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A STUDY ON IMPACT OF CELEBRITY ENDORSEMENT AMONG CONSUMERS BUYING MULTI-BRAND PRODUCTS IN COIMBATORE DISTRICT**P. VIMAL KUMAR****RESEARCH SCHOLAR****Dr. N.G.P. ARTS AND SCIENCE COLLEGE (AUTONOMOUS)
COIMBATORE****Dr. D. PARASAKTHI****ASSOCIATE PROFESSOR****Dr. N.G.P. ARTS AND SCIENCE COLLEGE (AUTONOMOUS)
COIMBATORE****ABSTRACT**

Everyday consumers are exposed to thousands of voices and images in magazines, newspapers, billboards, websites, radio and television every brand attempts to steal at least a fraction of a person's time to update the amazing and different attributes of the product. The success of advertisement depends on the celebrity, the product, the message, the execution and media. The celebrity endorsement is a way of brand communication through which celebrities endorse the brand by transferring their personality and status in the society. The celebrities are the easiest way to appeal the customers. In this competitive market, the success of a particular celebrity will determine the number of products that he/she will endorse. At times a greater challenge for marketers is to determine the right celebrity for advertisement and to match the right celebrity for endorsing the brand. Image of the celebrity may derogate after he/she has endorsed the product and inconsistency in the professional popularity of the celebrity as well as multi brand endorsements by the same celebrity would lead to over exposure. This gave the idea to the researcher to study the influence of celebrity endorsement on consumer purchase intention towards personal care products in Coimbatore. The objective is to study the impact of celebrity endorsement among consumers buying multi-brand products in Coimbatore district. The methodology of the research indicates the general pattern of organizing the procedure for gathering valid and reliable data for the purpose of investigation. The descriptive research methodology was used to study the influence of celebrity endorsement on consumers buying multi branded products. The response received were totaling to 900 numbers who belong to different educational, occupational and income group from Coimbatore district. Statistical tools used are. Percentage Analysis, Weighted Average, Garrett Ranking Method, ANOVA and Multiple Regression, every brand attempts to find at least a fraction of an audience's time to inform him or her of the various unique attributes of the products at hand. Since, there is a need for improvisation in the celebrity endorsed advertisement and also creative thinking to display the advertisement that can instantly catch the minds of the consumers. Therefore, the study concludes that although there is positive instinct observed from the results of the study it is recommended that taking all the aspects into consideration by the policy makers and make sure the implications have constructive effect in the promotion of the brand and product in the consumer market.

KEYWORDS

advertisement, celebrity endorsement, product, consumer, perception.

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INTRODUCTION

India is a developing country and it is swamped with so many popular brands, so the promotional activities play an important role in marketing. Everyday consumers are exposed to thousands of voices and images in magazines, newspapers, billboards, websites, radio and television every brand attempts to steal at least a fraction of a person's time to update the amazing and different attributes of the product. Companies believe that the power of a brand lies in the mind of existing or prospective customers and what they have experienced directly or indirectly about the brand matters.

Advertisement is "the art of persuasion" that is mainly concerned to create awareness about what is being offered and the ultimate objective is to persuade the buying intention. The success of advertisement depends on the celebrity, the product, the message, the execution and media. Since the last ten years it has been seen that marketing environment changed significantly and witnessed the involvement of celebrities in advertisement. Celebrity endorsers are an individual or a popular person who excelled in his/her field and enjoys public recognition.

The celebrity endorsement is a way of brand communication through which celebrities endorse the brand by transferring their personality and status in the society. The marketers are spending huge amount of money annually on celebrity endorsement to make marketing communication process more effective and to create the good or positive awareness to their products and brands. Essential objective of celebrity endorsement is to achieve a favorable impact on brand image and they believe that celebrities are effective spokesperson for their brands or products. An effective approach to building relationships between the company and its customers is through the usage of celebrity in advertisement.

The celebrities are the easiest way to appeal the customers. In this competitive market, the success of a particular celebrity will determine the number of products that he/she will endorse. A large segment of the audience can instantly recognize and identify the famous person because they have high attention and grabbing power. In fact, celebrity endorsement is an effective marketing tool available to the marketers to create, promote and to position their products differently in the mindset of the customers.

LITERATURE REVIEW

Patra Gouranga & Brajesh Kumar (2011) stated that in current marketing place celebrities have greater effect that where the ads have been shot, made or captured and how the celebrity is acting on that particular advertisement according to the requirements of product or services. It makes the positive result of the company sales.

Giridhar K.V. (2012) stated that Celebrity endorsement stated the fact remains that the profile of the Indian market is vastly different from what it was earlier. Although these changes are difficult to measure at the micro level, nevertheless, they have been of great significance to marketers.

Ogunsiji, A. Sola (2012) mentioned that there is a 98% correlation between success of celebrity endorsement of brand and the power of the brand in the market place. Furthermore, celebrities have positive effect on both attitudes toward advertisement and brand.

Rengarajan Sathya (2014) said that celebrity can increase point of impact if delivered in proper manner by matching proper attributes of celebrity and products.

PROBLEM STATEMENT

At times a greater challenge for marketers is to determine the right celebrity for advertisement and to match the right celebrity for endorsing the brand. Image of the celebrity may derogate after he/she has endorsed the product and inconsistency in the professional popularity of the celebrity as well as multi brand endorsements by the same celebrity would lead to over exposure. This gave the idea to the researcher to study the influence of celebrity endorsement on consumer purchase intention towards personal care products in Coimbatore.

OBJECTIVE OF THE STUDY

To study the impact of celebrity endorsement among consumers buying multi-brand products in Coimbatore district

METHODOLOGY

The methodology of the research indicates the general pattern of organizing the procedure for gathering valid and reliable data for the purpose of investigation. The descriptive research methodology was used to study the influence of celebrity endorsement on consumers buying multi branded products. The response received were totaling to 900 numbers who belong to different educational, occupational and income group from Coimbatore district. Statistical tools used are. Percentage Analysis, Weighted Average, Garrett Ranking Method, ANOVA and Multiple Regressions,

LIMITATIONS OF THE STUDY

The study is confined to Coimbatore District and therefore findings may not be related to other geographical locations. The survey includes all the limitations inherent in the questionnaire.

ANALYSIS AND RESULTS**INFLUENCE OF CELEBRITY ENDORSEMENT**

Percentage analysis indicates the three important variables based on influence of celebrity endorsement based on advertisement, which are classified as Advertisement Attraction, Type of Celebrity and Celebrity impact on buying products is presented in the Table hereunder.

TABLE 1: INFLUENCE OF CELEBRITY ENDORSEMENT

Sl. No.	Celebrity Endorsement	Respondents (900 Nos.)	Percentage (100%)
1.	Type of Celebrity		
	Film Stars	331	36.8
	Sports Personalities	206	22.9
	Business barons	96	10.7
	Politicians	68	7.6
	Models	199	22.1
2.	Celebrity Impact		
	Quality Assurance	305	33.9
	Unique Feature	157	17.4
	Not Misleading	289	32.1
	Status Symbol	149	16.6

It is evident that maximum (36.8%) of the respondents stated that they were highly influenced by film star celebrity, followed by 22.9% of the respondents were highly influenced by the sports personalities, 22.1% of the respondents were influenced by models, 10.7% of the respondents were influenced by Business barons and the remaining 7.5% of the respondents were influenced by politicians. It is observed that maximum (33.9%) of the respondents stated that their buying behaviour was based on the belief that the quality is assured for the product, followed by 32.1% of the respondents believed the advertisement will not be misleading due to the celebrity endorsement, 17.4% of the respondents indicated unique feature of the product is understood based on the celebrity endorsement and the remaining 16.6% of the respondents opined buying celebrity endorsed product as their status symbol.

GARRETT RANKING

The rating of the respondents based on the preference of medium in watching the celebrity endorsed advertisement was classified such as Electronic Media (Television/Internet/Mobile, etc.), Newspaper/ Magazines, Ratio, Friends, Relatives, Colleagues and Neighbors, Posters/Hoardings, Social Network, in store Display which are contributing factors of influence of Celebrity Endorsement is presented in the Table 2.

TABLE 2: RESPONDENTS RATING ON PREFERRED MEDIUM OF WATCHING CELEBRITY ENDORSED ADVERTISEMENT

Medium	R1	R2	R3	R4	R5	R6	R7	Garrett Score	Garrett Mean	Garrett Rank
Electronic Media (Television / Internet / Mobile, etc.)	218	239	62	84	105	59	133	49938	55.49	1
Newspapers / Magazines	185	97	110	163	120	208	17	47946	53.27	3
Radio	51	115	282	75	89	106	182	42763	47.51	5
Friends, Relatives, Colleagues and Neighbours etc.	73	74	73	341	128	170	41	43974	48.86	4
Posters / Hoardings	58	85	109	121	224	179	124	40816	45.35	6
Social Network	218	201	80	59	161	71	110	49554	55.06	2
In Store Displays	81	77	158	49	69	95	252	34601	38.45	7

The opinion of the respondents towards celebrity endorsement based on preference of medium in watching celebrity based advertisement was given first rank for the statement "Electronic Media (Television/Internet/Mobile, etc.)" with the mean of 55.49, followed by the second rank for the statement "Social Network" with the mean of 55.06, third position was for the statement "Newspaper / Magazine" with the mean score of 53.27, fourth rank was for the statement "Friends, Relatives, Colleagues, Neighbors", etc." with a mean score of 48.86, fifth rank was for the statement "Radio" with a mean score of 47.51, sixth rank for the statement "Posters/Hoardings" with a mean score of 45.35 and finally the least rank was for the statement "In Store Display" with a mean score of 38.45.

DESCRIPTIVE OF ADVERTISEMENT IMPACT, PROMOTIONAL EFFECTIVENESS AND PRODUCT INFORMATION ENHANCEMENT**TABLE 3: ADVERTISEMENT IMPACT**

Items	Strongly Agree	Disagree	Neutral	Agree	Strongly Agree	Wtd. Mean	Rank
I watch only the favorite celebrities advertisements	27 0.030	101 0.224	241 0.803	286 1.271	245 1.361	3.690	4
I buy the products only if it is endorsed by favorite celebrity	21 0.023	42 0.093	254 0.847	314 1.396	269 1.494	3.853	3
I buy the products even if it is endorsed by any other celebrities	26 0.029	68 0.151	186 0.620	245 1.089	375 2.083	3.972	2
I show less interest in watching advertisements once I buy the products	14 0.016	23 0.051	156 0.520	302 1.342	405 2.250	4.179	1

The overall opinion of the respondents towards celebrity endorsement based on advertisement impact was found to be high for the statement that achieved first position “I show less interest in watching advertisements once I buy the products” with the mean of 4.179, followed by the second rank for the statement “I buy the products even if it is endorsed by any other celebrity” with the mean of 4.179, third position was for the statement “I buy the products only if it is endorsed by favorite celebrity” with the mean score of 3.853 and finally, the least rating (3.690) was for the statement “I watch only the favorite celebrity advertisement” that achieved the fourth position.

TABLE 4: PROMOTIONAL EFFECTIVENESS

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Wtd. Mean	Rank
I feel celebrities are more effective while promoting a new product	21	59	173	368	279	3.917	3
	0.023	0.131	0.577	1.636	1.550		
I feel celebrities are more effective while promoting a new brand	20	55	212	340	273	3.879	4
	0.022	0.122	0.707	1.511	1.517		
I believe celebrities are more effective while reinforcing the brand image	19	58	138	426	259	3.942	2
	0.021	0.129	0.460	1.893	1.439		
I feel celebrities are more effective while changing the brand image	24	99	187	328	262	3.783	5
	0.027	0.220	0.623	1.458	1.456		
I believe celebrities are more effective while establishing the perceived expertise	22	44	126	413	295	4.017	1
	0.024	0.098	0.420	1.836	1.639		

The overall opinion of the respondents towards celebrity endorsement based on promotional effectiveness was found to be high for the statement that achieved first position “I believe celebrities are more effective while establishing the perceived expertise” with the mean of 4.017, followed by the second rank for the statement “I believe celebrities are more effective while reinforcing the brand image” with the mean of 3.942, third position was for the statement “I feel celebrities are more effective while promoting a new product” with the mean score of 3.917, fourth rank was for the statement “I feel celebrities are more effective while promoting a new brand” with a mean score of 3.879 and finally, the least was for the statement “I feel celebrities are more effective while changing the brand image” with the mean score of 3.783.

TABLE 5: PRODUCT INFORMATION ENHANCEMENT

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Wtd. Mean	Rank
The celebrities are endorsing a product for money	27	20	174	307	372	4.086	2
	0.030	0.044	0.580	1.364	2.067		
The celebrity is endorsing a product for fame	10	37	162	389	302	4.040	3
	0.011	0.082	0.540	1.729	1.678		
The celebrity is endorsing a product for promoting the usage of the product	10	22	151	386	331	4.118	1
	0.011	0.049	0.503	1.716	1.839		
The celebrity is endorsing a product to connect with their fans	20	45	265	385	185	3.744	5
	0.022	0.100	0.883	1.711	1.028		
The celebrities also use the same products they endorse	12	59	168	348	313	3.990	4
	0.013	0.131	0.560	1.547	1.739		

The overall opinion of the respondents towards celebrity endorsement based on Product Information Enhancement was found to be high for the statement that achieved first position “The celebrity is endorsing a product for promoting the usage of the product” with the mean of 4.118, followed by the second rank for the statement “The celebrities are endorsing a product for money” with the mean of 4.086, third position was for the statement “The celebrity endorsing a product for fame” with the mean score of 4.040, fourth rank was for the statement “The celebrity also use the same products they endorse” with a mean score of 3.990 and finally, the least was for the statement “The celebrity is endorsing a product to connect with their fans” with the mean score of 3.744.

ANOVA

TYPE OF CELEBRITY

A one-way ANOVA between independent variable Type of Celebrity measuring the dependent variables like Advertisement Impact, Promotional Effectiveness and Product Information were compared in the Table below:

Null Hypothesis: There is no significant difference between Type of Celebrity Impact measuring the Influence of Celebrity Endorsement

TABLE 6: TYPE OF CELEBRITY AND FACTORS MEASURING THE INFLUENCE OF CELEBRITY ENDORSEMENT

Factors	Type of celebrity	N	Mean	Std. Deviation	Sum of Squares	Mean Square	F (Sig.)
Advertisement Impact	Film Stars	331	15.7674	3.13005	112.713	28.178	2.824 (.024)
	Sports Personalities	206	15.6214	3.18263	8930.259	9.978	
	Business barons	96	16.2500	2.89828	9042.972		
	Politicians	68	16.3088	3.30652			
	Models	199	15.1709	3.24908			
	Total	900	15.6944	3.17158			
Promotional Effectiveness	Film Stars	331	19.6949	3.50765	145.548	36.387	2.699 (.030)
	Sports Personalities	206	19.0000	3.93484	12066.168	13.482	
	Business barons	96	19.4792	3.80852	12211.716		
	Politicians	68	20.6029	3.43007			
	Models	199	19.4975	3.66925			
	Total	900	19.5378	3.68560			
Product Information	Film Stars	331	20.0181	3.39424	130.856	32.714	2.899 (.021)
	Sports Personalities	206	19.4320	3.26590	10100.699	11.286	
	Business barons	96	19.6875	3.79837	10231.556		
	Politicians	68	20.5294	3.41406			
	Models	199	20.4271	3.14682			
	Total	900	19.9778	3.37358			

It is clear from the table that there is a significant difference between the Type of Celebrity Impact perceived by the consumers and the level of influence based on Advertisement Impact (2.824, Sig.0.024) and Promotional Effectiveness (2.699, Sig.0.030) and finally, Product Information (F=2.899, Sig.0.021) is found to be significant at 5% levels to reject the null hypothesis.

TABLE 7: TYPE OF CELEBRITY AND ADVERTISEMENT IMPACT

Type of celebrity	N	Subset for alpha = 0.05	
		1	2
Models	199	15.1709	
Sports Personalities	206	15.6214	15.6214
Film Stars	331	15.7674	15.7674
Business barons	96		16.2500
Politicians	68		16.3088
Sig.		.542	.395

Tukey’s post-hoc comparisons of perception on advertisement impact indicates that there is a significant difference based on the opinion towards type of celebrity impact which shows significance between the two factors at 5% level with the F (2,897) = 2.824, Sig.0.024. While measuring the post-hot to understand the level of significance of the particular category which shows the respondents who are politicians (M=16.308, 95% CI [15.50, 17.10]) perceived significantly higher level of advertisement impact than the respondents belong to the other four categories. Therefore, it is concluded that the consumers who watched the politician celebrities based advertisement had higher level of perception towards Advertisement Impact.

TABLE 8: TYPE OF CELEBRITY AND PROMOTIONAL EFFECTIVENESS

Type of celebrity	N	Subset for alpha = 0.05	
		1	2
Sports Personalities	206	19.0000	
Business barons	96	19.4792	19.4792
Models	199	19.4975	19.4975
Film Stars	331	19.6949	19.6949
Politicians	68		20.6029
Sig.		.540	.096

Tukey’s post-hoc comparisons of perception on promotional effectiveness indicates that there is a significant difference based on the opinion towards type of celebrity impact which shows significance between the two factors at 5% level with the F (2,897) = 2.699, Sig.0.030. While measuring the post-hot to understand the level of significance of the particular category which shows the respondents who are politicians (M=20.602, 95% CI [19.772, 21.433]) perceived significantly higher level of promotional effectiveness than the respondents belong to the other four categories. Therefore, it is concluded that the consumers who watched the politician celebrities based advertisements had higher level of perception towards promotional effectiveness.

TABLE 9: TYPE OF CELEBRITY AND PRODUCT INFORMATION

Type of celebrity	N	Subset for alpha = 0.05	
		1	2
Sports Personalities	206	19.4320	
Business barons	96	19.6875	19.6875
Film Stars	331	20.0181	20.0181
Models	199		20.4271
Politicians	68		20.5294
Sig.		.184	.063

Tukey’s post-hoc comparisons of perception on product information indicates that there is a significant difference based on the opinion towards type of celebrity impact which shows significance between the two factors at 5% level with the F (2,897) = 2.899, Sig.0.021. While measuring the post-hot to understand the level of significance of the particular category which shows the respondents who are politicians (M=20.529, 95% CI [19.703, 21.355]) perceived significantly higher level of product information than the respondents belong to the other four categories. Therefore, it is concluded that the consumers who watched the politician celebrities based advertisements had higher level of perception towards product information.

CELEBRITY’S VALUE IMPACT

A one-way ANOVA between independent variable Celebrity’s Value Impact measuring the dependent variables like Advertisement Impact, Promotional Effectiveness and Product Information were compared in the Table below:

TABLE 10: CELEBRITY’S VALUE IMPACT AND FACTORS MEASURING THE INFLUENCE OF CELEBRITY ENDORSEMENT

Factors	Celebrity’s Value Impact	N	Mean	Std. Deviation	Sum of Squares	Mean Square	F (Sig.)
Advertisement Impact	Quality Assurance	305	16.0721	3.12166	93.060	31.020	3.106 (.026)
	Unique Feature	157	15.1911	3.29361	8949.912	9.989	
	Not Misleading	289	15.5225	3.06419	9042.972		
	Status Symbol	149	15.7852	3.27885			
	Total	900	15.6944	3.17158			
Promotional Effectiveness	Quality Assurance	305	19.5836	3.71790	28.191	9.397	.691 (.558)
	Unique Feature	157	19.5796	3.54120	12183.524	13.598	
	Not Misleading	289	19.3149	3.71855	12211.716		
	Status Symbol	149	19.8322	3.71520			
	Total	900	19.5378	3.68560			
Product Information	Quality Assurance	305	19.5148	3.38251	101.281	33.760	2.986 (.030)
	Unique Feature	157	20.2675	3.66792	10130.275	11.306	
	Not Misleading	289	20.2422	3.30984	10231.556		
	Status Symbol	149	20.1074	3.07374			
	Total	900	19.9778	3.37358			

Null Hypothesis: There is no significant difference between Type of Celebrity Impact measuring the Influence of Celebrity Endorsement It is clear from the table that there is a significant difference between the Celebrity’s Value Impact perceived by the consumers and the level of influence based on Advertisement Impact (3.106, Sig.0.026) and Product Information (2.986, Sig.0.030) is found to be significant at 5% levels to reject the null hypothesis and the only variable Promotional Effectiveness (F=0.691, Sig.0.558) is found to be insignificant at 5% level, therefore the null hypothesis is accepted.

TABLE 11: CELEBRITY’S VALUE IMPACT AND ADVERTISEMENT IMPACT

Type of celebrity	N	Subset for alpha = 0.05	
		1	2
Unique Feature	157	15.1911	
Not Misleading	289	15.5225	15.5225
Status Symbol	149	15.7852	15.7852
Quality Assurance	305		16.0721
Sig.		.234	.300

Tukey’s post-hoc comparisons of perception on Advertisement Impact indicates that there is a significant difference based on the opinion towards Celebrity’s Value impact which shows significance between the two factors at 5% level with the $F(3,896) = 3.106$, Sig.0.026. While measuring the post-hot to understand the level of significance of the particular category which shows that the respondents perceived highly towards quality assurance ($M=16.072$, 95% CI [15.720, 16.423]) perceived significantly higher level of advertisement impact than the respondents belong to the other three categories. Therefore, it is concluded that the consumers who perceived highly the celebrity value on quality assurance had higher level of perception towards advertisement impact.

TABLE 12: CELEBRITY’S VALUE IMPACT AND PRODUCT INFORMATION

Type of celebrity	N	Subset for alpha = 0.05	
		1	2
Quality Assurance	305	19.5148	
Status Symbol	149	20.1074	20.1074
Not Misleading	289		20.2422
Unique Feature	157		20.2675
Sig.		.077	.656

Tukey’s post-hoc comparisons of perception on Product Information indicates that there is a significant difference based on the opinion towards Celebrity’s Value impact which shows significance between the two factors at 5% level with the $F(3,896) = 2.986$, Sig.0.030. While measuring the post-hot to understand the level of significance of the particular category which shows that the respondents perceived highly towards unique features ($M=20.267$, 95% CI [19.689, 20.845]) perceived significantly higher level of perception towards product information than the respondents belong to the other three categories. Therefore, it is concluded that the consumers who perceived highly the celebrity value on unique features had higher level of perception towards product information.

REGRESSION ANALYSIS

TABLE 13: MODEL SHOWING RELATIONSHIP BETWEEN INFLUENCE OF CELEBRITY ENDORSEMENT FACTORS

R Value	R Square Value	Degree of Freedom – V ₁	Degree of Freedom – V ₂	F-Value	Significance
0.394	0.155	3	895	39.78	0.000

Predictors: (Constant), Advertisement, Effectiveness, Product Information,

TABLE 14: RELATIONSHIP AND COEFFICIENT MEASUREMENTS ON CELEBRITY ENDORSEMENT FACTORS

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	43.797	3.300		13.272	.000
Advertisement Impact	.507	.140	.137	3.613	.000
Promotional Effectiveness	.763	.111	.265	6.867	.000
Product Information	.765	.114	.247	6.693	.000

Dependent Variable: Overall Opinion on Celebrity Endorsement

The above Table shows that the co-efficient of multiple variables in which the correlation was found to be 0.394 which reveals moderate level of correlation between the influence of celebrity endorsement based on various factors and the overall opinion on celebrity endorsement by the consumers in Coimbatore and the R² shows 15.5 percent of variation explained by the independent variables to that of the dependent variable. When this R² was tested for its significance by using ANOVA, F value (39.78) was found to be highly significant at 1 percent level.

SUMMARY OF THE RESULTS

INFLUENCE OF CELEBRITY ENDORSEMENT

It is understood that more than half (56.2%) of the respondents stated that the advertisement impact was based on celebrity endorsement, while, maximum (36.8%) of the respondents stated that they were highly influenced by film star celebrity and finally, maximum (33.9%) of the respondents stated that their buying behaviour was based on the belief that the quality is assured for the product.

GARRETT RANKING

Therefore, it is concluded that the respondents towards celebrity endorsement based on preference of medium in watching celebrity based advertisement was given first rank for the statement “Electronic Media (Television/Internet/Mobile, etc.)” and finally the least rank was for the statement “In Store Display”.

DESCRIPTIVE OF ADVERTISEMENT IMPACT, PROMOTIONAL EFFECTIVENESS AND PRODUCT INFORMATION ENHANCEMENT

- The overall opinion of the respondents towards celebrity endorsement based on advertisement impact was found to be high for the statement that achieved first position “I show less interest in watching advertisements once I buy the products” and the least rating (3.690) was for the statement “I watch only the favorite celebrity advertisement”
- The overall opinion of the respondents towards celebrity endorsement based on promotional effectiveness was found to be high for the statement that achieved first position “I believe celebrities are more effective while establishing the perceived expertise” and the least was for the statement “I feel celebrities are more effective while changing the brand image”.
- The overall opinion of the respondents towards celebrity endorsement based on Product Information Enhancement was found to be high for the statement that achieved first position “The celebrity is endorsing a product for promoting the usage of the product” and the least was for the statement “The celebrity is endorsing a product to connect with their fans”

TYPE OF CELEBRITY

It is found that there is a significant difference between the Type of Celebrity Impact perceived by the consumers and the level of influence based on Advertisement Impact and Promotional Effectiveness and finally, Product Information is found to be significant at 5% levels to reject the null hypothesis. It is concluded that the consumers who watched the politician celebrities based advertisement had higher level of perception towards Advertisement Impact. It is observed that the consumers who watched the politician celebrities based advertisements had higher level of perception towards promotional effectiveness. It is concluded that the consumers who watched the politician celebrities based advertisements had higher level of perception towards product information.

CELEBRITY’S VALUE IMPACT

It is found that there is a significant difference between the Celebrity’s Value Impact perceived by the consumers and the level of influence based on Advertisement Impact and Product Information is found to be significant at 5% levels to reject the null hypothesis and the only variable Promotional Effectiveness ($F=0.691$, Sig.0.558) is found to be insignificant at 5% level, therefore the null hypothesis is accepted. To sum up, that the consumers who perceived highly the celebrity

value on quality assurance had higher level of perception towards advertisement impact. Also, the consumers who perceived highly the celebrity value on unique features had higher level of perception towards product information.

REGRESSION

It is evident that all the three variables were predicting the level of influence of overall celebrity endorsement based on the different factors such as Advertisement Impact, Promotional Effectiveness and Product Information that had high level of significance which is clear from the Beta Coefficient and the results based on the Critical Values viz. Advertisement Impact ($t=3.613$, Sig.0.000) which is found to be significant at 1% level, followed by Promotional Effectiveness ($t=6.867$, Sig.0.000) which shows significance at 1% level and finally Product Information ($t=6.693$, Sig.0.000) which is also found to be significant at 1% level. Therefore, it is concluded that based on the overall opinion on celebrity endorsement had significant associated based on the influential factors of Advertisement Impact, Promotional Effectiveness and Product Information.

DISCUSSION, SUGGESTIONS AND CONCLUSION

As inferred from the results of the hypothesis measuring the advertisement impact, promotion and product information was found to have significant positive influence justifying the assumptions and this has been justified based on the studies of Advertisers often employ celebrities to endorse a product to enhance audience attentiveness, add glamour and desirability to the product, and make the advertisement more memorable and credible. It is observed that most of the advertisements depict attractive celebrities. The source of preference of advertisement medium was highly perceived by the consumers with respect to electronic media, social network, newspaper and magazines while, there is a definite need to improve the display of advertisement through posters / hoardings and also the in-store display where both these categories lack attention which is the major source to highly penetrate customers. Every brand attempts to find at least a fraction of an audience's time to inform him or her of the various unique attributes of the products at hand. Since, there is a need for Improvisation in the celebrity endorsed advertisement and also creative thinking to display the advertisement that can instantly catch the minds of the consumers. Therefore, the study concludes that although there is positive instinct observed from the results of the study it is recommended that taking all the aspects into consideration by the policy makers and make sure the implications have constructive effect in the promotion of the brand and product in the consumer market.

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