, 14 percent of the respondents are purchase decision of Wife, 14 per cent of the respondents are purchase decision of Husband, 12 per cent of the respondents are purchase decision of Children, 10 per cent of the respondents are purchase decision of Friends, 6 per cent of the respondents are purchase decision of Advertisement, remaining 4 per cent of the respondents are purchase decision of Relatives.

Chart 8: Influencing purchase decision of the respondents

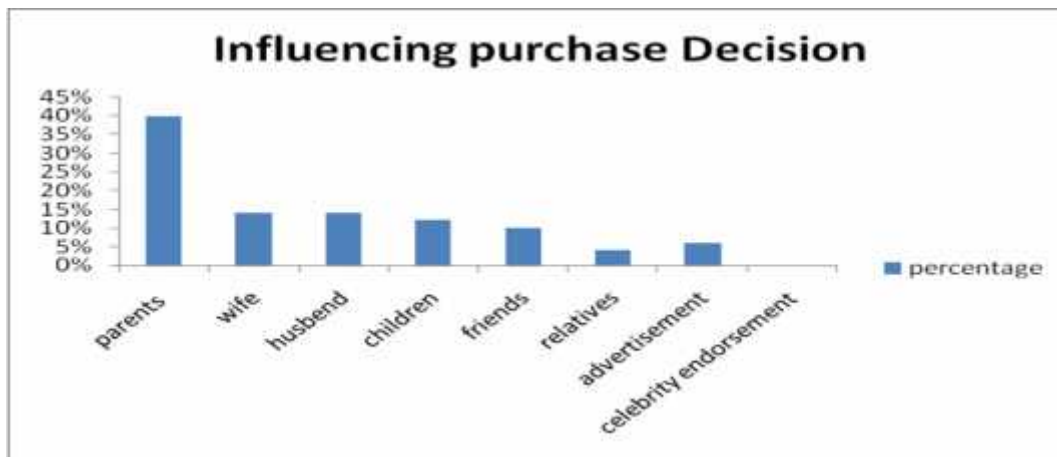




Table9: Branded Jewellers of the respondents

S. No	Branded Jewellers	No. of respondents	Percentage
1.	Kalyan	14	28
2.	GRT	1	2
3.	AVR	26	52
4.	Khazana	3	6
5.	Tanishq	3	6
6.	ANS	2	4
7.	Coimbatore jewellers	1	2
	Total	50	100

Source: Primary data

Inference

From the above table 52percent of the respondents are Branded jewellers of AVR, 28 percent of the respondents are Branded jewellers of Kalyan, 06 per cent of the respondents are Branded jewellers of Khazana, 06 per cent of the respondents are Branded jewellers of Tanishq, 04 per cent of the respondents are Branded jewellers of ANS, 02 per cent of the respondents are Branded jewellers of GRT, remaining 02 per cent of the respondents are Branded jewellers of Coimbatore jewellers.

Chart9: Branded Jewellers of the respondents

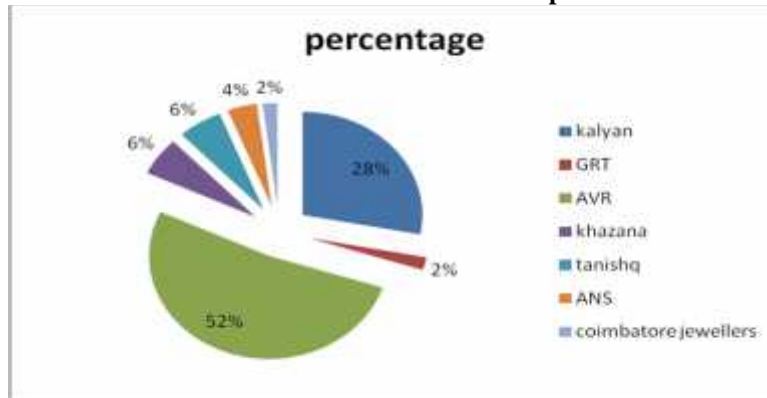


Table: 10 Source of Information of the respondents

S. No	Sources of Information	No. Of Respondents	Percentage
1.	TV	45	90
2.	Magazine	4	8
3.	Newspaper	1	2
4.	Pamphlets	-	-
5.	Boarding	-	-
6.	Hoarding	-	-
	Total	50	100

Source: primary data

Inference

For the above table 90percent of the respondents are Source of information of TV, 08 percent of the respondents are Source of information of Magazine, 02 per cent of the respondents are Source of information of Newspaper.



Chart: 10 Source of Information of the respondents

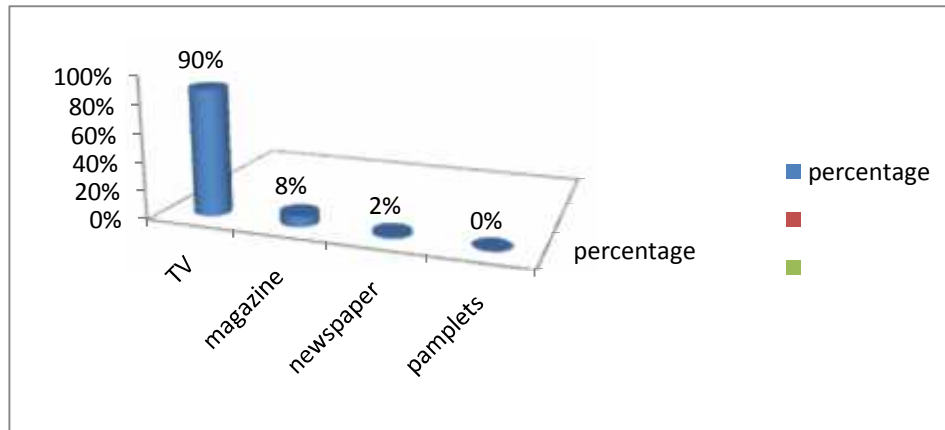


Table: 11 Types of celebrity endorsement persuades

S.No	Types of Celebrity	No. of respondents	Percentage
1.	Film Star	25	50
2.	sportsmen	2	4
3.	Models	11	22
4.	others	12	24
	Total	50	100

Source: primary data

Inference

From the above table 50percent of the respondents are celebrity endorsement persuades Film Star, 24 percent of the respondent’s are celebrity endorsement persuades others, 22 per cent of the respondents arecelebrity endorsement persuades Models, remaining 4 per cent of the respondents are celebrity endorsement persuades Sports man.

Chart: 11 Types of celebrity endorsement persuades

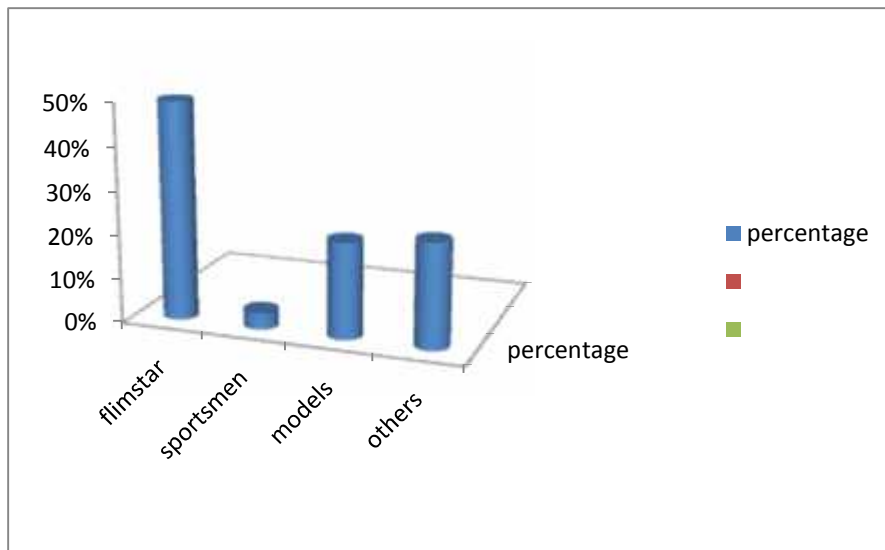




Table12: Gender and Purchase decision

Gender	1	2	3	4	5	6	7	8	Total
Male	7	6	0	0	2	2	0	0	17
Female	13	1	7	6	3	-	3	0	33
Total	20	7	7	6	5	2	3	0	50

Calculation of Chi-Square Test

O _i	E _i	(O _i -E _i)	(O _i -E _i) ²	(O _i -E _i) ² /E _i
7	7	0	0	0
6	2.4	3.06	12.96	5.4
0	2.4	-2.4	5.76	2.4
0	2.04	-2.4	4.16	2.04
2	2	0	0	0
2	1	1	1	1
0	1.02	-1.02	1.04	1.02
0	0	0	0	0
13	13.2	-0.2	0.04	3.03
1	5	-4	16	3.2
7	5	2	4	0.8
6	4	2	4	1
3	3.3	-0.3	0.09	0.03
-	1.32	-1.32	1.74	1.32
3	2	1	1	0.5
0	0	0	0	0
Calculated value				21.74

Test of significance

Factors	X ² value at 5% significance level with 7 degrees of freedom	Calculated value	result
Gender and purchase decision	14.067	21.74	Reject Ho

Hypothesis:

Ho: There is no influence of gender in purchase.

H1: There is influence of gender in purchase.

Result

Since calculated X²value (21.74) is greater than the table value (14.067), so the hypothesis is rejected. Therefore there is an influence of gender in purchase.

Table showing monthly income and influence of your purchase

Monthly Income	Price	Celebrity endorsement	Quality	Design	Others	Total
<30,000	5	0	11	6	2	24
30001to50000	1	0	6	3	2	12
50001to70000	0	0	0	7	0	7
70001to90000	1	0	2	2	0	5
>90000	0	0	1	1	0	2
Total	7	-	20	19	4	50



Calculation of chi- square test

O _i	E _i	(O _i – E _i)	(O _i – E _i) ²	(O _i -E _i) ² /E _i
5	3.36	1.64	2.69	0.800
0	0	0	0	0
11	9.6	1.4	1.96	0.204
6	9.12	-3.12	9.73	1.07
2	1.92	0.08	6.4	3.33
1	1.68	-0.68	0.46	0.27
0	0	0	0	0
6	4.8	1.2	1.44	0.3
3	4.56	-1.56	2.43	0.533
2	0.96	1.04	1.1	1.146
0	0.98	-0.98	0.96	0.97
0	0	0	0	0
0	2.8	-2.8	7.84	2.8
7	2.66	4.34	18.83	7.07
0	0.56	-0.56	0.31	0.55
1	0.7	0.3	0.09	0.13
0	0	0	0	0
2	2	0	0	0
2	1.9	0.1	0.01	5.26
0	0.4	-0.4	0.16	0.4
0	0.28	-0.28	0.08	0.28
0	0	0	0	0
1	0.8	0.2	0.04	0.05
1	0.76	0.24	0.06	0.07
0	0.16	-0.16	0.02	0.125
			Total	25.358

Test of significance

Factors	X ² value at 5% significance level with 4 degrees of freedom	Calculated value	Result
Monthly income and influence of purchase	26.296	25.358	accepted Ho

Hypothesis

Ho: There is no influence in decision of purchase.

H₁: there is influence in decision of decision of purchase.

Result

As the calculated X²value (25.358) is lesser than the table value (26.296), so the hypothesis is accepted. There is no influence in decision of purchase in monthly income.

Findings

1. The most of the respondents are female.
2. The majority of the respondents are coming under the age group of below 25 years.
3. 72 per cent of respondents are belonging to post graduate.
4. 46 per cent of the respondents are government employee.
5. 58 per cent of the respondents are come under the level of < 30000.
6. 48per cent of the respondents are purchasing gold jewellery for savings purpose.
7. 40 per cent of the respondents are purchase decisions are decided through parents.
8. 74 per cent of the respondents are purchasing once in a year.
9. 52 per cent of the respondents are purchased in the AVR jewellery.
10. 90per cent of the respondents are highly influenced by television media.
11. 80 per cent of the respondents are known the celebrity of their brand.
12. 64per cent of celebrity endorsement helps in brand promotion.



13. 52per cent of sales are increased because of celebrity endorsement.
14. 48 per cent of the respondents purchase reasons are quality.

Suggestions

1. The study highlights that, most of the respondents are purchasing gold jewellery at 'AVR Swarnamahal' which means local brand has impressed than that of national level or state level brands, hence, those brands have to change the strategy to impress Salem city people to walk towards their outlets.
2. Most of the respondents have expressed the reason for choosing a particular brand for its quality, so it is suggested that the quality has to be maintained.
3. The study experienced that, the sales are increased because of celebrity endorsement, so the same strategy to be continued.
4. Study reveals that, the celebrity endorsement helps for brand promotion. Hence the same strategy may be continued.
5. Middle class people expressed that the price of gold has to be decreased to purchase more, this may be exercised by decreasing the wastage and making charges and possible discounts may be announced to grab more quantity of sales.

Conclusion

The research revealed about impact of celebrity endorsement towards jewellery marketing promotion with special reference to Salem city. The Sales are higher because of celebrity endorsement. Celebrity endorsements are also helping in brand promotion. A celebrity helps companies to increase their total revenue. Hence the selection of celebrity is more important than their endorsement. The impact of this type of strategy may take change in the days to come but before that every brands can make use of this strategy to improve their sales.

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