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Research Paper

Celebrity Endorsement and Customer buying Intention with Relation to the Television Advertisements of Online Retailers

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Abstract

This current paper investigates the celebrity endorsement in TV Ads . the point is to recognize the impact of celebrity endorsement in TV ads of online retailers on customers' purchasing intention in Gujarat . TV advertisement is one in everything about advertising correspondence and brand management device to receive the eye of the customer and manufacture their reliability to online retailers. Big name underwriting is a very important and consistently utilized promoting device to straightforwardly impact the customers' buy goals. The point of this examination is to fume impact of big name support on client buying goal for online retailers . The review technique was used because the examination strategy. Survey was gather the information from respondents in Ahmedabad , Vadodara , Rajkot and Surat in Gujarat. Group testing select an sample size of 100 and got information was dissected utilizing the SPSS . connection investigation was led to find out the character of the connection between the celebrity endorsement and customers' buying intention. Result indicated critical connection between the celebrity endorsement(likability, credibility, personality, attractiveness, and expertise)and consumer purchasing intention. So that all five hypothesis were expected by this exploration.

Introduction

Advertisers use celebrity endorsement to frame promotions acceptable and to strengthen buyer acknowledgment of the brand . Anyway , once a momentary connection has been framed from celebrity to a brand , the negative data about the celebrity may ponder to the embraced brand. Applying the S-O-R model and subsequently the parity hypothesis. day by day consumers actuate the television and temples the web and are assaulted with notices from both known and obscure brands. This over-burden of notice blocks a brand's capacity to make a particular situation inside the marketplace and get consideration from consumers(Rodgers and Thorson 2000). a celeb support has been utilized for a long time as an advertising device to push brands or items , and progressively turned into an outsized a piece of present day promoting (McCracken 1989). Uniquely promoting through online interpersonal organizations utilizing celebrity endorsement to push products has become a key practice in advertising technique and a more impressive strategy than the different broad communications (Li et al.2012). past research proposes that the same number of as 25% of all TV plugs and 10% of publicizing spending plans include celebrity supports (Erdogan et al.2001). past research shows that there's an immediate relationship between the usage of celebrity and improvement in organization benefits. Subsequently, advertisers use celebrities in notices authentic and to enhance buyer acknowledgment of the brand (McCracken 1989). the use of famous people can assist organizations with making their one of a kind situation inside the marketplace and help impact a constructive brand picture and customer buying intention(Ranjbarian et al. 2010). As buyers' interest and desires rise, advertisers are consistently changing and refreshing their objective purchasers. Therefore, there has been an increase in celebrity endorsement support into the promotion world as these mainstream commercial strategy incite shoppers' attitudinal and passionate reactions, and impact purchaser brand decisions and practices (sami 2006). a celeb is characterized as a broadly known character who is perceived by a particular gathering of people (Schlecht 2003). they need some characteristics ,like appeal , exceptional way of life, or extraordinary aptitudes, along these lines varying from society and that they appreciate a high level of open mindfulness. Celebs can speak to various groups supported their achievements, similar to on-screen characters, TV stars, models, competitors, performers and specialists. Famous people frequently make the most of their reputation, and cause incredible effect on the supported item. They regularly

become tied with their embraced item and known for their earlier achievements. The superstar normally passes on a persuading message to the objective market. Brand correspondence messages conveyed by superstars and well known characters make and keep up higher intrigue, consideration, and review in profoundly jumbled situations than those conveyed by non-famous people (Davies and Slater 2015). What's more, numerous people regularly try to claim comparative qualities and ways of life of the celebrity they consider effective (Sami 2006). Frazer and Brown (2002) reasoned that these customers specifically pick which esteems and VIP practices that they respect to coordinate into their own lives. Devotees of celebrities may try to emulate or imitate a particular big name's conduct in order to broaden their very own confidence. This could incorporate copying discourse, dress, correspondence, and along these lines the brands they pick to use and get (Sami 2006). These practices demonstrate the capacity of big name underwriting, and why famous people turned out to be so significant in cutting edge showcasing. Past research shows how famous people effect sly affect attire decision, item decision, purchasing conduct, and even solid ways of life (McCracken 1989; Till and Busler 1998). Analysts likewise found that the impact of big name endorsers is less complex inside on ladies than on men (Howard 2002). Regarding age companion, Millennial are bound to concentrate famous people and get their supported items like nourishment, liquor, and design things (Pringle and Binet 2005). Scientists found that Millennial are affected by celebrity endorsement fourfold almost certain than Baby Boomers (Barton et al. 2014).

Celebrity - brand consistency

Most promoters demand that the best possible determination of the correct celebrity is critical for the accomplishment of the notice since buyers commonly accept the celebrity should have high positive effect and acknowledgment, and in this way the picture of the celebrity must match immediately of the stock (Choi and Rifon 2012). as an example, equipment are embraced by acclaimed sportsmen: Michael Jordan and Tiger Woods support Nike and David Beckham underwrites Adidas, and so on., while the choice of a lead isn't effective to embrace sports items. an essential think about determining the viability of big name support is big name brand/item consistency (Choi and Rifon 2007). a genuine coordinate between a star and an item is progressively viable for creating positive commercial assessments that improve endorser trustworthiness and promoting adequacy than a foul fit between the 2 (Davies and Slater 2015). A compatible item endorser

coordinate is bound to impact purchasers to look for the supported brand by moving social implications living in their image picture to the stock. Besides, numerous investigations show that a strain corporate a more noteworthy effect on buyers as far as disposition and get goal than a non-big name representative (McCormick 2016). Past writing recognizes loved ones as being appeared to be more reliable than sales reps, and bunches of buyers consider celebrity companions in spite of the fact that they may not really know them (Erdogan 1999; Choi and Rifon 2007; Escalas and Bettman 2017). From the outset, it will appear to be legitimate that compatibility between the celebrity and brand supported should positively affect the brand picture which, the more grounded the connection, the more effect the affiliation should wear the brand. Besides, the higher the celebrity endorsement is fit to the brand or item, progressively significant or compatible the superstar/brand pair is appeared to be, at that point the more noteworthy the positive reaction to publicizing as far as disposition and purchasing purpose will be (Till and Busler 2000; Batra and Homer 2004). Be that as it may, it's possible to envision an increasingly unpredictable relationship and examine an interchange theory (e.g., that a specific degree of incongruence may positively affect reaction to publicizing, especially as far as the brand picture). Surely, a moderate degree of incongruence between a desire and an item is additionally gainful, in light of the fact that it will be appeared to be intriguing and positive (Lee and Thorson 2008). a similarly poor fit among brand and big name is also stimulating and urge people to process the data more seriously and expound increasingly (Lee 2000).

Publicity of celebrity

The positive picture that famous people sew together the objective buyers will help the message inside the commercial to be progressively influential, hence making the brand increasingly alluring to them; though adverse data about celebrity endorsers can negatively affect the buyers' perspectives and convictions (Thwaites et al. 2012). it's prominent that advertisers trust that their objective markets' sure sentiments toward the celebrity endorser will move onto the embraced brand, and successively make the brand increasingly appealing to the crowd. In this manner, issues seek the brand when the celebrity is associated with exposure that changes or harms their notoriety. this change can conceivably adjust buyers' view of the supported brand. Past writing shows that negative data joins a disproportionate effect on convictions and decisions, and it's stronger impact than comparative measures of positive data. Negative data appears to have a more prominent long

haul impact on memory than nonpartisan data (Baumeister et al. 2001). because of how customers respond to the present data, negative data a couple of superstar endorser has critical effect on the supporter dynamic procedure. Subsequently, the expanding utilization of web-based social networking and expanded access to data has made it hard for advertisers to deal with the negative exposure spinning around their celebrity endorsers (Solomon et al. 2009).

Consumers' attitude toward the brand and celebrity

A demeanour will be characterized as a person's evaluation or assessment of individuals' items, notices or issues. As a rule, mentality will in general point out solidness after some time, yet isn't necessarily perpetual in light of the fact that it's a durable and general assessment of people, objects, and so on.; it changes by showcasing exercises, similar to TV publicizing and celebrity endorsement (Solomon et al. 2012). Inward and outside components can help shape or change an individual's demeanour. regarding the present examination, purchasers' demeanour is also littered with the impact of negative exposure and brand congruency inside the ads. Advertisers trust that their objective market will increase positive sentiments toward a chose big name that may move toward the embraced brand and improve the brand's standing (Choi and Rifon 2007). celebrity supports with negative exposure can do the greatest sum or more to distance them as they are doing to attract them (Choi and Rifon 2007). for instance, if buyers have negative sentiments toward a selected celebrity, they're bound to have negative emotions toward the supported brand moreover. As far as celebrity supports, mentality is typically a usually expressed point. Regularly, buyers have predefined disposition toward which celeb they like and aversion bolstered the qualities of believability, ability, trust, and allure and judge which famous people to use as influential apparatuses in their ads. On the off chance that the big name is popular with the supporter, then the benefactor will check the big name as a wellspring of sound data and progressively the underwriting makes a high level of assurance and uplifting mentality for the patron (Surana 2008).

Consumers' buying intention

Buy goal is characterized as the potential exchange conduct and buy probability of buyers displayed in the wake of assessing an item (Schiffman and Kanuk 2000). Buying intention or a client's purchasing intention is the probability that he/she is going to purchase a specific item later on, in light of their requirement for the item,

information about the item, feelings about the item, and the assembling organization/brand (Bradmore 2004). The agreeability made from the celebrity support and item engaging quality is an enormous impact on purchaser buy goal (Chaudhary and Asthana 2015). In view of outer data and shopper assessment of an item, customers may either have high or low buy goal. Buyers are bound to buy an item with high buy goal, while they are less inclined to buy an item with low buy expectation. Buy expectation has numerous impacts, for example, value (Alford and Biswas 2002), mentality toward the brand (Johnson and Russo 1984), and brand dedication. Buyers look their past encounters for data with respect to the products they expect to buy (Bradmore 2004). When the right measure of data is acquired, the buyer will begin to assess and consider options for the item required. In many cases, buy aim is utilized to quantify the social expectations of the purchasers.

Research Problem

Studies have demonstrated the utilization of celebrity endorsement can make an increasingly positive reaction just as a higher buying intention than non-big name endorsement. Industry specialists guarantee deals increment will support because of the more typical accessibility of celebrity embraced online retailing that are drawing in a more youthful shopper gathering. Sponsors have perceived the benefit of utilizing celebrities in their commercials. celebrities show up in their ads and underwrite their items. Advertisers figure a well known appreciated celebrity will well impact customer's inclination and buy expectation. Shaughnessy (1995, p. 982) opined that "the utilization of famous people will in general produce better than expected brand mindfulness however just about portion of the celebrity positively affect purchaser's purchasing expectation towards the item". Each big name publicizing effort doesn't similarly work. Some of them are extremely viable and some not in any way (Dissanayaka and Ismail, 2015). With regards to Gujarat, there has been rehearsing celebrity endorsement particularly with the TV ads, not very many research has directed a far reaching concentrate on the adequacy of the big name supported promoting. Subsequently, look into issue of this examination is: "The way far big name underwriting impacts buyer's purchasing aim towards online retailers". Research Objectives Key target. With the foundation in figured, it would hold any importance with analyze the impacts of superstar supported marking on buyers' buying expectation. The point of this examination is to recognize the impact of celeb support on buyer's purchasing intention. Explicit goals. (1) To consider the buyers' demeanour towards "celebrity endorsement of

online retailers" (2) To distinguish the impacts of celebrity embraced marking of online retailers have on buyers buying intention. (3) To inspect way of life conduct change due to the online retail marks. Research questions. The inquiries that at that point emerge are: How is the shoppers' demeanour towards "celebrity endorsement of online retailers in their TV ads"? What impacts does big name supported marking of online retailers have on buyers buying intention? How does way of life conduct change due to the online retailing? Criticalness of the Study online retail enterprises are conceivable in increasing considerable degree of benefit through making eye-getting notices, so that there is a significant connection between celeb underwriting and its friendship to purchasing intention . Choosing right big name in notice is basic.

Research Methodology

Test Size This examination utilized the quantitative system. In the quantitative philosophy, essentially, utilized the review study, which prepared poll for the information assortment. This survey regulated to a helpful samples that sum one hundred (100) subjects. Right now, utilized one hundred (100) polls covering college students and the official level experts in the Ahmedabad Vadodara Surat and Rajkot regions. Subjects were male and female. Age arranged from 25 to 50. **Assortment of Data** gathered utilizing the survey technique among hundred subjects. twenty eight inquiries were remembered for the poll covering both segment and research target information. For the information assortment instrument, utilized google structure in the information assortment. There were two degrees of information assortment. To begin with, polls were appropriated among the subjects and in second, they were approached to fill it as they wished to finish it at their recreation with no pressure. **Examination of Data** Collected information were dissected factually utilizing SPSS 20.0 form and expressive strategies were utilized to break down the accumulated information. Twenty eight inquiries were based to make the SPSS program for the essential information taking care of to SPSS program. For this, specialized help was made by two information experts. In the information dissecting, enlightening techniques were utilized in the SPSS program alongside the fundamental research targets and questions. Speculations were tried using enlightening information examinations alongside the reasonable casing work made from the finish of the writing survey. In the introduction of information, notwithstanding the essential factual figures discovered, bar graphs and dispersed tables were made for the adequacy of information introduction.

Limitations of the Study

This exploration was restricted to its field of study and the extent of choice of test. In the assortment of information, it is utilized Google structure subjects could be replied in inclination and regarding their own subjectivities, which is very difficult to get their genuine thoughts, so it is likewise a confinement of this investigation. For the comfort of making this examination, it utilized in a general sense both two classifications of students and administrators are likewise a restriction of this exploration as the factors of buyer purchasing expectation.

Literature Review

Celebrity Endorsement

A big name endorser is "a person who appreciates open acknowledgment and who utilizes this acknowledgment in the interest of a shopper decent by showing up with it in a notice" (McCracken, 1989, p. 310). As H. H. Friedman and L. Friedman (1979, p. 63) expressed, "a superstar endorser is a person who is known to people in general for their accomplishment in territories others than of the item class supported". Right now, support will be additionally investigated with the utilization of a few determinants. This area depicts which factors a superstar ought to must be a strong endorser. To clarify the determinants of superstar underwriting, this investigation will take a gander at the determinants showed by Amos, Holmes, and Strutton (2008).

In addition, the source validity model and the source engaging quality model will be utilized as establishment for choosing the determinants (Erdogan, 1999). The determinants portrayed right now: validity, aptitude, reliability, engaging quality, comparability, loving, nature, and the coordinate harmoniousness with the item. Source believability relies upon ability and dependability. Source appeal relies upon recognition, loving, and similitude.

Likability

Likability is the "love for the source because of the source's physical appearance and conduct" (McGuire, 1985, p. 239). Likewise, McGuire (1985) expressed that when individuals like the big name they will likewise like the going with brand and in this way famous people are utilized in ads and promotions. Big name support will impact the shopper's conduct and mentality (G. E. Burp and M. A. Burp, 2008)

and promoters accept that a VIP can impact the customer's vision of the organization's picture. In the perspective on Kahle and Homer (1985), the procedure of the detested VIP is clarified in an investigation that contained an aggregate of 200 people taking an interest in the examination. The analysis contains the case of superstar support utilized with dispensable razors by methods for John McEnroe; he has been the big name endorser for this specific brand. John McEnroe is a tennis player who can bother individuals; his outrageous unpleasant language on the tennis court is generally known. It very well may be expressed that he isn't the perfect endorser of a brand, and that John McEnroe can be doled out to the hated big name gathering. The organization holds him since his picture infers worry for insurance of personal responsibility; two factors the organization needs shoppers to be related with in regards to the utilization of dispensable razors. Regardless of McEnroe is a loathed superstar, the organization utilizes him as an endorser.

Credibility

Credibility is "the degree to which the beneficiary considers the to be as having significant information, aptitudes, or experience and trusts the source to give fair, target data" (G. E. Burp and M. A. Burp, 2008). The two most significant parts of validity are aptitude and trust (Hovland and Weiss, 1953). Famous people are viewed as solid wellsprings of data (Goldsmith, Lafferty, and Newell, 2000) and the validity of a superstar is portrayed as the aggregate sum of constructive highlights that make and increment the approval of the message (Erdogan, 1999). Validity is one of the most significant determinants of big name underwriting. Believability is especially significant when individuals have a negative demeanour towards the brand and incredible contentions are expected to restrain the counter contending and decidedly impact the disposition towards the brand. Therefore, when famous people are dependable, it influences the acknowledgment of the message and the influence (G. E. Burp and M. A. Burp, 2008). Character The big name persona par asocial recognizable proof scale (CPI) is intended to quantify how media buyers create distinguishing proof with superstars or mainstream anecdotal characters. Distinguishing proof is characterized as an influence procedure that happens when an individual embraces the conduct or mentalities of another individual or gathering dependent on a self-characterizing relationship (Kelman, 1961, p. 63). ID is a mental direction through which people characterize themselves dependent on their gathering enrolment and determine "quality and a feeling of personality" from

the connection (Kelman, 1961, p. 64). ID is a principal procedure of social change that has been talked about by a few significant scholars and social researchers. Freud (1922, p. 29) characterized distinguishing proof as "the most punctual articulation of a passionate tie with someone else." Lasswell (1965) likewise talked about the idea, alluding to mass recognizable pieces of proof, for example, patriotism. W. L. Johnson and A. B. Johnson (1995) followed the idea of ID to both Freud (1922) and Lasswell (1965).

Personality

The idea of personality doesn't just involve the physical allure. Appeal additionally involves ideas, for example, scholarly aptitudes, character properties, method for living, athletic exhibitions, and abilities of endorsers (Erdogan, 1999). VIPs can be alluring in light of the fact that they set up for instance incredible game exhibitions and individuals have extraordinary regard for their accomplishment and along these lines they are pulled in to them. Physical engaging quality proposes that a big name decides the adequacy of influence because of that customers need to resemble the endorser and need to recognize themselves with that endorser (Cohen and Golden, 1972). Also, there are instances of famous people who are viewed as less alluring, yet speak to the picture the organization needs to make and have. At the point when the coordinate among brand and big name is available, engaging quality turns out to be less significant and subsequently the organization may pick a less appealing big name. There are tremendous quantities of physical alluring big names who underwrite an item. A model is David Beckham for the Armani brand. Most of individuals are pulled in by David Beckham. Men need to be related with the soccer player and design man David Beckham, while lady are truly pulled in by his appearance since David Beckham consistently looks stylish and has incredible athletic exhibitions. He is amazingly solid and alluring and has a high level of closeness; individuals need to resemble him.

Expertise

Expertise of celebrity endorsement is being characterized as "the degree to which an endorser is seen to be a wellspring of substantial statements" (Erdogan, 1999, p. 298). As to aptitude, it isn't significant that the VIP is actually a specialist in the field. It is significant that customers think and accept a superstar has aptitude (Ohanian, 1991). To represent, in a selling setting, a specialist sales rep made a fundamentally higher number of clients buy an item than the non-master sales rep

did (Woodside and Davenport, 1974). Master sources likewise impact view of the item's quality. The source or VIP that is an authority has been seen as progressively powerful (Aaker, 1997) and creates more buy goals (Ohanian, 1991). Moreover, Speck, Schumann, and Thompson (1988) expressed that big names, who are viewed as a specialist in a particular territory, induce a higher brand acknowledgment than famous people who are viewed as non-specialists. The degree of superstar ability will decide its viability (Amos et al., 2008). The more mastery a big name has, the more powerful it will be. The ability of a superstar won't be changed by negative exposure, yet the acceptability and validity will be contrarily impacted.

Consumers' Buying Intention

As indicated by H. H. Friedman and L. Friedman (1979), "a big name endorser is a person who is known by the general population for their accomplishments in territories other than that of the item class embraced". Contrasted with other endorser types, celebrated individuals consistently join a more noteworthy level of consideration, review, and dedication. As indicated by Melissa St. James, a doctoral individual and showcasing educator at The George Washington University, "Studies show that utilizing famous people can build buyers' consciousness of the advertisement, catch (their) consideration and make promotions progressively vital". Differing writing is accessible on VIP support. Klebba and Unger (1983) utilized numerous relapse examinations to look at the effect of positive and negative source data on the validity of the promoting source and on crowd impression of the organization and pushed item. The after effects of their examination show that the intellectual and full of feeling measurements of validity are affected distinctively by negative data. Wenqian Gan (2006) investigated the Chinese purchaser's practices toward VIP and non-superstar ads. The outcomes show that Chinese buyers lean toward big name business and respondents all things considered like superstar who have increasingly proficient vocation aptitude, despite the fact that there are other various reasons existing, for example, great appearances, great air, and great profession soul. Tracker and Davidsson (2008) contemplated negative data's effect on big name business. There results show that negative data about the big name may prompt negative mentality towards the new pursuit and advancement, new pursuits can conceivably decrease harm to their image by separating themselves from the superstar, be that as it may, such a move may not be as viable when the new pursuit is controlled by a big name business

visionary. Schlecht (2003) inspected the connection between superstar supports and brands, by applying a choice of generally acknowledged standards of how shoppers' image perspectives and inclinations, it very well may be decidedly affected. In this way, the ideas of source believability and allure, the coordinate speculation, the importance move model, and the standards of different item and big name underwriting were utilized. A short appraisal of the present market circumstance shows that big name support promoting systems can under depicted the ABC model of mentalities as a multidimensional point of view expressing that perspectives are together characterized by influence, conduct, and comprehension. Influence alludes to the manner in which a buyer feels about a disposition object. Conduct includes the individual's goals to a disposition object. Insight alludes to the convictions a shopper has about a demeanour object. This model stresses the interrelations among knowing (insight), feeling (influence), and doing (conduct). Every one of the three segments of a demeanour are significant, yet their relative significance will shift contingent upon a purchasers' degree of inspiration concerning the mentality object. The idea chain of command of impacts clarifies the overall effect of the three parts. Every chain of importance indicates that a fixed succession of steps happens on the way to a demeanor.

Conceptualization and Operationalization

Hypothesis based on the literature review

Fundamental ward factors were distinguished (Figure 1). agreeability (McGuire, 1985, p. 239; G. E. Burp and M. A. Burp, 2008; Kahle and Homer, 1985), believability (G. E. Burp and M. A. Burp, 2008, p. 189; Hovland and Weiss, 1953; Goldsmith et al., 2000; Erdogan, 1999), character (Kelman, 1961, p. 63; Freud, 1922, p. 29; Lasswell, 1965; W. L. Johnson and A. B. Johnson, 1995), engaging quality (Erdogan, 1999; Cohen and Golden, 1972), and skill (Erdogan, 1999, p. 298; Ohanian, 1991; Woodside and Davenport, 1974; Aaker, 1997; Ohanian, 1991; Speck et al., 1988; Amos et al., 2008). Subsequently, the speculations as follows were made and defined dependent on these writings.

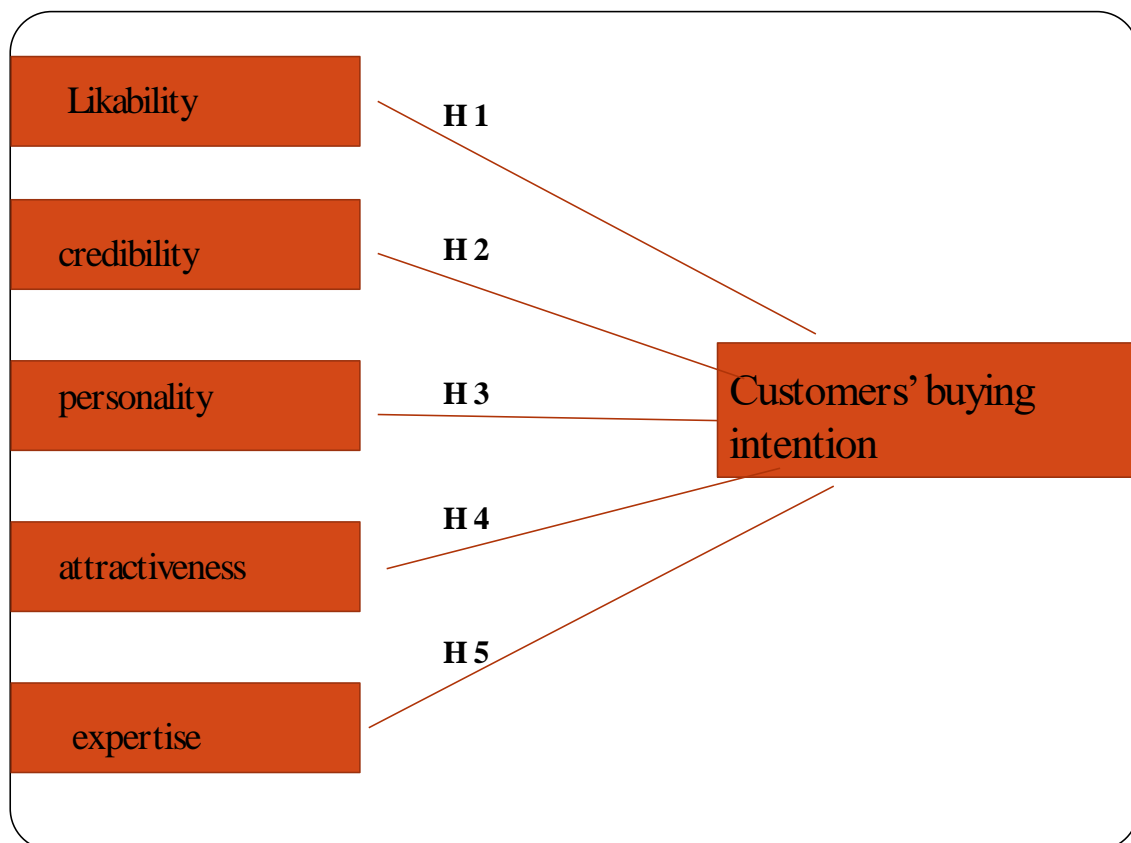
Hypothesis 1: The celebrity endorser's perceived likability will positively influence purchase intention for consumers.

Hypothesis 2: The celebrity endorser's perceived credibility will positively influence purchase intention for consumers.

Hypothesis 3: The celebrity endorser's perceived personality will positively influence purchase intention for consumers.

Hypothesis 4: The celebrity endorser's perceived attractiveness will positively influence purchase intention for consumers.

Hypothesis 5: The celebrity endorser's perceived expertise will positively influence purchase intention for consumers.



Operationalization

The idea of this investigation is characterized and talked about in the writing survey. Furthermore, the specialist focused on the past work that has been done on this idea. With the assistance of these feelings and perspectives just as the examination discoveries, the analyst distinguished key factors which generally influence the purchaser conduct because of presenting celebrity endorsement in tv ads . In light of this data, the operationalization procedure was finished. Right now, analysts attempt to distinguish markers of research factors and their estimation criteria (Table 1).

Table 1 Operationalization and Variable

| Variable | indicator | Measurement |
|----------------|------------|--|
| Likability | pleasing | consumers' attitude of whether the celebrity have the power of satisfaction |
| | affection | consumers' attitude of strong feeling/emotions |
| | veracity | consumers' attitude of conveying the truth |
| | believable | consumers' attitude of whether celebrity is believable |
| Credibility | confidence | consumers' attitude about confidence of celebrity |
| | honest | consumers' attitude of whether celebrity is honest |
| | sincerity | consumers' attitude on the sincerity of celebrity |
| | strength | consumers' attitude on the physical, moral, and financial strength |
| Personality | courage | consumers' attitude about moral courage of celebrity |
| | good look | consumers' attitude about the celebrity's outer look |
| | know how | consumers' attitude about whether the celebrity is technically sound |
| | Skill | consumers' attitude of whether celebrity can use his/her knowledge effectively in his/her specialized area |
| Attractiveness | appearance | consumers' attitude about the celebs' external looks |
| | Desire | consumers' attitude of whether he/she prefer to be a celeb or not |
| | attention | consumers' attitude about ability to hold the attention |
| | interest | consumers' attitude of whether they have interest in celebs' characteristics or not |

| | | |
|-----------|------------|---|
| Expertise | knowledge | consumers' attitude of whether the celeb has practical knowledge on specialized area or not |
| | experience | consumers' attitude of whether celeb has sufficient experience on specialized area or not |
| | authority | consumers' attitude of whether celeb has power to influence others' behaviour |
| | training | consumers' attitude of whether celeb has obtained particular training relevant to his/her field |

Table 2 Consumer buying intention

| variable | Indicator | measurement |
|---------------------------|------------|--|
| consumer buying intention | Selecting | consumers' attitude of whether the celeb can help him or her to select goods or services |
| | Purchasing | consumers' attitude of whether the celeb can influence of consumers' purchasing intention |
| | Using | consumers' attitude of whether the celeb can influence consumers to use the goods and services |
| | Evaluating | consumers' attitude of whether celeb can help him/her to evaluate products |
| | disposing | whether consumer has disposed products according to the celebs' opinions |
| | | |

Strategy

Field of the Research and Sample This exploration utilized quantitative system. In the quantitative approach, essentially, the creators utilize a review study which utilizes survey for the information assortment. Study field is both TV advertisement

and purchasing conduct. Right now, review, it utilized 100 surveys covering Ahmedabad Vadodara Surat and Rajkot areas. Strategy for advantageous inspecting is utilized for this overview. Research Approach As the target of this investigation is to investigate the perspectives and buying expectation of online purchasers, a quantitative methodology is used. A quantitative research is used to quantify a specific marvel, so they can be changed to numbers. Quantitative research analyzes numerical relations between at least two quantifiable characteristics. Such a methodology is typically connected with huge scope considers and is identified with the objectivity of the scientist. Quantitative research then again depends on changing the watched wonders to composed words rather than numbers. A mix of an all encompassing point of view and explicit viewpoint is perfect right now request to gauge the respondents buying aim and understanding their perspectives. A combinational methodology (triangulation) sees a marvel through alternate points of view and it could be said prompts higher exact outcomes. Results achieved using the two methodologies give a progressively complete inclusion of an examination issue. Research Strategy with respect to the examination approach, a poll is led for a quantitative assortment of information. A contextual investigation is rejected considering the way that a contextual analysis centres around singular occasions as opposed to more extensive ranges. A trial and perception are additionally rejected on account of the absence of time and assets. Order of Data Used Primary information. Surveys are intended to gather data that is utilized in this way as information for investigation. The poll being used comprises of various applicable inquiries concerning the respondents' perspectives and buyer's conduct. The survey is semi-organized, and has a blend of shut and open inquiries. The game plan of the poll comprises of three sections. Section A estimates customer's conduct with respect to internet retailing. Part B quantifies shopper's perspectives with respect to internet retailing, and part C estimates brand inclination . An example of 100 was picked and data was gathered through methods for comfort. The overview was focused on guys younger than 25 to 50. Google structure technique was utilized to get higher pace of reaction. A conveyed survey could have been used, yet the hour of the examination is restricted and the reaction is a low pace of reaction. Optional information. Auxiliary information will be data that has been recently accumulated for certain reasons other than the ebb and flow investigate venture. A huge extent of the information utilized right now named auxiliary information on account of the wide accessibility and pertinence of it. As it were, data was assembled from explore diaries, books, the web, and

research articles. With respect to the development of the web use, a great deal of the information gathered were widely accessible in electronic organization. Unwavering quality and Validity Reliability. Dependability is regularly alluded to an estimation that is steady and has not been presented to adventitious impacts. The exploration instrument should create similar information whether today is done or re-done at some other point. Legitimacy. The term legitimacy frequently alludes to the pertinence of the information corresponding to the examination marvels. The examination instrument utilized as an estimation of wonders should gauge precisely measuring. As it were, a high legitimacy implies that the information and techniques are correct and significant.

Information Analysis

The Survey and Data

The poll was sent through Email and WhatsApp among 100 respondents chose from Ahmedabad Vadodara Surat And Rajkot so as to accumulate information on the idea of impact of the customer purchasing aim comparable to celebrity endorsement. Examination the Data Analysis of customers' buying intention. Customers' buying intention towards celebrity endorsement support and the factors of buyer purchasing aim are examined here. There are choosing, buying, utilizing, assessing, and arranging. Frequencies of choices and their rates for every factor as per different classes are introduced.

The Influence of Consumer Buying Intention

As per the main goal of this investigation, regardless of whether the celebrity endorsement support can impact the buyer purchasing intention, the purchasing intention was estimated utilizing the recurrence of choosing, buying, utilizing, assessing, and arranging. The reactions from purchaser purchasing goal on this issue were gotten from particular inquiries.

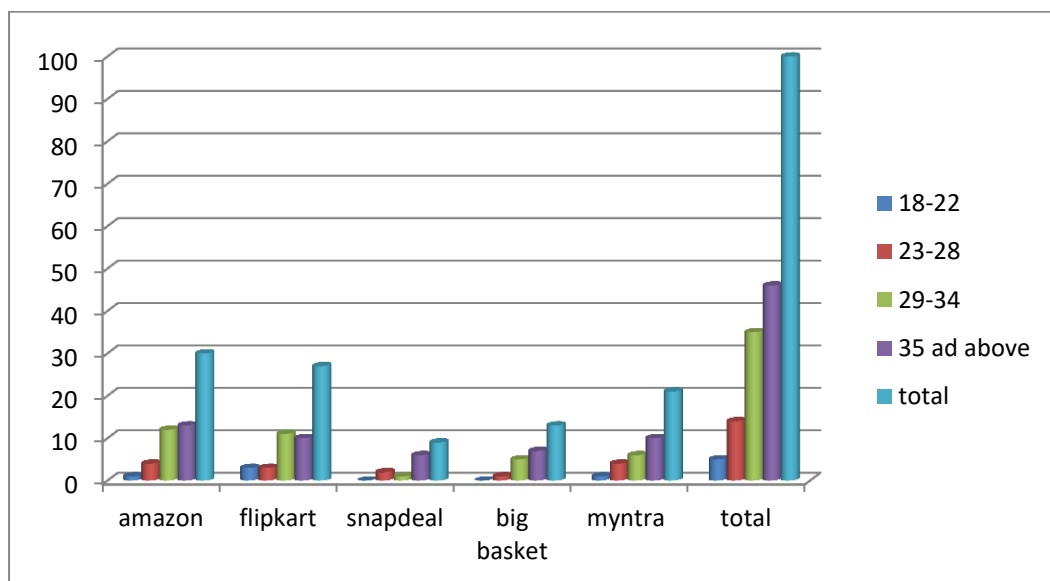
The Variables of Consumer Buying Intention

The second goal of this investigation is to discover the most compelling choice of buyers among choosing, buying, utilizing, assessing, and arranging with respect to big name support promoting. So as to discover the most powerful choice, the respondents who are emphatically affected by big name support publicizing and the respondents who are respectably impacted are thought about. As appeared in Table

3 and in diagram age gathering of 35 or more uses web based shopping the most and amazon has the most elevated depend on brand review when purchasing on the web . flipkart is in the second position .

Which online retailer do you recall when you buying online

| Age retailers→ | amazon | flipkart | snapdeal | big basket | myntra | total |
|-------------------|--------|----------|----------|---------------|--------|-------|
| 18-22 | 1 | 3 | 0 | 0 | 1 | 5 |
| 23-28 | 4 | 3 | 2 | 1 | 4 | 14 |
| 29-34 | 12 | 11 | 1 | 5 | 6 | 35 |
| 35 ad above | 13 | 10 | 6 | 7 | 10 | 46 |
| Total | 30 | 27 | 9 | 13 | 21 | 100 |

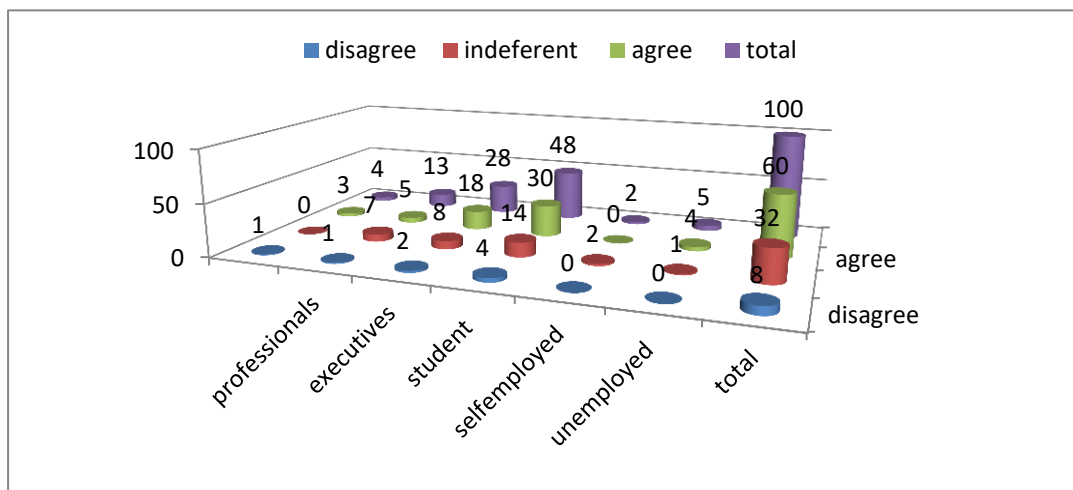


From the above graph we can say that people above 35age has highest rate of online shopping . there are least people in the age group of 18-22 in terms of shopping online . Amazon has the highest brand recall while snapdeal has the least brand recall while thinking of online shopping among the respondents . we can see there is very less margin between recall of amazon and flipkart , so we can say that those two are leading in the minds of respondents while shopping online .

Table 4 occupational group

Influence of celebrity endorsement in TV ads on their decision of buying online

| | disagree | indifferent | agree | Total |
|---------------------------|----------|-------------|-------|-------|
| Managers senior officials | 1 | 0 | 3 | 4 |
| professionals | 1 | 7 | 5 | 13 |
| executives | 2 | 8 | 18 | 28 |
| student | 4 | 14 | 30 | 48 |
| self-employed | 0 | 2 | 0 | 2 |
| unemployed | 0 | 1 | 4 | 5 |
| total | 8 | 32 | 60 | 100 |



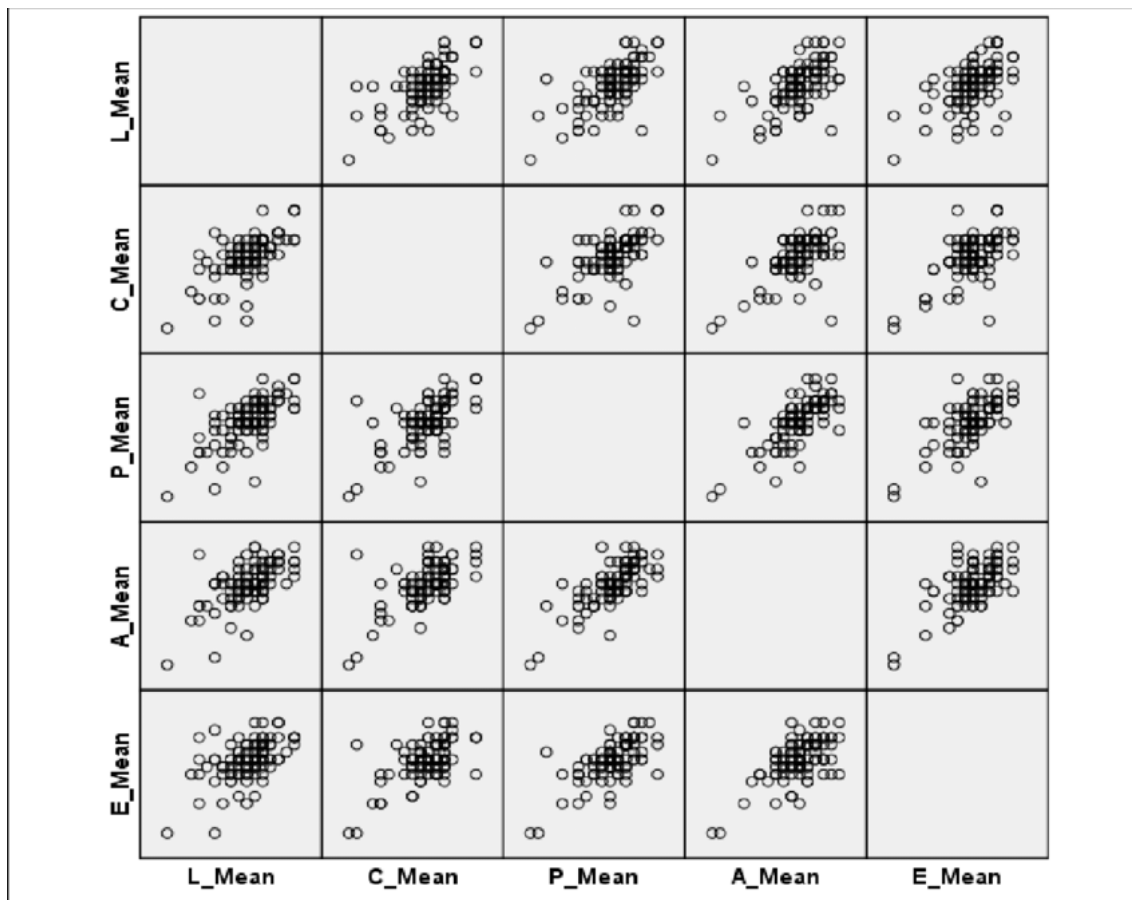
Degree and other professional qualification have been the significant educational qualifications in this sample while they have expressed that celebrity endorsement in the online retailing TV ads influences their online buying behaviour. 60% of the total respondents are agreeing on that celebrity endorsement in TV ads of online retailing influence their buying behaviour. Influence can be seen highest in student level and least in self-employed, managers and senior officials' level.

Table -5 How much do you agree on the following characteristics of celebrity influence your buying decision with respect to online shopping .

Characteristics of celebrity endorsement : likability, credibility, personality, attractiveness, expertise

| | | L_mean | C_mean | P_mean | A_mean | E_mean |
|--------|---------------------|---------|---------|---------|---------|---------|
| L_mean | pearson correlation | 1 | 0.550** | 0.557** | 0.542** | 0.446** |
| | sig (2-tailed) | 0 | 0 | 0 | 0 | 0 |
| | N | 100 | 100 | 100 | 100 | 100 |
| C_mean | pearson correlation | 0.550** | 1 | 0.594** | 0.609** | 0.533** |
| | sig (2-tailed) | 0 | 0 | 0 | 0 | 0 |
| | N | 100 | 100 | 100 | 100 | 100 |
| P_mean | pearson correlation | 0.557** | 0.594** | 1 | 0.629** | 0.568** |
| | sig (2-tailed) | 0 | 0 | 0 | 0 | 0 |
| | N | 100 | 100 | 100 | 100 | 100 |
| A_mean | pearson correlation | 0.542** | 0.609** | 0.629** | 1 | 0.537** |
| | sig (2-tailed) | 0 | 0 | 0 | 0 | 0 |
| | N | 100 | 100 | 100 | 100 | 100 |
| E_mean | pearson correlation | 0.446** | 0.533** | 0.568** | 0.537** | 1 |
| | sig (2-tailed) | 0 | 0 | 0 | 0 | 0 |
| | N | 100 | 100 | 100 | 100 | 100 |

Table 6 : correlations



In the data analysis related to above hypotheses, it was revealed that the likability to the celebrity used in the ads of online retailers is highly significant in the online buying intention. However, the other factors of familiar face and life style of the celebrity used in the online retailers has not been significant in this research study.

Conclusion and Recommendation

End This examination distinguished elements from the impact of the customers' buying intention comparable to celebrity endorsement publicizing in Gujarat. The examination was restricted to the TV ads. In lighthypothetical foundation and writing just as the suspicions made by the scientist, the investigation defined the calculated edge work. Right now, five qualities of big names were thought about. These five characteristics are likability, credibility, personality, attractiveness, and expertise. From the theoretical model, the specialist end evoked to assemble a connection between the big name support and the customers' buying intention. The celebrity endorsement was considered as autonomous variable and the customer

buying intention was the considered as the reliant variable. The specialist estimated that there is a connection between the celebrity and the customer purchasing intention. Further, this relationship can change as per the centre parts of the autonomous variable. Under the markers estimation, criteria were created to distinguish the examination factors. The investigation tried five speculations dependent on the free factor and its centre segments to analyze the impact of the buyer purchasing aim. The information were gathered through organized survey. An example of 100 respondents was chosen for the review from Ahmedabad Vdodara Surat and Rajkot. The respondents were chosen by the arbitrary inspecting technique. In the information examination identified with above theories, it was uncovered that the affability to the big name utilized in TV advertisements of online retailers is exceptionally huge in the online buying intention. Be that as it may, different variables of natural face and way of life of the celebrity utilized in the online retailers have not been noteworthy right now.

Suggestion

The exploration inspected big name underwriting based on five determinants. It could be fascinating to expound more on one of these roundabout determinants, so as to get a more extensive establishment of information as for the celebrity endorsement. Furthermore, consolidating the previously mentioned differentiations could give different experiences right now information. It could; for instance, be the situation that particular determinants of celebrity support create buyer's purchasing expectation more than others. The customers can review the notices as a result of the engaging quality of the big names. On the off chance that the advertisers need to keep the commercial in the shopper's brain the appealing big name is increasingly viable. The impact of shopper purchasing goal conduct can be changed by the kind of celebrity just as the item class. The appealing big name is progressively powerful for rash products. The VIP utilized in ads ought to have following characteristics and capabilities so as to yield compelling outcomes. The person:

- (1) ought to know about the promoted item;
- (2) should utilize the item;
- (3) ought to have great picture;
- (4) ought to have introduction abilities;
- (5) ought to be significant to the item.

Zones for Further Research

This examination underlines the need that future specialists should give more consideration on this field. This is a fascinating field for specialists;

- (1) Future research could likewise consider issues like: big name eclipsing, overexposure, abuse, and annihilation of the VIP endorser.
- (2) Negative effect of big name support.
- (3) This examination concentrated distinctly on superstars' five characteristics, for example amiability, validity, character, appeal, and aptitude. More investigations are essential for different characteristics, for example, ubiquity, gifted, likeness, nature, and coordinate consistency
- (4) Only TV ads were chosen for this examination. Another investigation can look at the impact of shopper purchasing expectation according to big name promoting for other media. This examination didn't inspect impact of customer purchasing goal as indicated by the shopper's segment factors. Further research must be expected to discover the connection between the impact of consumers' buying intention and segment factors according to celebrity endorsement.

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