IMPACT OF CELEBRITY ADVERTISEMENT ON PURCHASE INTENTION AMONG COLLEGE STUDENTS

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ABSTRACT

In India as well, the idea of celebrity endorsements for products has gained popularity, and every business is vying to have a star brand ambassador. The rise of marketing raises a legitimate concern for college students. Brand memory is a significant factor in why celebrity endorsements are so prevalent in advertising. A brand must find a way to stand out from the competition and be recognised because there are a tonne of products constantly being offered to college students. The likelihood that a college student would remember a product is significantly raised if they see an advertisement for it featuring their favourite celebrity. The study mainly focuses of the celebrity endorsements and its effect on college students with regard in their purchases. The buying behaviour of the students is also duly taken into account for the betterment of the findings. The purpose of thecurrent study is to investigate the connection between super star endorsements and customer purchasing intentions.This study makes a contribution to marketing research by examining how celebrity endorsements affect consumers' intent to buy. The study's goals is to find the relationship between physical attractiveness, credibility, expertise, trustworthiness, likeability and congruence of the celebrity with the purchase intention of the college students. The findings of the study shows that the brand message is more effective when the celebrity endorser is credible and trustworthy. And it is also accepted that the celebrity advertising yield to company's revenue through college students.

Key words: Celebrity, Advertisements, Endorsements, Purchase, Consumer Behaviour

1. INTRODUCTION

Celebrity endorsements have emerged as one of the most often used promotional strategies in recent years. It has gained popularity and is seen as a successful recipe for promoting products and establishing brands. Selecting a celebrity is simple, but creating a strong connection between the product and the endorser is more challenging. The goal of this article is to analyse the effects of celebrity endorsements on brands, even though the extent of their influence is still obscured by the use of "grey" lenses. Examining the connection between celebrity endorsements and companies, the influence of celebrity endorsements on college students' purchasing decisions, and how college students develop brand preferences are the main objectives of this article. Celebrity endorsements are always a double-edged sword with many benefits; if done well, they may work wonders for a company; if done poorly, they can hurt both the firm's reputation and its brand. Advertising is a typical strategy used by producers of retail goods. There are many causes for this, but credibility and trust are two of the most crucial ones. Many college students hold particular celebrities in high respect, therefore when a product's marketing features one of

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those celebrities, the college student's faith in the company is immediately increased. But if the celebrity starts to get bad press, this could occasionally work against the brand.

Celebrity college students are those who are well-known to a substantial section of their peer group. It can be argued that within a given social group, celebrities often diverge from the norm and enjoy a high level of public awareness, even while specific common attributes cannot be detected and characteristics like attractiveness, an extraordinary lifestyle, or special skills are only instances. If a person is well-known to the broader public for accomplishments unconnected to the category of items they are promoting, they are referred to as a celebrity (such as an actor, sports figure, entertainer, etc). (1979; Friedman & Friedman).

Models like MallikaArora, Lisa Ray, AishwaryaRai, Naomi Campbell, Gisele Buendchen, etc., actors like Amitabh Bachchan, Shahrukh Khan, Rani Mukherjee, PreityZinta, Aamir Khan, and Pierce Brosnan, and sports players like Sachin Tendulkar, Zaheer Khan, and Sourav But also for less obvious groups like politicians, businesspeople (like Donald Trump and Bill Gates), and pop musicians (like Madonna, David Bowie).

A brand ambassador would be someone who goes beyond simply serving as the brand's representative or as a paid spokesperson for the company. He or she is an essential component of the brand character and contributes to the development of an emotional connection that goes beyond simply making appearances in TV ads.He adopts the role of a Brand Champion and is connected to all facets of the brand. Furthermore, there is a big difference between becoming a brand's alter ego and just creating an advertisement, like for a shampoo or car, for example. The latter is taken far more seriously by both parties in the agreement. Therefore, a brand ambassador would participate in press conferences and any sales promotions while actively representing the brand. For instance, Fardeen Khan continues to be the face of Lux Body Wash while serving as the brand ambassador for Prologue.

2. BACKGRAOUND OF THE STUDY

The benefits of celebrity advertisements

Build brand equity: Nike's primary sports sponsorships before Michael Jordan were tennis and track. Nike sought to enter new markets. Who would be a better candidate to sign than one of sports' most exciting young athletes? The Nike-Jordan collaboration has grown into Air Jordan, a multibillion dollar subsidiary.

According to experts, celebrity endorsements can increase recall of commercials. College students link Dennis Haysbert's voice with Allstate when they see or hear him on the television programme "24."

Make college students think the product helps people become stars: College students mistakenly assume that Motor One oil has a significant impact on Tony Stewart's success and the performance of his car because Mobile One utilises Tony Stewart as an ambassador for its brand.Standing out Celebrities may aid in making advertisements stand out from the surrounding clutter, according to research by Charles Atkin and Martin Block. More than the dentists and lawyers in their community, college students prefer to watch George Clooney or Natalie Portman.

Risks of celebrity advertisement

A celebrity may be a fantastic fit for the brand, but there are still risks involved when using them in commercials.Celebrities make errors; perceptions shift. And when they do, it may have an impact on the companies they support. Tiger Woods' reputation suffered in 2009 after it was revealed that he had cheated on several women, including actresses who appeared in pornography. In order to avoid a bad reputation, Tiger was dumped by General Motors, Gillette, Accenture, and Gatorade.Nike persisted despite losing college students. And without Tiger on the course, the golf industry as a whole experienced a significant decline in revenue. Celebrities are exposed too much. At his peak, Tiger Woods supported more than ten businesses simultaneously. A celebrity's credibility could be harmed by working with so many businesses. Students at colleges can think that the celebrity will promote anything to gain money.

Purchase intention

After analysing a product, consumers' anticipated transaction behaviour and likelihood to make a purchase are referred to as "buy intention" (Schiffman and Kanuk 2000). The possibility that a client would purchase a specific product in the future depends on his or her need for the product, knowledge of the product, opinions about the product, and the manufacturing company/brand. This is known as a customer's purchase intentions (Bradmore 2004).

The likeability generated by the celebrity endorsement and the product's beauty has a significant impact on the intention of consumers to make a buy (Chaudhary and Asthana 2015). Consumers' purchasing intentions might range from high to low depending on the external information they are exposed to and how they rate a product. High purchase intention makes consumers more likely to make a purchase, whilst low buy intention makes them less likely to do so.

Price (Alford and Biswas 2002), attitude toward the brand (Johnson and Russo 1984), and brand loyalty are just a few factors that affect purchase intention. Consumers research their past experiences to learn more about the products they want to buy (Bradmore 2004). The consumer will begin evaluating and taking into account alternatives for the required product once the appropriate amount of information has been obtained. Purchase intention is frequently used to gauge consumers' behavioural intentions.

Essential of celebrity advertisement

Although it may appear to an outsider that Tiger Woods' affiliation with Nike is the sole reason for the company's success, nothing could be further from the reality. Over the years, Nike has developed a highly distinct brand identity and brand personality. Nike employed celebrity endorsement as one of the primary ways to spread the word about its brand to a very specific group of clients.

As a result, Nike's affiliation with Tiger Woods was a component of a larger branding strategy that Nike has been using continuously. In contrast, the majority of Asian firms that have employed celebrity endorsements have done so as their primary method of brand development. Any company should take into account three key factors before signing on a celebrity.

Attractiveness of the celebrity

According to this idea, an appealing endorser will enhance their endorsement. The endorser should possess qualities that appeal to the target market, such as good looks, intelligence, athletic prowess, and lifestyle. It has been established that an endorser who possesses the aforementioned attractiveness is more likely to increase the brand's memorability.

Credibility of the celebrity

According to this tenet, a celebrity's personal credibility is essential to the success of any brand-celebrity partnership. Here, "credibility" is defined as the public's impression of the celebrities' knowledge and reliability. The legitimacy of the celebrity has a significant impact on the acceptance with consumers since celebrity endorsements serve as an external indication that helps customers sort through the overwhelming amount of brand noise in the market. As an illustration, in 2013 Nike decided to stop their sponsorship deal with Oscar Pistorius because of serious doubts about his character raised by the charges of premeditated murder against him.

Meaning transfer between the celebrity and the brand

According to this theory, the compatibility of the brand and the celebrity in terms of identity, personality, placement in the market relative to competitors, and lifestyle has a significant impact on the success of the brand-celebrity relationship. These are some of the compatibility requirements that must be met when a brand hires a celebrity in order for the brand to benefit the most from the partnership.Despite the fact that businesses must adhere to these three fundamental criteria, it may be challenging to locate celebrities that meet each need. Companies might choose to selectively highlight one component over the other depending on the nature of the brand and the type of product being used.

3. REVIEW RELATED TO CELEBRITY ADVERTISEMENT

Dr.M. Saravanakumar &Dr.S. Srividhya (2013) This study Customers are getting difficult to please in a competitive environment where price is not a difference. Celebrity advertising is one of the marketing techniques used by businesses today to improve their financial standing and influence customers' decisions to change their attitudes. This essay's goal is to present a theoretical framework for analysing how celebrity endorsements affect Indian customers. Additionally, it lists the elements that influence celebrity endorsements.

Mersidpoturak &Nedimkadaric (2013) This study The use of celebrity endorsement in advertising and communication management has become widespread in recent years. Everyone agrees that celebrity endorsement may give a product or service amazing qualities that it might not have otherwise had. Over the years, a growing number of celebrities have started promoting products. This study aims to investigate student perceptions of celebrity endorsement in Bosnia and Herzegovina (hence referred to as BiH).A questionnaire was created and

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utilised to survey a group of university students who were chosen at random, and 125 useful responses were collected. Five theories have been investigated throughout the study. Chi-Square test and descriptive statistics were used to analyse the data. The association between respondents' nationality and the variables influencing a firm's decision to choose a celebrity endorser was examined using the Chi-Square test. According to research, celebrities are seen by students as a crucial component of ads.

SeemaGirdhar& M K Jha (2018)have demonstrated Over time, there has been a sharp rise in celebrity endorsements. In the past 15 years, there has been a striking rise in the adoption of celebrities by Indian advertising companies. Advertisements featuring famous people are widely regarded as a successful method of reaching consumers. As we can see, a variety of marketing efforts use a large number of celebrities, who are typically seen favourably by the audience while acting as celebrity endorsers. The study's four key focuses—attractiveness, trustworthiness, expertise, and meaning—will be examined, and the researcher will pay particular attention to the opinions of young people in general in India's capital city.In this study, a quantitative research methodology was used. The questionnaire is set up so that 200 respondents' data are gathered directly from them, and a sample of their answers is then gathered and appropriately analysed. Additionally, the tested features reveal a favourable correlation between behavioural intention and purchase intention. In other words, celebrity traits do influence buyers' intentions to make purchases. Finally, the study's findings show that customer buying behaviour is not significantly influenced by celebrity endorsements.

NileshArora&SanjeevPrashar (2019) done this study Celebrity Endorsement, it is noted that current studies have investigated the impact of particular consumer or celebrity endorsement characteristics on consumers' purchase intentions. These research, however, did not examine how these antecedents combined to affect consumers' purchase intentions. In this study, a hierarchical regression model for predicting consumers' purchase intent was constructed and evaluated.According to the study's findings, customer purchase intention is significantly positively influenced by celebrity attractiveness, consumer attitudes about advertisements, and consumer attitudes toward brands. The study noted the negligible effect of celebrity congruence and consumer involvement on purchase intention, which is in contrast to several of the earlier papers. There are discussions and management ramifications towards the article's conclusion.

Dr.AdilAdhnan&Dr.Farzand Ali (2017) According to marketing managers, globalisation has led to a severe competition between brands on a local and international scale. For local and international brand advertising managers who face both promotional obstacles and opportunities, it has offered new brand investment avenues. The current study intends to analyse the utility of celebrity endorsement as an advertising strategy and its connection to consumers' purchasing intentions. Celebrities are both social and personal favourites, and they have a significant impact on how people live and what they consume.The purpose of thecurrent study is to investigate the connection between super star endorsements and customer purchasing intentions. 790 participants from Pakistan's Khyber Pakhtunkhwa province's urban and suburban districts participated in the study. By using consumer purchase intentions as a dependent variable, the effects of numerous factors on celebrity endorsement models were examined. As a result, a strong correlation between celebrity endorsements and consumers' propensity to purchase was discovered. The study has provided useful management and scholarly ramifications for local and international brand advertisers.

Sajeebkumar&Shrestha (2019) In Kathmandu City, this study aims to quantify the influence of celebrity endorsement on consumers' willingness to buy. To gather data, structured questionnaires were used. We collected 200 samples. EFA, CFA, and SEM were utilised to improve the constructs, validate the measurement model, and evaluate the structural model's hypotheses.In Kathmandu City, resemblance, matching, and familiarity of endorsers are the main drivers of increased buy intention, according to this study. For knowledge and trustworthiness to increase purchasing intention, no assistance was established. This study makes a contribution to marketing research by examining how celebrity endorsements affect consumers' intent to buy.

Raja Ahmed Jamil (2014) According to this study, the characteristics of a celebrity (local or Indian) are not very significant for the purpose of advertising. However, the involvement of celebrities is crucial in today's cutthroat marketing climate for high awareness and the development of a solid product perception. The main emphasis of the study is celebrity endorsement, and Pakistani and Indian celebrities with their characteristics are employed to examine the impact of endorsement on purchase intention. A sample of 300 people was used to compare the influence of celebrity endorsement on Pakistani and Indian consumers' propensity to buy. Similar and rival

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products that are supported independently by Indian and Pakistani celebrities are picked. The study's findings indicated that there were no significant differences in the influence of celebrity endorsement on purchase intention in Pakistan between local and Indian celebrities, regardless of the celebrities' countries of origin. In the study, consumer celebrity relationships are used to evaluate the purchase of already-existing products, although quality, brand loyalty, and brand image are the main motivators for purchase intention. Research and practise implications are presented.

MariumMateen khan &Zareenamemon (2019) a result of the clutter in advertisements, businesses struggle to get out to potential clients, which forces them to employ the celebrity endorsement technique. This study intends to investigate how perceived quality, brand loyalty, and celebrity endorsement (i.e., attractiveness, credibility, and product match-up) affect consumer purchase intentions. The mediating function of perceived quality in brand loyalty and purchasing intentions is also investigated in this study.Young adult customers were given a total of 800 questionnaires, and 560 usable responses were received. Therefore, it is advised that marketing managers carefully analyse the target audience's traits, the celebrity's personality, and the product aspects before choosing a celebrity. Additionally, the chosen celebrity shouldn't have promoted too many rival businesses or items. Ignoring these factors could mislead customers and harm a brand's reputation. Additionally, since brand quality and loyalty are significant predictors of purchase intentions and brand image, businesses shouldn't neglect them.

Ruchigupta&Kiran S Nair (2021)describe the research's findings regarding the impact of celebrity Instagram endorsements on consumers' buying intentions. Instagram is only one of the social media sites where celebrity endorsement is becoming increasingly popular. In order to determine the impact on purchase intention, this study uses survey data from young ViratKohli fans for two different brands, Wrogn (an clothing brand) and Unacademy (an e-learning platform).The results of the data analysis show that, for the brand Wrogn but not for the brand Unacademy, celebrity credibility (as measured by his attractiveness, trustworthiness, and knowledge) has a positive and significant impact on purchase intention. Therefore, the influence of celebrity Instagram endorsements on consumers' desire to buy may vary depending on the brand. Finally, we discuss some potential causes and marketing implications.

RagilAsmaSaputra& Budi Suharjo (2019) According to this survey, using celebrities as brand ambassadors for businesses is a growing trend. The goal of this study is to determine any variations between the credibility of a single celebrity endorsement and many celebrity endorsements in terms of attitudes toward endorsement (AAD), brand (AB), and purchase intention (PI). A sample of 79 respondents who answered the questionnaires was given them. The proportion test and an examination of structural equation modelling were used to analyse the data.According to the findings, there were no appreciable differences between single and many celebrity endorsements in terms of how consumers perceived and acted. Credible celebrities were shown to have direct effects on consumers' willingness to make purchases and their attitudes toward endorsements, but these influences varied widely when it came to how consumers felt about particular businesses.

Karuna Krishna Gauns&SubhashKizhakanveatilBhaskaranPillai (2017) have offered a research Since the seventeenth century, famous people have been involved in sponsoring numerous initiatives. Examining the current state of the literature on the impact of celebrity endorsement on consumer purchasing behaviour is one of the five main objectives of this article. With the exception of education and geography, it was discovered that there is a substantial correlation between celebrity supporters, neutrals, and detractors in terms of age, gender, occupation, and income level.Compared to non-celebrity endorsements, consumers regard celebrity endorsements to be more alluring and persuasive. In addition, all studied attributes, with the exception of celebrity expertise and trustworthiness, indicate a positive link with purchase intention. In general, it may be said that celebrity traits do influence consumers' buying intentions.

Yuvika Gupta & Dehradun SonalAgarwal (2010) according to a survey, Instagram, one of the most widely used social networking apps worldwide, had 1 billion monthly active users as of June 2018. (TechCrunch, 2018). It is currently the most well-known, gaining and spreading popularity among people via apps. The language of Generation Y is now hashtags. With the help of #Hashtags, every life narrative finds its way through likes and comments.Instagram is a social media platform that offers much more than just the ability to share and like photos. Perhaps because of this, it has become more popular than other social media platforms like Facebook and SnapChat. With reference to Instagram, the goal of this essay is to investigate and comprehend the elements that influence consumers' purchasing decisions. The study looks into the influence of Instafamous Celebs on

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consumers' purchasing intentions. The objective is to demonstrate how Instagram superstars have an impact on consumers' purchasing decisions.

Qurat-Ul-Ain Zafar&MahiraRafique (2015) This study was conducted with the objective of examining the effects of celebrity endorsements on consumers' perceptions of brands and buy intentions in relation to the celebrities' physical attractiveness, source credibility, and congruence. Nowadays, it looks like celebrity endorsement is the newest and most popular marketing strategy. This study evaluates the performance of this promotional strategy. A questionnaire was used to gather information from 103 respondents.The developed model was validated using SPSS's factor analysis, ANOVA, regression analysis, and Cronbach's Alpha functions. The conclusion that celebrity endorsements do affect consumers' perceptions and purchasing intentions was supported by significant findings. By altering the respondent demographics and broadening the scope of the study, additional research may be done to determine the importance of media in marketing and promotion.

4. RESEARCH GAP

Several studies have been conducted with regard to celebrity endorsement and its impact of celebrity advertisement. In this study along with physical attractiveness of the celebrity and certain other factors like trustworthiness and expertise are studied. It also aims to bringing out relationship between many independent variables and dependent variables. A comparison between demographic factors and the variables is made. Very few papers including these demographic factors, most of the study has been conducted from a western perspective. Only limited studies have been conducted from an Indian perspective. Therefore, the researcher intended to study the perception on celebrity advertisement on purchase intention among college students in erode region.

5. OBJECTIVE OF THE STUDY

1. To study the impact of advertising celebrities on purchase intention among college students
2. To analyze the factors which influence the consumer purchase intentions?
3. To assess the effectiveness of celebrity advertisement and to get the college students perception on the most effective circumstances to use celebrity advertisement
4. To provide suitable suggestions to improve the impact of celebrity advertisement among college students

6. SCOPE OF THE STUDY

Celebrity may enhance attitude change of college students for variety of reasons. They may attract more attention to the advertisement than would non-celebrities or in many cases, they may be viewed as more credible than non-celebrities. Third, college students may identify with or desire to emulate the celebrity. Finally, college student may associate known characteristics of the celebrity with attributes of the product that coincide with their own needs or desire. Celebrity advertisements build the overall brand image of the product. It has become a trend and perceived as a winning formula for product marketing and brand building.Celebrity endorsee influence college student buying behaviour and brand building.

7. HYPOTHESIS OF THE STUDY

H1:There is no significance difference between educational qualification and independent variables
H2: There is no significance difference between occupation and independent variables
H3: There is no significance relationship between independent and dependent variables

8. RESEARCH METHODOLOGY

Research design

The choice of what, where, when, how much, and by what means to conduct a research study or conduct an inquiry is the research design. It can be described as the setting up of conditions for data collection and analysis with the intention of balancing relevance to the study goal with economic method. Research design is necessary because it makes it easier for the many research activities to go smoothly, which maximises the amount of information that can be obtained with the least amount of work, time, and money. In

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reality, because it forms the solid foundation of the overall structure of the study endeavour, the research design has a significant impact on the validity of the conclusions reached.

9. STATISTICAL TOOLS USED FOR THE STUDY

Various statistical tools were used for analysis of data. They are
1. Percentage analysis
2. ANOVA analysis
3. Regression analysis
4. Correlation analysis

10. CONCEPTUAL FRAMEWORK
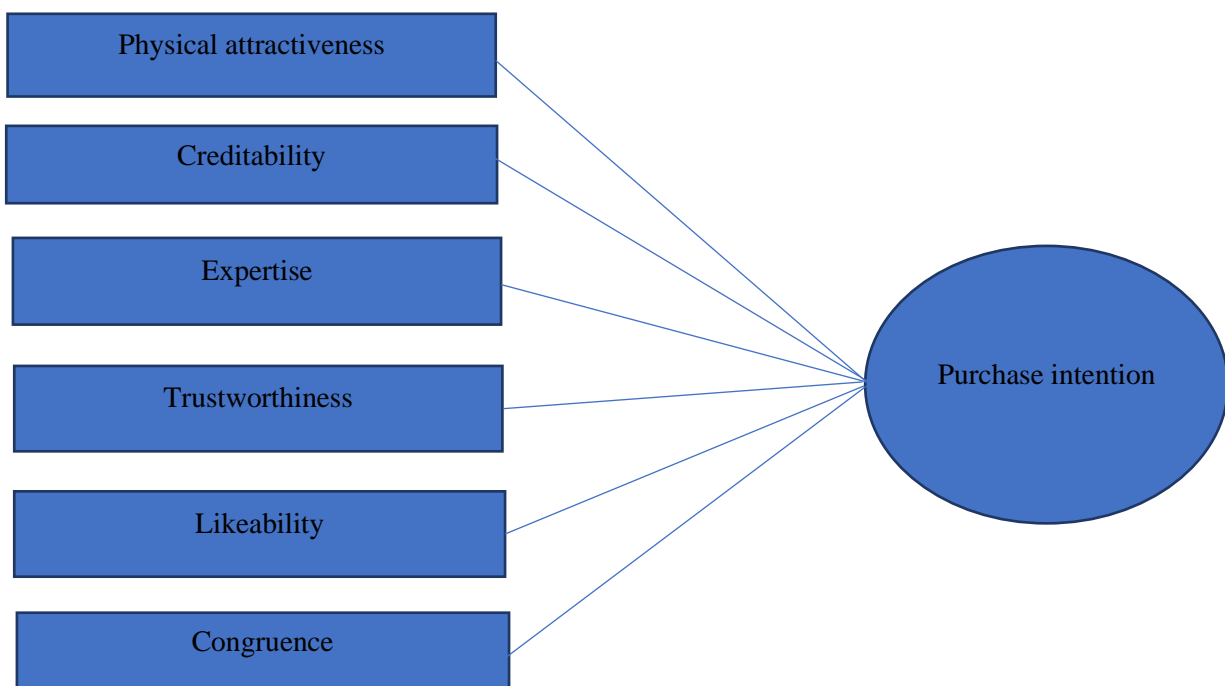
Figure 1: The conceptual framework model

The figure shows the model structure of the study. The relationship between the independent variables (physical attractiveness, creditability, expertise, trustworthiness, likeability, congruence) with the dependent variables purchase intention is clearly shown. Using this model, a questionnaire was designed.

12. ANALYSIS AND INTERPRETATION

Demographic analysis

The analysis on the demographic variables that are included in the study contains descriptive statistics of respondents age, gender, occupation, educational qualification and family monthly income. The gender category reveals that 50.6% of the respondents are male and 49.4 % of the respondents are female. The occupation reveals that 51.3% of the respondents are students and 31.3% of the respondents are private employed. the educational qualification reveals that 46.9% of the respondents are graduation and the 37.5% of the respondents are post graduate. The age reveals that 76.9% of the respondents are 21-30 age group and 11.3% of the respondents are below 20 years age. The family monthly income reveals that 38.8% of the respondents having the less than Rs. 20,000 and 21.3% of the respondents having the above 50,000 family monthly income.

Percentage analysis

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1. **Physical Attractiveness**

The analysis shows the means of physical attractiveness the mean value 2.03 to 2.25 and the higher mean is the statement that the celebrity endorsement increases the attractiveness of a product and the lower mean for the statement that Celebrity endorsement celebrities is much more handsome / beautiful for this product advertisement. The highest standard deviation of .856 shows the Celebrity endorsement celebrities is much more handsome / beautiful for this product advertisement.

2. **Trustworthiness**

The analysis shows the mean value ranges from 2.04 to 2.30 and the higher the mean is for the statement that the celebrity endorsement is very dependable and the lower mean of the statement is celebrity is very much honest in his position. The highest standard deviation of .969 shows the celebrity endorsement is very much dependable.

3. **Expertise**

The analysis shows that the mean value ranges from 2.22 to 2.33 and the higher the mean for the statement that the celebrity is very much knowledgeable and the lower mean of the statement that celebrity is very much skilful. The highest standard deviation of 1.034 shows the in this endorsement celebrity is very much experienced.

4. **Credibility**

The analysis shows that the mean value ranges from 2.16 to 2.46 and the higher the mean is for the statement that the value of the brand created by a celebrity is more concrete and the lower mean for the statement that the message given by the celebrity are reliable. The highest standard deviation of .962 shows the value of the brand created by a celebrity is more concrete.

5. **Likeability**

The analysis shows that the mean value ranges from 1.92 to 2.44 and the higher the mean is for the statement that the Celebrity increases the probability of viewing advertisement of products endorsed and the lower mean for the statement that the celebrity who resembles characteristics of a user. The highest standard deviation of .968 shows the Celebrity increases the probability of viewing advertisement of products endorsed.

6. **Congruence**

The analysis shows that the mean value ranges from 2.04 to 2.26 and the higher the mean is for the statement that the Celebrity image / personality and the brand they endorse are matched and Celebrity experience relates to the perceived quality of advertisement and the lower mean for the statement that social status of the celebrity associate with the product they endorse. The highest standard deviation of .918 shows the Celebrity image / personality and the brand they endorse are matched.

7. **Purchase intention**

The analysis shows that the mean ranges from 1.97 to 2.26 and the higher the mean is for the statement that the Celebrity endorsement has a favourable influence to try the products available in store and the lower mean for the statement that Celebrities in an advertisement induce you seeks the same product in the store. The highest standard deviation of .891 shows the Celebrity endorsement has a favourable influence to try the products available in store.

13. ONE WAY ANOVA ANALYSIS

ANOVA for educational qualification and independent variables

A) H0: There is no significance difference between educational qualification and independent variables.

B) H1: There is significance difference between educational qualification and independent variables.

Table 13.1: ANOVA for educational qualification and independent variables

		Sum of Squares	df	Mean Square	F	Sig.
Q1	Between Groups	7.412	2	3.706	15.018	.000
	Within Groups	37.508	152	.247		
	Total	44.919	154			
Q2	Between Groups	7.415	2	3.707	10.993	.000
	Within Groups	51.263	152	.337		

	Total	58.678	154			
	Between Groups	9.368	2	4.684	8.767	.000
Q3	Within Groups	81.203	152	.534		
	Total	90.571	154			
	Between Groups	9.276	2	4.638	9.238	.000
Q4	Within Groups	76.307	152	.502		
	Total	85.583	154			
	Between Groups	6.090	2	3.045	8.343	.000
Q5	Within Groups	55.469	152	.365		
	Total	61.559	154			
	Between Groups	8.730	2	4.365	13.769	.000
Q6	Within Groups	48.184	152	.317		
	Total	56.914	154			

Note: Q1 (physical attractiveness) Q2 (Trustworthiness) Q3 (Expertise) Q4 (credibility) Q5(Likeability) Q6(Congruence)

Inference

From ANOVA results, the overall significant level, each independent variable is less than the significant value 0.05. So, there is significance difference between the educational qualification and the independent variables. Hence H0 is rejected.

ANOVA for occupation and independent variables:

H0: There is no significance difference between occupation and independent variables.
H1: There is significance difference between occupation and independent variables.

Table 13.2: ANOVA for Occupation and independent variables

		Sum of Squares	df	Mean Square	F	Sig.
	Between Groups	4.836	5	.967	3.596	.004
Q1	Within Groups	40.083	149	.269		
	Total	44.919	154			
	Between Groups	7.772	5	1.554	4.550	.001
Q2	Within Groups	50.906	149	.342		
	Total	58.678	154			
	Between Groups	12.876	5	2.575	4.939	.000
Q3	Within Groups	77.695	149	.521		
	Total	90.571	154			
	Between Groups	11.149	5	2.230	4.464	.001
Q4	Within Groups	74.434	149	.500		
	Total	85.583	154			
	Between Groups	8.190	5	1.638	4.573	.001
Q5	Within Groups	53.369	149	.358		
	Total	61.559	154			
	Between Groups	5.954	5	1.191	3.482	.005
Q6	Within Groups	50.960	149	.342		
	Total	56.914	154			
	Between Groups	5.250	5	1.050	3.141	.010
I1	Within Groups	49.804	149	.334		
	Total	55.054	154			

Note: Q1 (physical attractiveness) Q2 (Trustworthiness) Q3 (Expertise) Q4 (credibility) Q5(Likeability) Q6(Congruence) I1(Purchase intention)

Inference

From ANOVA result, the overall significant level, each value is less than the significant 0.05 hence there is significance difference between the occupation and the variables. Hence H0 is rejected.

14. CORRELATION ANALYSIS
Correlations between independent and dependent variables

H0: There is no significance relationship between independent and dependent variables.
H1: There is significance relationship between independent and dependent variables.

Table 13: Correlations between independent and dependent variables

		Q1	Q2	Q3	Q4	Q5	Q6	I1
Q1	Pearson Correlation	1	.618**	.482**	.535**	.556**	.640**	.574**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	155	155	155	155	155	155	155
Q2	Pearson Correlation	.618**	1	.765**	.738**	.713**	.736**	.699**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	155	155	155	155	155	155	155
Q3	Pearson Correlation	.482**	.765**	1	.823**	.739**	.686**	.639**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	155	155	155	155	155	155	155
Q4	Pearson Correlation	.535**	.738**	.823**	1	.779**	.781**	.699**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	155	155	155	155	155	155	155
Q5	Pearson Correlation	.556**	.713**	.739**	.779**	1	.769**	.725**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	155	155	155	155	155	155	155
Q6	Pearson Correlation	.640**	.736**	.686**	.781**	.769**	1	.811**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	155	155	155	155	155	155	155
I1	Pearson Correlation	.574**	.699**	.639**	.699**	.725**	.811**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	155	155	155	155	155	155	155

Note: Q1 (physical attractiveness) Q2 (Trustworthiness) Q3 (Expertise) Q4 (credibility) Q5(Likeability) Q6(Congruence) I1(Purchase intention)

Inference

According to the correlation coefficient, there is a strong and significant association between the independent and dependent variables and the other variables in the table. The correlation table's values are normalised and range from 0 to 1. The mean values and standard deviation values are shown in the table's first column. Purchase intention is connected with physical attractiveness, reliability, expertise, credibility, likeability, and congruence. Hence H0 was declined.

15. MULTIPLE REGRESSION ANALYSIS

Multiple regression analysis was carried out to explore to linkage between purchase intention on college students.

Independent variables: Physical attractiveness, Trustworthiness, Expertise, Credibility, Likeability, Congruence

Dependent variable: Purchase intention

Table 15.1: Model summary between dependent and Independent variable

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Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.833a	.694	.682	.33731

a. Predictors: (Constant), Q6, Q1, Q3, Q5, Q2, Q4
b. Dependent variable: Purchase intention

The table shows that R= .833 and R Square= .694. this means that 69 percentage of variation in 'b' i.e., dependent variable "purchase intention" can be explain by all the 6 predictors in variation 'a' i.e. independent variables.

Table 15.2: ANOVA between dependent and independent variable

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38.215	6	6.369	55.978	.000b
	Residual	16.839	148	.114		
	Total	55.054	154			

a. Dependent Variable: Purchase intention
b. Predictors: (Constant), Q6, Q1, Q3, Q5, Q2, Q4

ANOVA table shows that the P value is less than 0.05 and reveals that multiple regression model is statistically significant and the regression model is good fit of the data.

Table 15.3: Linear regression for independent variables

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.195	.120		1.627	.106
Q1	.040	.069	.036	.579	.564
Q2	.145	.080	.150	1.804	**.073**
Q3	-.006	.070	-.008	-.089	.929
Q4	.022	.077	.027	.280	.780
Q5	.171	.078	.181	2.181	**.031**
Q6	.514	.086	.523	6.004	**.000**

Note: Q1 (physical attractiveness) Q2 (Trustworthiness) Q3 (Expertise) Q4 (credibility) Q5(Likeability) Q6(Congruence)

Inference

From the table the study stipulates that the variable Physical attractiveness, Trustworthiness, Expertise, Credibility, Likeability, Congruence have P value is less than 0.05. Hence the null hypothesis (Ho) is rejected for variables Q6, Q5 and Q2 i.e., there is significance difference between the variables Q2, Q5, Q6 and Purchase intention. Whereas other variables physical attractiveness, Expertise, Credibility has P value greater than 0.05. Hence the null hypothesis (Ho) is accepted for the variables Q1, Q3 and Q4 i.e., there is no significance different between Q1, Q3, Q4 and Purchase intention.

16. FINDINGS

1. The respondents are mostly in the age group of 21-30 years
2. Majority of the respondents are male candidates
3. Majority of the respondents are watching Tamil channels
4. Majority of the respondents are watching TV for more than 1-2 hours
5. Majority of the respondents rarely pay attention on TV advertisements
6. Majority of the respondents mostly purchase a product for television advertisement.
7. Majority of the respondents are aware of celebrity advertisements

8. Majority of the respondents are advertising by the good quality of product.
9. Majority of the respondents are attracting by the product endorsed by the celebrity.
10. Majority of the respondents intend to buy the products advertised by the celebrity.
11. Majority of the respondents use the product endorsed by the celebrity
12. Majority of the respondents are persuaded by film star to purchase a product
13. Majority of the respondents are planning to buy a product for latest models & trends.
14. Majority of the respondents look for quality of the product while purchasing a product.
15. Majority of the respondents agree that the image of the celebrity and the brand are matched.
16. Majority of the respondents accept that the brand message is more effective when the celebrity endorser is credible and trustworthy
17. Majority of the respondents accept that the brand message is more effective when the celebrity endorser image fits with the image of the brand.
18. Majority of the respondents are sure that celebrity advertisement will help for brand promotion.
19. Majority of the respondents strongly agree that product effects are explained in the celebrity advertisement
20. Majority of the respondents strongly agree that sales and profit are increased by celebrity advertisement
21. Majority of the respondents disagree that all necessary information's are not shared in celebrity advertisement
22. Majority of the respondents disagree that products are not easily recognized by celebrity advertisement
23. Majority of the respondents are neutral that celebrity advertisement Contributes to the purchase intention of college students.
24. Majority of the respondents disagree that high status influence celebrity endorser's creditability.
25. Majority of the respondents strongly agree that dependable influence celebrity endorser's creditability.
26. Majority of the respondents are disagreed that social motivation influence celebrity endorser's creditability.
27. Majority of the respondents strongly agree that credible factor influence celebrity endorser's creditability.
28. Majority of the respondents are neutral that sincere influence celebrity endorser's creditability.
29. In Perception and Trustworthiness sector around 20% of the respondents strongly agreed that the celebrity endorsement is much more trustworthy.
30. 57.4 % of the respondents agreed that the purchase of product is only due to the endorsement of the celebrities.
31. Age of the celebrity and the target audience usually establish a relationship, this statement is agreed by most of the respondents (51%)
32. Maximum number of the respondents agreed that the celebrities are genuine about the products that they endorse.
33. Large part of the respondents from the purchase intention sector agreed that advertise by the celebrities creates positive attitude to buy a product.
34. Likeability towards the celebrity who resembles the characteristics of a user are more strongly agreed by the respondents than the easily recognizable celebrity.

17. SUGGESTIONS

Most of the respondents feel that products are not easily recognized through celebrity advertisement this is because all necessary information's are not shared in that advertisement. So, the company should take necessary steps to provide all necessary information's to recognize the product. Local language celebrities create more impact among the college students. College students can be targeted with the celebrity advertisement through various social media platforms.

18. CONCLUSION

The conclusion is drawn from the study based on the impact of celebrity advertisement on brand image. Celebrity advertisements build the overall brand image of the product. It has become a trend and perceived as a winning formula for product marketing and brand building. In this project respondents feel that celebrity will be most effective when promoting new brand and companies agree that sales and profit are increased by celebrity advertisement. Some respondents feel that some necessary information's about the

product are not shared in the advertisement. So, the company can take some steps to provide more information about the product.Thus, in this project I accept that the brand message is more effective when the celebrity endorser is credible and trustworthy. And it is also accepted that the celebrity advertising yield to company's revenue through college students.

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