



A STUDY ON IMPACT OF CELEBRITY ENDORSEMENTS ON BRAND LOYALTY ON SARAVAVANASELVARATHINAM WITH SPECIFIC REFERENCE TO COIMBATORE.

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ABSTRACT

This study explores the impact of celebrity endorsements on brand loyalty, with a specific focus on Saravana Selvarathinam, a popular retail brand in Coimbatore. Celebrity endorsements have become a prevalent marketing strategy, aiming to create a strong emotional connection between the consumer and the brand. Through a combination of qualitative and quantitative methods, this research investigates how the association of celebrities with Saravana Selvarathinam influences consumer perceptions, purchasing behavior, and long-term loyalty. Surveys were conducted with customers in Coimbatore to gather insights on their attitudes toward celebrity endorsements and the brand. The findings reveal that celebrity endorsements have a significant positive effect on brand loyalty, particularly by enhancing brand visibility, credibility, and trustworthiness. The study concludes by discussing the implications of these results for brands in Coimbatore, suggesting strategies to leverage celebrity endorsements for sustained customer loyalty and competitive advantage in the retail market.



1.INTRODUCTION

In the modern age of marketing, where consumer attention is highly fragmented and competition is fierce, brands are constantly seeking innovative ways to create a lasting impression on their target audience. One such strategy that has gained immense popularity is celebrity endorsement, where well-known personalities are used to promote products or services. Celebrity endorsements have become a significant tool in brand communication due to their ability to build trust, establish credibility, and connect with the emotions of the target audience. This phenomenon has proven especially potent in consumer-driven markets, such as the fast-moving consumer goods (FMCG), retail, fashion, and automobile sectors, where emotional appeal often drives purchasing decisions.

In recent years, India has witnessed an upsurge in the number of celebrity endorsements, especially with the advent of social media and the growing influence of celebrities on digital platforms. The southern region of India, particularly Coimbatore, has seen a surge in local brands leveraging the power of popular figures to establish their presence. One such prominent individual who has caught the attention of consumers is Saravanan Selvarathinam, a business personality whose endorsement has influenced purchasing patterns in Coimbatore.

This study aims to explore the impact of celebrity endorsements on brand loyalty, with a focus on the specific case of Saravanan Selvarathinam and his influence on consumer behavior in Coimbatore. The research seeks to understand how his public persona and association with brands have affected consumer attitudes, trust, and loyalty.

Brand loyalty refers to the degree to which consumers are consistently purchasing or recommending a particular brand over time. Achieving and maintaining brand loyalty is an essential goal for businesses, as it leads to sustained revenue growth and long-term customer retention. While factors such as product quality, price, customer service, and innovation are traditional drivers of loyalty, celebrity endorsements have emerged as a powerful strategy to reinforce consumer attachment to brands.

Celebrities often represent aspirational lifestyles that resonate with the target market. Through their endorsements, they inspire consumers to associate the product with the lifestyle they wish to lead, creating a sense of desire and urgency. This aspirational appeal is especially potent in markets where consumers seek social recognition and validation.

Saravanan Selvarathinam, an influential personality in Coimbatore, has used his image to endorse a range of products and services. His association with multiple industries, such as retail



and real estate, has made him a recognizable figure in the city. This study intends to analyze how Saravanan's endorsement campaigns have influenced the loyalty of consumers in Coimbatore, a market that combines traditional values with modern aspirations.

By focusing on the local impact of celebrity endorsements in a specific city, this study will delve into the unique ways in which Saravanan's endorsement strategies have influenced consumer loyalty, especially in comparison to global or national-level celebrity endorsements.

2. LITERATURE MAIN CONTENTS

2.1 Objectives of study

- To evaluate the influence of Saravanan Selvarathinam's celebrity endorsement on consumer brand loyalty in Coimbatore.
- To understand the perception of Coimbatore customers regarding the assessment between endorse celebrity and the brand values of Saravana Selvarathinam.
- To explore how Saravanan Selvarathinam's celebrity image impacts consumer perceptions of brand credibility and trustworthiness in Coimbatore.

2.2 Scope of study

This study focuses on understanding the impact of celebrity endorsements on brand loyalty, with specific reference to Saravanan Selvarathinam. The scope of the study is defined by several key parameters, which outline the geographical, demographic, and theoretical boundaries within which the research will be conducted.

2.3 Statement of problem

In the competitive landscape of modern marketing, companies are increasingly relying on celebrity endorsements to enhance brand visibility, credibility, and consumer loyalty. The impact of such endorsements on consumer behavior, particularly in terms of brand loyalty, has garnered significant attention. While there is a growing body of research on the general impact of celebrity endorsements on brands at a national or global level, the effects on regional markets, particularly in smaller cities like Coimbatore, remain underexplored.

2.4 Research and methodology

Research methodology is a way to systematically solve the research problem and is the backbone of the study and is primarily based on the primarily based on primary data collected through questionnaire from the peoples.

2.5 Collection of data

The data was collected through questionnaire.



- The sample size was 110.
- The area of study was Coimbatore.
- Data's used in this study was both primary and secondary data's.

3.ANALYSIS AND DISCUSSION

TABLE:3.1

HOW OFTEN DO YOU VISIT SARAVANA SELVARATHINAM

S.no	Period of visit	Total respondents	Simple average
1	Monthly	30	27.2
2	Never	22	20
3	Occasionally	36	32.7
4	Weekly	22	20
	Total	110	100

***SOURCE:** PRIMARY DATA

Interpretation: The above table shows that 27.27% of customers visit the store monthly, 20 % Customers never visits the store.

Inference: This study shows that highest of 32.72% of customers visits the store occasionally.

CHART:3.1

HOW OFTEN DO YOU VISIT SARAVANA SELVARATHINAM

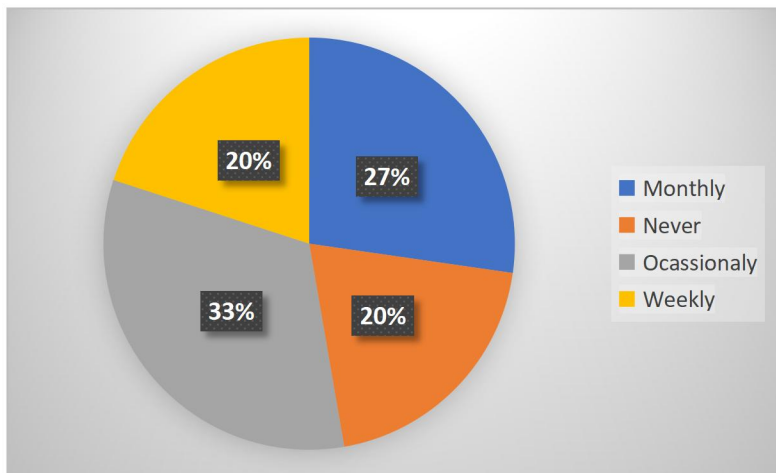


TABLE:3.2

AWARENESS OF CELEBRITY ENDORSSEMENT

S.no	AWARENESS	Total response	Simple average
1	Yes	58	53
2	No	52	47
	Total	110	100

*SOURCE: PRIMARY DATA

Interpretation: The above table shows that 53% of customers are aware of celebrity endorsement of Saravana Selvarathinam and 47% of customers are not aware of celebrity endorsement of Saravana Selvarathinam.

Inference: This study shows that a major part of 53% of customers are aware of the celebrity endorsement of Saravana Selvarathinam.

CHART:3.2

AWARENESS OF CELEBRITY ENDORSSEMENT

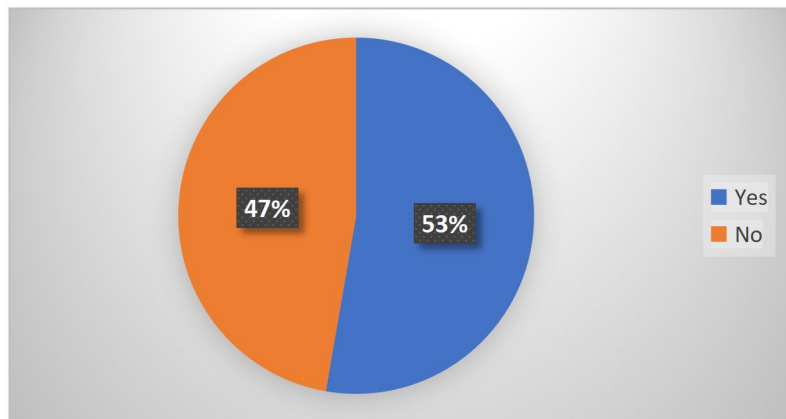


TABLE:3.3

CELEBRITY ENDORSEMENT OF SARAVANA SELVARATHINAM PRODUCTS.

S.no	Customers opinion	Total response	Simple average
1	Negative	8	7.2
2	Positive	54	49.0
3	Neutral	44	40
4	Very positive	4	3.6
	Total	110	100

***SOURCE:** PRIMARY DATA

Interpretation: The above table shows that 7.2 % of customers feel negative of the celebrity endorsement of Saravana Selvarathinam , 49.09% of customers feel positive of the celebrity endorsement of Saravana Selvarathinam , 40 % of customers feel neutral of the celebrity endorsement of Saravana Selvarathinam , 3.63% of customers feel very positive of the celebrity endorsement of Saravana Selvarathinam.

Inference: This study shows that the majority of 49.09% of customers feel positive of the celebrity endorsement of Saravana Selvarathinam.

CHART:3.3

CELEBRITY ENDORSEMENT OF SARAVANA SELVARATHINAM PRODUCTS.

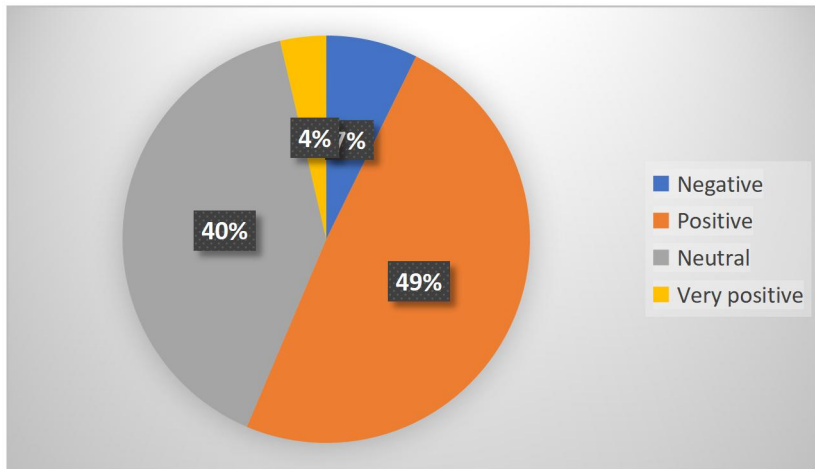


TABLE:3.4

CHANGE OF PURCHASING DESIGN BASED ON CELEBRITY ENDORSEMENT.

S.no	Purchase decision	Total response	Simple average
1	Yes	69	62.7
2	No	41	37.2
	Total	110	100

***SOURCE:** PRIMARY DATA

Interpretation: The above table shows that 62.72% of customers agree that the celebrity endorsement of Saravana Selvarathinam impacts in change of their purchasing decision. 37.27% of customers are not changing their purchasing decision because of the celebrity endorsement of Saravana Selvarathinam.

Inference: This study shows that highest of 62.72% of customers changes their purchasing decision because of the celebrity endorsement of Saravana Selvarathinam.

CHART:3.4



CHANGE OF PURCHASING DESIGN BASED ON CELEBRITY ENDORSEMENT.

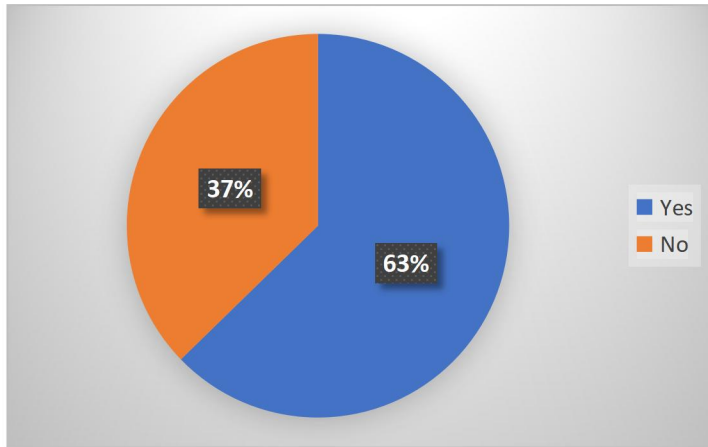


TABLE:3.5

DOES CELEBRITY ENDORSEMENT IMPLY HIGHER QUALITY

S.no	DOES CELEBRITY ENDORSEMENT IMPLY HIGHER QUALITY	Total response	Simple average
1	Yes	77	70.0
2	No	33	30.0
	Total	110	100

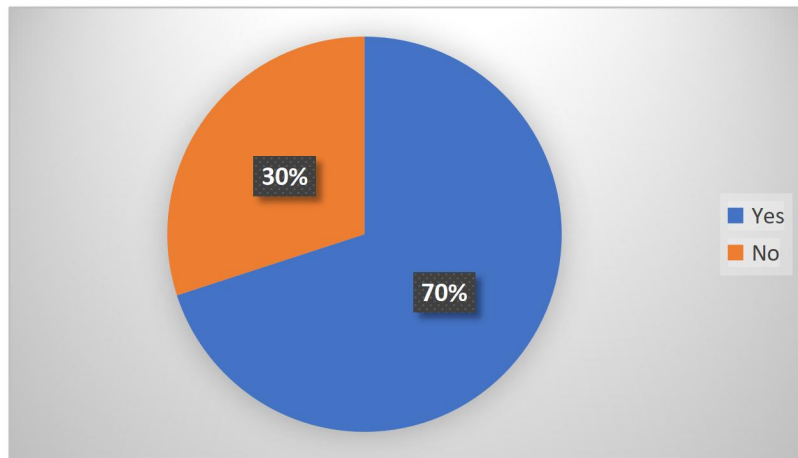
***SOURCE:** PRIMARY DATA

Interpretation: The above table shows 70% of consumers agree with celebrity endorsement imply higher quality, 30% of consumers doesn't agree with celebrity endorsement imply higher quality,

Inference: This study shows that majority of 70 % agree with celebrity endorsement imply higher quality.

CHART:3.5

DOES CELEBRITY ENDORSEMENT IMPLY HIGHER QUALITY



4.CONCLUSION

This study has shown that celebrity endorsements, particularly through the association with Saravana Selvarathinam, significantly impact consumer behavior and brand loyalty in Coimbatore. The data collected indicates that celebrity endorsements positively influence consumers' perceptions of brand credibility, trustworthiness, and product quality, leading to a higher likelihood of purchase decisions and sustained customer loyalty.

The majority of customers surveyed are aware of the celebrity endorsement and feel positively about it, with many reporting that it impacts their purchasing choices. Furthermore, a strong correlation was found between celebrity endorsements and the perceived quality of products, with a large segment of consumers associating the endorsement with higher product standards.

In conclusion, Saravana Selvarathinam has effectively leveraged celebrity endorsements to build a stronger emotional connection with consumers, enhance brand image, and foster greater loyalty. This strategy has proven to be a valuable asset for the brand in Coimbatore and offers valuable insights for other businesses looking to strengthen their customer base through celebrity marketing. Future strategies should focus on further promoting celebrity associations and maintaining consumer trust to sustain long-term growth and brand loyalty in a competitive retail landscape.

5. REFERENCE

- **Erdogan, B.Z. (2000):** This research focused on the impact of celebrity endorsement in advertising and the factors that make it effective, such as celebrity trustworthiness, expertise, and attractiveness. It suggested that celebrity endorsement can positively influence consumer attitudes toward a brand.



- **Ohanian, R. (2001):** This study emphasized the role of credibility in celebrity endorsement, defining three dimensions of credibility: expertise, trustworthiness, and attractiveness. It concluded that these factors contribute significantly to brand loyalty by influencing consumer perceptions.
- **McCracken, G. (2005):** McCracken's study highlighted how celebrity endorsements create emotional connections with consumers, fostering brand loyalty. It suggested that when a celebrity is aligned with the values of a brand, it leads to greater consumer loyalty.
- **Agrawal, J., & Kamakura, W. A. (2006):** The paper examined the effectiveness of celebrity endorsements in brand promotion and how they influenced consumer attitudes. It found a direct link between positive celebrity perception and increased brand loyalty.
- **Till, B.D., & Busler, M. (2007):** This study explored how consumers react to the use of celebrities in advertisements. It revealed that while celebrity endorsements may initially create interest, the impact on long-term brand loyalty depends on the consistency of the endorsement with the brand's values.
- **Lee, J. E., & Thorson, E. (2014):** This paper examined how the credibility of celebrity endorsements influences consumer attitudes toward the brand. It found that credibility and trustworthiness had a significant effect on brand loyalty, with celebrity endorsements having a lasting effect when consumers trust the spokesperson.
- **Erdogan, B. Z., & Baker, M. J. (2015):** This study explored the direct link between celebrity endorsement and brand loyalty in the fashion industry. It concluded that the greater the perceived match between the celebrity and the brand, the higher the likelihood of fostering long-term brand loyalty.
- **Pappu, R., & Quester, P. G. (2016):** Pappu and Quester's study explored how celebrity endorsement influences brand loyalty through emotional attachment and brand satisfaction. The study found that celebrity endorsements create emotional bonds that enhance customer loyalty.
- **Sondhi, N., & Chopra, S. (2017):** This research analyzed the effect of celebrity endorsement on brand loyalty in the Indian market, particularly in the context of fast-moving consumer goods (FMCG). It found that celebrity endorsements contribute to increased customer engagement and brand loyalty in India.
- **Freeman, S. (2018):** Freeman's work examined the evolution of celebrity endorsement in the digital age and its influence on consumer behavior. The study found that celebrity



endorsements through social media platforms significantly boost brand loyalty, especially among younger consumers.