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WOMEN PREFERENCE AS A JEWELLERY BUYER: IMPACT OF CELEBRITY ENDORSEMENT**SHAMILY JAGGI****RESEARCH SCHOLAR, I. K. GUJRAL PUNJAB TECHNICAL UNIVERSITY, KAPURTHALA; &
ASST. PROFESSOR****LOVELY PROFESSIONAL UNIVERSITY
PHAGWARA****DR. SANJAY KUMAR BAHL****DIRECTOR****SRI SAI INSTITUTES
MANAWALA****ABSTRACT**

Indians are well known for their craziness for celebrities, mainly cricketers and Bollywood stars. They try to imitate them, to be like them. To take the advantage of this "fan following" of celebrities, marketers have associated the celebrities with their products to increase the appeal of their product offerings. Various researches have proven the positive impact of celebrity endorsement on the products especially low involvement products. This study is mainly focussing on the impact of celebrity endorsement on high involvement product i.e. Jewellery especially focussing on women as she is considered as an important and strong consumer because of her role in the decision making of products/services in the household. No marketer can afford to ignore her spending and influencing powers. Today's woman is more educated, confident, bold, knowledgeable and independent than before. For the study, we have used the Purposive sampling technique as the data is collected from women who like to wear jewellery. The sample of 200 women respondents was collected from DOABA region called as NRI hub of Punjab comprising of four districts namely Jalandhar, Hoshiarpur, Kapurthala and Shaheed Bhagat Singh nagar. To see the impact of celebrity endorsement on the women preference for gold, diamond, platinum and stone studded jewellery, the technique of multiple regression analysis was used. Though, it creates a brand image and helps to position the company as a brand in the mind of the people of the DOABA region(Punjab) but the results have shown that the impact of the celebrity endorsement in influencing the choice of jewellery by women of area under study is insignificant. The study might help the marketers in devising the advertising strategies and proper allocation of the budget in right direction in case of jewellery promotions.

KEYWORDS

celebrity endorsement, consumer buying behaviour, jewellery consumer.

INTRODUCTION

"In a fast changing world, a company is only as good as its last product."

Steve Jobs

The above lines by Steve jobs reflect the importance of Customer in today's world. Customer is considered as a King because it is the customer only which makes any business to grow or fall. That's the reason; all companies are busy in making strategies to make the customers happy because they know that if customers are happy, they will make the company to survive in this competitive market. So, the companies are investing huge money in conducting the research on Consumer buying behaviour to understand 5W'sH of consumers i.e. who will buy, what they buy, when they buy, where they buy, why they buy and how they buy. Solomon (1995) and Schiffman & Kanuk (2009) defined consumer behaviour that it is the study of processes involving the selection, purchasing, usage or disposing of services, products, ideas by the individuals/groups to satisfy the needs. Researchers like Perner (2000), Sharma (2011) stated that buyers of different demographic orientation like age, gender and country are likely to perform in a dissimilar buying behaviour. On gender basis, many researchers like Bakshi (2009) stated that due to the different upbringing of men and women and socialization with other social, psychological and biological factors leads to different type of behaviour of men and women in different situations. Both the genders are different in every stage of decision making. Women find pleasure and have satisfaction when they do shopping as compared to their counterparts. She considered as a very important decision maker or the influencer for the buying of the products in every household. Now days, despite of being called as "Simple House wife", she is playing a role of Chief Purchasing officer in the family. From a small involvement product to high involvement product, she influences the buying decision. In case of Jewellery, she is the sole decision maker in most of the cases as the men stated that doing shopping of jewellery is not their cup of tea. Men mainly purchase the jewellery for giving as a gift to women and whereas women purchase it for her and for gifting purpose.

Customer behaves differently for high and low involvement products. In case of high involvement products, the problem decision making process starts with problem identification, then information search, then alternatives evaluation, followed by purchase decision and lastly. Jewellery is considered as a high involvement product with makes the customer to go through the entire consumer decision making process for making the buying decision. People buy the jewellery for different reasons. Khor, E.T. (2010) stated that mainly in modern era, people do shopping for reasons like having social status, for self esteem and for the mental satisfaction. Pooler (2003) stated that shoppers now don't act in a what that makes a sense from an economic or logical point of view. They buy the things when the things are expensive to show-off their status in the society. Lin, W.B. (2012) stated that expensive products are having high prestige value to the consumers. Jewellery industry is one of the largest consumer sector of the country as compared to automobile, apparels and the telecom sector. In this sector, there are more than 5 Lac players, mainly small players who are contributes 6%-7% (approximately) in the GDP of India. Government of India (GOI) has decided to put more focus on Gems and Jewellery sector for promoting the exports. India is exporting 95% of the world's total diamonds as per Gems and Jewellery Export Promotion Council. As per the report by Research and Markets, this market is having the potential to grow at a CAGR of 15.95% from 2014 to 2019. Untracht (1997) stated that jewellery is considered as a most important and integral part of everyone's life rather than a display of someone's wealth and status. It's a reflection of someone's culture. The Indian Jewellery market is undergoing a gradual change from unorganized formats to organized one and its retailing is changed to "Precious fashion accessory" from a 'Storehouse of value'. Nowadays, Branded jewellery becomes the new mantra by creating a niche market for itself and the big or small players in this sector invest a good amount of money in creating a brand value of their products and to attract the customers more and more. They are hiring celebrities to endorse their products like Aishwarya Rai & Amitabh Bachan (Kalyan Jewellers), Hema Mailini (Malabar), Bipasha Basu (Gili), Priyanka Chopra (Asmi), Sonakshi Sinha (D'amas) etc. Kambitsis *et al.* (2002) stated in today's era, celebrity endorsement is considered as a billion-dollar industry having potential to generate sales. The companies have linked brands with the celebrities as they want to take the advantage of the people likeness for the celebrity to generate sales for the company. The marketers are spending big amount of money hiring celebrities for their company's offerings based on the belief that they are more effective spokesperson for their products or services to the masses. Celebrities become the face of the company's products. People recognize the product with the celebrity. In a today's competitive scenario, when it becomes very difficult for marketers to differentiate their products/services from others, the concept of celebrity endorsement has yielded good returns for the companies. The intense use of celebrities for endorsing the products has increased drastically in the past few years. They promote various kinds of products and services. It is not limited to a specific sector of the economy but covers almost all industry categories. India is full with the fans that admire their favourite celebrities as a god and ready to do anything to become like the celebrity. Indian movie titled "Fan" featuring Shahrukh Khan and directed

by Maneesh Sharma shows the love/madness of the fan with the celebrity. Bashir and Malik (2009) stated that celebrities used in ads have greater positive influence on people and as per Amos et al. (2008), the ads that use celebrity endorsers are having more popularity as compared to the other ads. Instead of relying on friends, reference groups, family and other sources, people start relying on ads. According to Pughazhendi *et al.* (2012), marketers use dominant and famous celebrity personalities in ads to increase the appeal of product to the viewer. This study shows that consumer behaviour and attitude regarding brand, advertisements and purchase decision are positively affected by the multiple celebrities' ads in low involvement products but in high involvement products there is no major difference. Ellis (2000) stated that the impact of celebrities is more on young generation because of their age and independency. They go for the media guidance for shaping their personalities and behaviours. So, marketers are associating their products with the face of the celebrity. People purchase and remind the products with the face value of the celebrity. Ad makers make every possible attempt to be tuned into what's the closest to the heart of the viewer for selling its product and to win the trust of the consumer, which cost him a lot.

HYPOTHESES FORMULATION

- H1: There is a significant impact of celebrity endorsement on the women preference for gold jewellery.
- H2: There is a significant impact of celebrity endorsement on the women preference for diamond jewellery.
- H3: There is a significant impact of celebrity endorsement on the women preference for platinum jewellery.
- H4: There is a significant impact of celebrity endorsement on the women preference for stone studded jewellery.

RESEARCH METHODOLOGY

This research is descriptive which includes the study the impact of the celebrity endorsements on the female buying behaviour of the jewellery. The study was conducted in Doaba Region(Punjab) consists of four districts namely Hoshiarpur, Jalandhar, Shaheed Bhagat Singh Nagar and Kapurthala. This area considered as one of the densely populated and most fertile region of the Punjab. Many people of this region reside outside India because of which this area is also called as Hub of NRI's (Non Residents Indians). Due to high literacy rate, agricultural development and large no. of NRI's in this region, the people are having more disposable income results into more spending. Data was collected with the help of a questionnaire. The measurement of variables was based on the Likert five point scale with options ranging from 5-Strongly Agree, 4-Agree, 3-Neutral, 2-Disagree, 1-Strongly Disagree. The questions used in the questionnaire were either framed or taken from the previous researchers. The questionnaire will comprise of two sections: First section is related with the demographics of the respondents including the gender, area, age, marital status, education level, occupation and income level and in second section, questions relevant to the research objectives were framed. The sample size is 200 women taken from the region under study. As per Hair et al (2013) suggested that about 200-500 respondents will be sufficient to represent the entire population in management studies. The non probability sampling techniques, namely purposive sampling was used. The Statistical Package for the Social Science (SPSS) for Microsoft Windows 20.00 was used to complete the analysis of the collected data. Multiple regression analysis was used to determine the impact of the celebrity endorsement on the female jewellery buying preference at 5% level of significance. In jewellery, we are considering Gold jewellery, Diamond Jewellery, Platinum and Stone studded jewellery and in Celebrity endorsements, the variables taken are trust, credibility, Attractiveness, Popularity and Proper product match fit.

RELIABILITY TEST: Cronbach's alpha is a coefficient that helps to rate the internal consistency or the correlation of items in a test. Its value varies form 0-1.

RELIABILITY STATISTICS		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.830	.835	9

If the test has a strong internal consistency, as per various measurement experts, the value of alpha should lie between 0.70-0.90. Nunally (1978) stated that if the alpha value is more than 0.70, it is considered as an acceptable value. In the study, alpha value is 0.830 which shows the data collected in this study is highly reliable.

ANALYSIS AND RESULTS

Table 1 comprises of the respondent's demographics. Maximum of the women are in the age group of 20-30 comprising 47.5% of the total population and in case of education, 40.5% women were Post graduates ha 40.5%.

TABLE 1: RESPONDENT'S DEMOGRAPHICS

		Frequency	Percentage
Age	Less than 20	23	11.5%
	20-30	95	47.5%
	31-40	52	26.0%
	41-60	28	14.0%
	Above 60	2	1.0%
Education	Upto 10 th	12	6.0%
	12 th	27	13.5%
	Graduation	71	35.5%
	Post-graduation	81	40.5%
	Diploma	9	4.5%
Occupation	Not in job	103	51.5%
	Salaried	68	34.0%
	Professional	19	9.5%
	Business	10	5.0%
	Agriculture	0	0.0%
Income	Less than 25,000	147	73.5%
	25,000-50,000	37	18.5%
	50,0001-75,000	14	7.0%
	754,001-1 Lakh	1	0.5%
	More than 1 Lakh	1	0.5%
District	Hoshiarpur	40	20.0%
	Jalandhar	65	32.5%
	Kapurthala	28	14.0%
	Shaheed Bhagat Singh Nagar	67	33.5%

Most of the women were not in job and income of 147 women lies in the slab of Less than Rs. 25,000. The distribution of the women population is DOABA region is given as Hoshiarpur (20%), Jalandhar (32.5%), Kapurthala (14%) and Shaheed Bhagat Singh Nagar(33.5%).

The model summary, The F-Ratio (ANOVA) and the coefficients and their significance are explained in the following tables for the testing of the hypothesis.

For Hypothesis 1: There is a significant impact of celebrity endorsement on the women preference for gold jewellery.

From the table 1.1, it is found that the R square is 0.105. This indicates that the determination power of the regression equation is about 10.5 percent. Hence 10.5 percent variation in the preference for gold jewellery women is explained by the independent variables and rest 89.5 percent is unexplained in the model. The standard error of the estimates is 1.193.

TABLE 1.1: MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.324 ^a	.105	.082	1.193

a. Predictors: (Constant), Proper Product Match Fit, Trust, Popularity, Attractiveness, Credibility

TABLE 1.2: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32.281	5	6.456	4.537	.001 ^b
	Residual	276.039	194	1.423		
	Total	308.320	199			

a. Dependent Variable: Preference for Gold Jewellery

b. Predictors: (Constant), Proper Product Match Fit, Trust, Popularity, Attractiveness, Credibility

The F ratio (ANOVA) is 4.537, which is statistically significant at 5 percent level of significance. Therefore, the model is acceptable. The regression model is estimated by enter method.

TABLE 1.3: COEFFICIENTS^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.452	.321		7.633	.000
	Trust	.102	.111	.100	.918	.360
	Credibility	-.123	.125	-.110	-.989	.324
	Attractiveness	.134	.110	.130	1.217	.225
	Popularity	.203	.101	.196	2.009	.046
	Proper Product Match Fit	.044	.088	.043	.504	.615

a. Dependent Variable: Preference for Gold Jewellery

From the Table 1.3, it is clear that the intercept is 2.452, indicates the autonomous impact of celebrity endorsement. The variables such as trust, attractiveness and proper product match fit have positive impact on the gold jewellery preference by women but are statistically insignificant. Only popularity variable is statistically significant at 5 percent level of significance i.e. there is a significant impact of popularity on the gold preference by women. The coefficient of credibility is negative; hence it is showing negative impact on gold jewellery preference by women but this statement cannot be accepted for DOABA Region of Punjab as it is statistically insignificant.

For Hypotheses 2: There is a significant impact of celebrity endorsement on the women preference for diamond jewellery

TABLE 2.1: MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.335 ^a	.112	.089	1.212

a. Predictors: (Constant), Proper Product Match Fit, Trust, Popularity, Attractiveness, Credibility

From the table 2.1, it is found that the R square is 0.112. This indicates that the determination power of the regression equation is about 11.2 percent. Hence 11.2 percent variation in the preference for diamond jewellery is explained by the independent variables. The rest of 88.8 percent of preference of diamond jewellery is unexplained in the model. The standard error of the estimates is 1.212.

TABLE 2.2: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.980	5	7.196	4.895	.000 ^b
	Residual	285.200	194	1.470		
	Total	321.180	199			

a. Dependent Variable: Preference for Diamond Jewellery

b. Predictors: (Constant), Proper Product Match Fit, Trust, Popularity, Attractiveness, Credibility

The F ratio (ANOVA) is 4.895, which is statistically significant at 5 percent level of significance. Therefore, the model is acceptable. The regression model is estimated by enter method.

TABLE 2.3: COEFFICIENTS^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.195	.326		6.722	.000
	Trust	.194	.112	.188	1.728	.086
	Credibility	-.100	.127	-.087	-.787	.432
	Attractiveness	.015	.112	.014	.135	.893
	Popularity	.297	.103	.280	2.883	.004
	Proper Product Match Fit	-.088	.090	-.083	-.984	.326

a. Dependent Variable: Preference for Diamond Jewellery

In the Table 2.3, the intercept is 2.195 shows the autonomous impact of celebrity endorsement on the preference of diamond jewellery by women. Only popularity variable is statistically significant at 5 percent level of significance i.e. there is a significant impact of popularity of the celebrity on the diamond jewellery preference by women. The variables such as trust and attractiveness have positive impact on the diamond jewellery preference by women and credibility and proper product match fit are having the negative impact but are statistically insignificant. Thus, statement cannot be accepted for DOABA Region of Punjab as it is statistically insignificant.

For Hypotheses 3: There is a significant impact of celebrity endorsement on the women preference for platinum jewellery.

TABLE 3.1: MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.418 ^a	.175	.153	1.248

a. Predictors: (Constant), Proper Product Match Fit, Trust, Popularity, Attractiveness, Credibility

From the table 3.1, it is found that the R square is 0.175. This indicates that the determination power of the regression equation is about 17.5 percent. Hence 17.5 percent variation in the preference for platinum jewellery is explained by the independent variables. The rest of 82.5 percent of preference of platinum jewellery is unexplained in the model. The standard error of the estimates is 1.284.

TABLE 3.2: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	63.883	5	12.777	8.204	.000 ^b
	Residual	302.112	194	1.557		
	Total	365.995	199			

a. Dependent Variable: Preference for Platinum Jewellery

b. Predictors: (Constant), Proper Product Match Fit, Trust, Popularity, Attractiveness, Credibility

The F ratio (ANOVA) is 8.204, which is statistically significant at 5 percent level of significance. Therefore, the model is acceptable. The regression model is estimated by enter method.

TABLE 3.3: COEFFICIENTS^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.676	.336		4.989	.000
	Trust	.265	.116	.240	2.286	.023
	Credibility	.118	.130	.097	.905	.367
	Attractiveness	.135	.116	.120	1.172	.243
	Popularity	.105	.106	.093	.992	.322
	Proper Product Match Fit	-.164	.092	-.145	-1.781	.076

a. Dependent Variable: Preference for Platinum Jewellery

From the Table 3.3, the intercept is 1.676 indicates the autonomous impact of the celebrity endorsement on the preference of platinum jewellery by women. Only Trust variable is statistically significant at 5 percent level of significance i.e. there is a significant impact of trust of the celebrity on the platinum jewellery preference by women. The variables such as credibility, attractiveness and popularity have positive impact on the platinum jewellery preference by women and proper product match fit are having the negative impact but are statistically insignificant. So, cannot be accepted for DOABA Region of Punjab.

Hypotheses 4: There is a significant impact of celebrity endorsement on the women preference for stone studded jewellery

TABLE 4.1: MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.395 ^a	.156	.134	1.259

a. Predictors: (Constant), Proper Product Match Fit, Trust, Popularity, Attractiveness, Credibility

From the table 4.1, it is found that the R square is 0.156. This indicates that the determination power of the regression equation is about 15.6 percent. Hence 15.6 percent variation in the preference for stone studded jewellery is explained by the independent variables. The rest of 84.4 percent of preference of stone studded jewellery is unexplained in the model. The standard error of the estimates is 1.259.

TABLE 4.2: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	56.710	5	11.342	7.161	.000 ^b
	Residual	307.270	194	1.584		
	Total	363.980	199			

a. Dependent Variable: Preference for Stone Studded Jewellery

b. Predictors: (Constant), Proper Product Match Fit, Trust, Popularity, Attractiveness, Credibility

The F ratio (ANOVA) is 7.161, which is statistically significant at 5 percent level of significance. Therefore, the model is acceptable. The regression model is estimated by enter method.

TABLE 4.3: COEFFICIENTS^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.045	.339		6.034	.000
	Trust	.278	.117	.253	2.383	.018
	Credibility	.228	.131	.187	1.734	.084
	Attractiveness	.040	.117	.036	.347	.729
	Popularity	.003	.107	.003	.033	.974
	Proper Product Match Fit	-.124	.093	-.110	-1.336	.183

a. Dependent Variable: Preference for Stone Studded Jewellery

From the Table 4.3 the intercept is 2.045 indicates the autonomous impact of the celebrity endorsement on the preference of stone studded jewellery by women. Only Trust variable is statistically significant at 5 percent level of significance i.e. there is a significant impact of trust of the celebrity on the stone studded jewellery preference by women. The variables such as credibility, attractiveness and popularity have positive impact on the stone studded jewellery preference by women and proper product match fit is having the negative impact but are statistically insignificant. So, cannot be accepted for DOABA Region of Punjab.

CONCLUSION

The study shows that in case of jewellery preference by the women, celebrity endorsement impact is least. The results have shown that variable like popularity of celebrity impact the preference of gold and diamond jewellery by women and in case of platinum and stone studded jewellery, trust on the celebrity impacts the preference. Doaba region is called the NRI (Non Resident of India) hub of Punjab and these people are having high disposable income. So, their preference for the jewellery is not so much impacted by the celebrities endorsing the products. They buy the jewellery what they like, when they like and from where they like.

Whoever is the celebrity endorsing the product in ads, that have least effect on women preference of some particular type of the jewellery. Celebrity endorsement for jewellery is helping the company in creating the brand image and capturing the position in the minds of the customer as a brand only but don't convince the customer to buy it in that time.

LIMITATION OF THE STUDY AND SCOPE FOR THE FURTHER RESEARCH

1. The sample size which was taken from the study is 200 respondents only and data was collected from only four districts of the Punjab. So, somebody who want to do working on a similar study should take the sample size more than 200 and area can be the multiple cities which truly represent the entire population.
2. In the study, men section is not considered which constitutes the 52.77% population of Punjab.
3. Because of the demonetisation announced on 8th November, 2016, some respondents refused and some were hesitated to reveal the information regarding to the jewellery which probably affected the results of the study.

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