

A Study on Impact of Celebrity Endorsement on Women's Buying Behaviour towards Diamond Jewellery at MV Jewels, Bangalore

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Abstract - Celebrity endorsement is one of the most popular tools for advertising in last few years. Marketers endorsed their products by using celebrity's leads to impact on sale and changed their perception towards the brands. This study examined the relationship between celebrity endorsement and women buying behaviour towards diamond jewellery. Based on the research gap there is a scope for the researcher to know the influence of celebrities on women buying behaviour towards diamonds jewellery. Women customers are more attracted to jewellery segments especially for gold and diamond. The literatures were reviewed and data were collected from the respondents of MV Jewels. The result indicates that celebrities are highly influencing women buying behaviour. Every celebrity has some personality traits and these traits have very much important role while doing endorsing every product. The study reveals that companies are choosing celebrities based on their trustworthiness, likability, credibility, and expertise and how suitable for that particular product. Company which uses right celebrity at right time for endorsing their products increases their sales. This paper concluded that celebrity endorsement creating a positive buying attitude among women towards diamonds jewellery. It recommends that company should focus more on promotional tools and techniques to boost the diamond jewellery sales of MV Jewels.

Key words: Advertising, Behaviour, Credibility, Endorsement, Influence, Trustworthiness.

I. INTRODUCTION

Celebrity endorsement is one of the famous techniques of advertisement in recent time. In today celebrity are being treated as a role model. People are changing their life style and buying habit with their favorite celebrity. This thing has created a great impact on consumer buying behaviour. The famous personalities had a great impact on moulding consumer buying habit. Selecting the right celebrity at right time is one of the big decisions while designing advertisement. So this research trying to understand whether celebrity can influence on buying behaviour of women customer and how company using the right celebrity at right time for promoting their product. Celebrities are considered to be role models in this era. Almost every brand is using celebrities to promote their product. A lot of customers and their lifestyle are being influenced by celebrities. These things create an impact on their buying behaviour. Today consumers very much aware of these marketing techniques used in order to influence their purchase decision.

Trustworthiness is one of the important aspects of celebrity endorsement. Customers are buying or using the

product only after analyzing person's credibility and sincerity. Trustworthiness includes many components like honesty, credibility, sincerity, fairness. While choosing a celebrity for advertising a product the company should analyze whether the celebrity is trust and credible or not. Choosing honest and sincerity person for promoting the product will leads to minimize the company's risk. Many studies reveal that women customer trust more on women celebrities and men customer trust more on men celebrity.

Attractiveness

The concept of attractiveness in celebrity endorsement creates two opinions. First one, attractiveness especially physical appearance creates a positive buying attitude among customers. And second one, physical attractiveness not much affecting purchase intention. In this concept there are two type of attribute.

- Physical Attributes
- Non-physical Attributes

In traditional concept physical appearance make sense in customer to purchase something. But coming to this modern era people are not only looking physical

appearance and they expecting some unique attribute like achievement in carrier, tact and intelligence etc.

Kahle and Homer conducted a research in 1985 about how celebrity influence on beauty product. Their study reveal that, for endorsing product like beauty soap, face wash, facial cream, hair oil, hair colour and shampoo it is better to choose celebrity much enforced by physical appearance. People they are using this kind of product want to be like celebrity. So marketers use this kind of technique in their advertisement

Familiarity

Familiarity means number of people who know the celebrity. Different company has taken their brand ambassador differently. Some may be regional, national or international. It depends on how popular that product is. If a product is available in different country, the company may use international celebrity. If the product only available in certain country, then company uses popular celebrity in that particular country. If the product only available in some specific area, then celebrity became regional one. But these strategies also may change according to company perception about the brand and their advertisement budget. Familiarity of a celebrity plays an important role in moulding consumer behaviour. Celebrity credibility is directly associated with familiarity of celebrity. If the celebrity is popular and familiar among public the product will get maximum reach and publicity. If the people don't know the celebrity the whole advertisement became a negative.

Expertise

Expertise refers to how knowledgeable a person in particular field. Every celebrity should have proper knowledge about what they are promoting. Without proper knowledge about the product if celebrity promotes then customer does not like it, leads to negative publicity. But if celebrity not aware about its inner fact the degree by which communicator is perceived becomes invalid. So before doing the endorsement celebrity should study about the product properly.

II. CONSUMER BEHAVIOR

Consumer Attitude

Attitude may be positive or negative. Celebrities play an important role in attitude formation. If the company using the right celebrity to endorse their product can help in creating a positive attitude. Suppose if celebrities getting entangled in controversies can affect the brand and their product.

Consumer Perception

It is the process by which an individual select, organize and interpret a stimuli into a meaningful

Picture of the world. In the consumer point of view how customer sees the product or brand around us. Consumer perception is an important component of consumer behaviour. Perception is depends on stimuli that is coming out from the source. It may be normal Advertisement or celebrity endorsement. If a company using the celebrity to endorse their product marketers should ensure that consumers organize and interpret messages correctly without any mistake. While doing a celebrity endorsement perceived quality coming by extrinsic cues.

Consumer Motivation

Motivation is a driving force within individual that impels them to action. Consumers have multiple needs. They are more aware about their gold and need. So marketers should understand their need and want to enhance their product sale. There so many technique to motivate consumer. In advertisement area so many theories to promote consumer to buy the product. Sometime small word or picture leads to motivate consumer to buy that particular product. It may be the effect of celebrity or other attribute associated with the product. So understanding consumers and their need is an important aspect in consumer behaviour.

Consumer buying behaviour

Purchase of products that comes under luxury category is not a spontaneous process. Consumers reach their purchase decision only after conducting so many internal researches and gather more information about that particular product. They take the decision only after comparing so many products and its current strength in the market. There are many variables that affect consumer buying behaviour. Among those influencers celebrity endorsement caters a big role in buying intention. Celebrities have many important variables such as trustworthiness, likability, attractiveness and credibility. These variables have special ability to mould consumer behaviour. Each variables like a stimuli which help to people to buy that particular product. Consumer behaviour includes variables like motivation, attitude, Perception, learning etc. each variables have positive and negative side. If the external stimuli are not proper it leads create negative buying behaviour. Celebrity helps to people to develop positive learning and attitude in purchase process. Human psychology plays an important role in these areas.

Women's consumer behaviour

Buying habit of women is entirely different from men shopping habits. The type of promotional activities that need to motivate women customers includes offers, celebrity endorsement etc. marketers are much aware about this facts. Celebrity endorsement is one of the most influential techniques to motivate for women customers. Attractiveness of the celebrity, this principle states that an attractive endorser will have a positive impact on the

endorsement. The endorser should be attractive to the target audience in certain aspects like physical appearance, intellectual capabilities, athletic competence, and lifestyle. It has been proved that an endorser that appears attractive as defined above has a greater chance of enhancing the memorability of the brand that she endorses.

III. FACTORS AFFECTING BUYING BEHAVIOUR OF CUSTOMERS

- ✓ **Cultural factors**
 - Subculture
 - Culture of social classes
- ✓ **Social factors**
 - Family
 - Reference group
 - Roles and status
 - Social customs and traditions
 - Income level of customer
- ✓ **Personal factors**
 - Age and stage in life cycle
 - Occupation
 - Economic circumstances
 - Life style
 - Personality
 - Self-concept
 - Gender
 - Education
- ✓ **Psychological factors**
 - Motivation
 - Perception
 - Learning beliefs
 - Attitudes

IV. CELEBRITY ENDORSEMENTS AND CONSUMER DECISION

The consumers show greater recall of products that have been endorsed by celebrities – regardless of whether they are actual fans or not. The human brain recognizes celebrities similarly to how it recognizes people we actually know. The effect is that, if consumers happen to be fans, they place a higher value on products that celebrities are endorsing – it is as if they are receiving advice from a valued friend. With celebrities vouching for or promoting their products, brands can increase awareness, trust and familiarity, which are important variables in the purchase decision-making process. Consumers feel more sympathetic towards a brand, if their products are promoted by a celebrity they admire or relate to. It's a simple psychological effect: Subconsciously people believe that purchasing a product that's promoted by a celebrity they admire, will allow them to emulate the celebrity's desired traits or attract similar people into their lives. They will associate the celebrities' success, beauty, athletic skill etc. with a particular product.

V. ADVANTAGES OF CELEBRITY ENDORSEMENT

- Build brand equity
- Help people remember ads
- Make people believe the product contributes to superstar status
- Stand out.

VI. THE RISKS OF CELEBRITY ENDORSEMENT

- Images change.
- Celebrities become overexposed
- Celebrities can overshadow brands

VII. IMPORTANCE OF CELEBRITY ENDORSEMENT

- The celebrity power and culture
- Audience enjoy viewing a celebrity face on a product
- People desire like being celebrities
- Audience remember ads after viewing them
- Key reliability enrichments have a celebrity associated with the brand
- Targeting new customers
- Social media influencers

VIII. IMPORTANCE OF THE STUDY

Celebrity endorsement is one of the famous techniques of advertisement in recent time. In today celebrity are being treated as a role model. People are changing their life style and buying habit with their favorite celebrity. This thing created a great impact on consumer buying behaviour. The famous personalities had a great impact on moulding consumer buying habit. In jewellery market, diamond ornaments have not yet started picking up. In the last 5 years almost every jewellery outlets have managed to bring a new section dedicated to ornaments based on diamond. But still they are not able to generate many sales from diamonds. There must be some factors which are responsible for the lack of demand for diamonds. Selecting the right celebrity at right time is one of the big decisions while designing advertisement. So this research trying to understand whether celebrity can influence on buying behaviour of women customer and how company using the right celebrity at right time for promoting their product.

IX. NEED OF THE STUDY

Celebrities are considered to be role models in this era. Almost every brand is using celebrities to promote their product. A lot of customers and their lifestyle is being influence by celebrities. These things create an impact on their buying behaviour. Today's consumers very much aware of these marketing technique used by marketers in order to influence their purchase decision. The Study is being conducted to know how celebrity endorsements have

an impact on women buying behaviour of diamonds jewellery. This study will also lead to analyse whether the company is using the right celebrity at right time for endorsing their product. Choosing a celebrity without analyzing the market and consumer needs and wants will not bring any positive outcomes.

X. REVIEW OF LITERATURE

According to **Atkin and Block (1983)**, there are so many factors why popular advertisements are dominated in the market. Among advertisements there are two types namely celebrity and non-celebrity. Among this celebrity endorsement are considered more attractive from other mode of advertisement. Along that celebrity are conventionally observed as being greatly active individual with eye catching and likeable trait. He examined the difference of a celebrity versus a non-celebrity endorser for a brand. The research found that the use of celebrity led advertisement being evaluated as more interesting, Strong and effective.

McCracken (1998) have conducted a study which shows that superstar is considered like memorial, entertainer and representative of the business organization. Highly attracted and trusted person or celebrity has special characteristics to motivate consumer to buy that particular product. Study has established that spokesperson endorsement influence consumer mind set in common and it may change the feeling of customers towards the commercial and product as well.

Wanger and Agrawal (1995) Celebrities regularly emerge in promotions in connection among customer's goods or services. By means of skill to pierce the hectic mess of publicity, portray customer consideration, produce high memory rate, generate as well as distinguish brand description thus create trade and income, superstar endorsement have demonstrated to be a helpful approach. No doubt dealer spends huge amount of capital in utilizing superstar to sponsor their brand/product.

Amit Kumar (2011) explained in his paper, "celebrity endorsement and their impact on the consumer buying behaviour" Focuses on the perception and attitude of Indian consumers about celebrity endorsement. His study more focused on Indian consumer and how they are influenced celebrity to buy the products. He also compared how Indian consumer different from western customer in terms of celebrity motivation. Study has reveal celebrity attributes likely to influence

Consumer purchase intention.

Clark and Horstman, (2003) various results have been put forward including 1) celebrity endorsement have remember of the product and its attributes, 2) celebrity have credibility on expertise that makes the product more desirable or enhances perception of quality. It creates a positive buying attitude towards the product 3) when using

celebrity for endorsing the product, the image that associated with celebrity is transferred to the product. Experiment suggested that in certain situation, celebrity endorsement can enhance recall and consume assessment of the products.

Agrawal and Kamakara (1995): celebrity endorsement is costly for a firm, depending on the big name of the celebrity; compensation could keep running into millions of dollars industry.

Erdogan (1999) examining celebrity endorser's expertise as 'the degree to which a communicator is perceived to be a source of valid assentation

Kamins 1990) in his study observed that celebrity endorsement are more effective when the image of the celebrity matches with the image of the product they endorse. His study also reveal that the effect of right celebrity for right product and its impact on sales. When the celebrity is matching with the product they endorse it will create a positive impact on its sales.

Till and Shimp (1998) perusing a celebrity-endorsed strategy enables advertisers to project a credible image in terms of expertise, persuasiveness, trustworthiness and objective.

Mathur (1997) revealed that celebrity endorsements are worthy investments in advertisement and it occupies a major portion of the advertising budget. Ability of celebrities to generate actual purchase behaviour, positive impact on economic returns of sponsoring companies is well documented.

XI. STATEMENT OF PROBLEM

In jewellery market, diamond ornaments have not yet started picking up. In the last 5 years almost every jewellery outlets have managed to bring a new section dedicated to ornaments based on diamond. But still they are not able to generate many sales from diamonds. There must be some factors which are responsible for the lack of demand for diamonds. The study is trying to figure out whether celebrity endorsements will affect the buying behaviour of the women consumers in diamond jewellery market.

XII. OBJECTIVES OF THE STUDY

1. To identify spending priority of women customer towards diamond jewellery
2. To analyse the trust-worthiness of celebrity on endorsing the diamond jewellery
3. To analyse the perception of women customer about celebrity endorsement of diamond jewellery
4. To analyse the impact on regional celebrities on sales of diamonds jewellery

SAMPLING

200 respondents were considered for the study. The information is mainly collected from customers of four

different outlets of MV Jewels. Convenient sampling is adopted and electing sample units in the scheme in the convenience of the researcher.

SOURCES OF DATA

Primary data sources

Primary data is original research that is obtained through first hand investigation. The primary methods of data collection is the most original and authentic method of data collection. Here the primary data is being collected through survey by face to face interviews with respondents.

Secondary data sources

Secondary data refers to data that was collected by someone other than the user; secondary data is the data that have been already collected by and readily available from other sources. Here the secondary data being collected through is company records, reports, websites, research journals and newspapers.

TOOLS FOR DATA COLLECTION

- Structured Questionnaire
- Direct interaction with customers

XIII. SUMMARY OF FINDINGS

- Most of the respondents belong to the age group between 30 to 50 age categories.
- 34% of the respondents work in private job sectors.
- Most of the respondents of MV Jewels belong to middle income categories.
- 58% of the respondents feel that diamond jewellery is costly and huge amount of investment.
- Majority of the respondents are buying diamond jewellery only for special occasion like marriages and other functions.
- 32% of the respondents are motivated to purchase diamonds jewellery due to celebrity endorsement.
- Customers are not ready to spend more on diamonds jewellery without any stimuli.
- Gold is the metal which women customers prefer mostly.
- Trustworthiness of celebrity being influencing for purchase intention.
- Celebrity expertise making an impact on consumers purchases intention.
- MV Jewels is trying to put right celebrity at right time for endorsing diamond jewellery.
- Celebrity endorsement is most influential advertisement for promoting diamond jewellery.
- Celebrities are influencing to purchase diamonds jewellery.
- Customers are willingness to buy diamonds jewellery when celebrities are using that particular product.

- Year of existence is an important factor while selecting jewellery outlet
- Price and quality are an important component while selecting a jewellery outlet.
- Word of mouth is much more effective advertisement.
- Celebrity endorsement creates a positive impact on buying behaviour.
- Film actresses are more influential celebrities to promote diamond jewellery.
- Likability of celebrity is an important trait for purchase decisions
- Credibility of celebrity is influencing for purchasing of diamonds jewellery.
- Regional celebrities are more suitable to endorse diamonds jewellery.
- Celebrity and product quality have a direct correlation in the mind of consumers.

XIV. SUGGESTIONS

- The MV Jewels should come up with more marketing strategies and effort to attract self and government employees because of these segments have high conversion rate from gold to diamonds jewellery.
- The MV Jewels needs to focus more on high end customers along with maintaining middle and low income segment because of high end customers are more willingness to buy diamond jewellery.
- Give training to sales people how to convert and motivate customers to buy diamonds jewellery
- Introduce more promotional activity which shows the diamond's buyback and insurance policies and the MV Jewels needs to increase the advertisement exclusively for diamonds jewellery.
- The MV Jewels can introduce new innovative kinds advertisement by using celebrities and introduce more advertisements which shows the usage of diamonds jewelers

XV. CONCLUSION

Celebrity endorsement is one of the common techniques used by every jewels business. When coming to the jewellery industry the intention of celebrity endorsement is much higher comparing with other sector because of the stiff competition. There are many factors need to look as per findings while selecting a celebrity. Credibility, trustworthiness, likability, matching with product is the some of the components. Based on the results of this study and many theories it may be concluded that celebrity endorsement play an important role in buying behaviour of women customers towards diamonds jewellery. Customers are buying diamonds jewellery by looking how the company is promoting that particular segment. If the company is using well accepted celebrity for promoting diamonds then the sale will increase. Celebrities are considered to be role models in this era. Almost every

brand is using celebrities to promote their product. A lot of customers and their lifestyle is being influence by celebrities. These things create an impact on their buying behaviour. Today, consumers very much aware of these marketing technique used by marketers in order to influence their purchase decision. The concept of attractiveness in celebrity endorsement creates two opinions. First one, attractiveness especially physical appearance creates a positive buying attitude among customers. And second one, physical attractiveness not much affecting purchase intention. From the findings it is found that celebrity endorsement directly affecting the women consumer behaviour. This study was conducted to in order analyzing the effect celebrity endorsement and women buying intention towards diamonds jewellery of MV Jewels and also to analyse the traits of celebrities which suitable to promoting jewellery categories.

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