



A STUDY ON IMPACT OF CELEBRITY ADVERTISEMENTS IN SALES PROMOTION OF RELIANCE TRENDS WITH SPECIAL REFERENCE TO COIMBATORE CITY

Dr. M. Kalimuthu

*Assistant Professor, Department of Commerce with Professional Accounting,
Dr.N.G.P Arts and Science College, Coimbatore*

Miss. Vidyasri. V

*III. B.Com (PA), Department of Commerce with Professional Accounting,
Dr.N.G.P Arts and Science College, Coimbatore*

ABSTARCT

This study was undertaken to examine the impact of celebrity advertisements in the sales promotion of Reliance Trends. Based on the results of the research, it is understood that the celebrity Advertisements gives a positive impact on the sales promotion. The study encloses that the office going women are more interested to purchase in reliance trends. The second most influencing factor of Reliance trends is their high quality of the fabric and also their discounts and offers. The changing life of the consumers the impact of celebrity advertisements definitely have positive impact in the sales promotion.

KEYWORDS: *Celebrity Advertisements, Quality, sales promotion*

INTRODUCTION AND DESIGN OF THE STUDY

Advertising is a marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea. Sponsors of advertising are typically businesses wishing to promote their products or services. Advertising is differentiated from public relations in that an advertiser pays for and has control over the message. It differs from personal selling in which the message is non-personal. Celebrity endorsers enjoy high popularity among the brand managers. Each year, companies spend vast amounts of money to convince celebrities to endorse their products and brands for instance; in India approximately 45 percent of televised commercials feature celebrities; in us, approximately 25 percent of all advertising employ the celebrity endorsers.

STATEMENT OF THE PROBLEM

Reliance trends is one of the fastest growing textile show room in Coimbatore city, it has

various branches in Coimbatore. They give a tough competition in the market. The celebrity influence advertisement plays a major role in buying behavior of the people. The people may be influenced by the advertisement to buy the product. If their favorite celebrity is missing they might not buy that product. So this study helps to know about the sales promotion with the help of celebrity advertisement.

OBJECTIVES

- To understand the influence of the celebrity on purchasing decision of the customer.
- To study about the availability of products that are shown in the advertisements of Reliance Trends.
- To study on satisfaction level of customer towards celebrity advertisement.
- To identify whether the celebrity advertisement results in increase in sales of Reliance Trends.



RESEARCH METHODOLOGY

The following methodology is used for the study.

1. SOURCE OF DATA

The study includes both primary and secondary data.

- The primary data have been collected from the target respondents through structured questionnaire.
- Secondary data have been collected from different sources such as journal, book and internet.

2. SAMPLE SIZE

The study focused on primary data from 110 respondents.

3. SAMPLE METHOD

Sampling is the selection of some part of an aggregate or totality on the basis of which it is made. Convenient sampling is used this research

4. TOOLS USED

The statistical tools used for analysis are,

1. Simple Percentage method.
2. Likert scale
3. Rank analysis

- The details given by the respondents are considered as true and the study results are based on assumption.

REVIEW OF LITERATURE

Ankita Jangde (2018) The researcher had found out that the marketers spend enormous amount of nonet annually on celebrity endorsement contracts based on the belief that the celebrities are effective spokespersons for their products or brands Celebrity endorsement is viewed as a billion dollars industry in today's era. Various companies are signing deals with celebrities in the hope that by using celebrities they can accomplish a unique and relevant position in the minds of the consumers.

RELIANCE TRENDS

Reliance Trends is a lading lifestyle retail chain with over 777 retail stores across India. Reliance Trends offers stylish, high- quality products across Womenswear, Lingerie, Menswear, Kidswear and fashion accessories through a diversified portfolio of own brands, national and international brands.

The uniqueness of the store is the core, which delivers "fashion at great value". Spread over 8,000 – 24,000 square feet of shopping area, each Reliance Trends store is designed to offer a unique shopping experience for the entire family through wide aisles, coordinated displays and highly trained fashion professionals offering best in class customer assistance.

Reliance Trends customer through www.reliancetrends.com can access a large collection of fashionable, high quality products at great value delivered at their door steps.

LIMITATION OF THE STUDY

- This study is confined only to Coimbatore City.
- This study is carried out for a certain period of time.
- The validity of response from the respondents is questionable due to their Bias.

ANALYSIS

TABLE SHOWS THE LEVEL OF SATISFACTION OF THE RESPONDENTS ABOUT CELEBRITY ADVERTISEMENT AN IMPORTANT FACTOR IN PURCHASING A PRODUCT

S. NO.	FACTORS	NO. OF RESPONDENTS	LIKERT SACLE VALUES(x)	TOTAL (fx)
1	Strongly Agree	18	5	90
2	Agree	47	4	188
3	Neutral	20	3	60
4	Disagree	15	2	30
5	Strongly Disagree	10	1	10
	TOTAL	110		378

(Source: Primary data)

$$\begin{aligned} \text{Likert scale} &= \sum(fx) / \text{Total number of respondents} \\ &= 378/110 \\ &= 3.4 \end{aligned}$$

INTERPRETATION

Likert scale value 3.4 which is equal to the mid value 3, so the respondents

are neutral about celebrity advertisement an important factor in purchasing a product.

**TABLE SHOWS THE PERFORMANCE OF THE RELIANCE TRENDS**

S. NO	PARTICULARS	1	2	3	4	5	6	7	8	TOTAL SCORE	RANK
1	Price	7(8) 56	15(7) 105	21(6) 126	11(5) 55	21(4) 84	17(3) 51	10(2) 20	8(1) 8	505	5
2	Quality	25(8) 200	32(7) 224	22(6) 132	10(5) 50	9(4) 36	8(3) 24	3(2) 6	1(1) 1	673	1
3	Collections	21(8) 168	23(7) 161	35(6) 210	15(5) 75	3(4) 12	5(3) 15	7(2) 14	1(1) 1	656	2
4	Offers	10(8) 80	20(7) 140	21(6) 126	30(5) 150	10(4) 40	8(3) 24	5(2) 10	6(1) 6	576	4
5	Advertisements	15(8) 120	21(7) 147	28(6) 168	16(5) 80	14(4) 56	11(3) 33	3(2) 6	2(1) 2	612	3
6	Convenience	5(8) 40	13(7) 91	14(6) 84	6(5) 30	15(4) 60	20(3) 60	18(2) 36	19(1) 19	420	7
7	Payment Method	5(8) 40	11(7) 77	10(6) 60	8(5) 40	4(4) 16	14(3) 42	34(2) 68	24(1) 24	367	8
8	Customer Service	10(8) 80	10(7) 70	12(6) 72	8(5) 40	17(4) 68	21(3) 63	15(2) 30	17(1) 17	440	6

*(Source: Primary data)***INTERPRETATION**

The above table shows that the Quality is rank 1, Collections are rank 2, Advertisements is rank 3, Offers are rank 4, Price is rank 5, Customer service is rank 6, Convenience is rank 7, Payment method is rank 8.

- Quality is ranked 1 based on the respondents ranking towards the performance of Reliance Trends.

FINDINGS, SUGGESTIONS AND CONCLUSION**FINDINGS****SIMPLE PERCENTAGE**

- 63% of the respondents are Male.
- 42% of the respondents are Below 25 years.
- 45% of the respondents are Graduates.
- 51% of the respondents are Unmarried.
- 36% of the respondents are Private Employees.
- 35% of the respondents are earning Rs 30,000 – Rs 60,000.
- 78% of the respondents are Nuclear family.
- 70% of the respondents like to watch advertisements.
- 51% of the respondents watch television advertisements
- 47% of the respondents came to know about Reliance Trends through Friends and relatives.
- 100% of the respondents have visited Reliance Trends.
- 48% of the respondents visit Occasionally.

- 29% of the respondents spend Rs 2,000- Rs 5,000 and 29.1% of the respondents spend above Rs 5,000.
- 31% of the respondents are influenced by Quality.
- 57% of the respondents have noticed Keerthi Suresh.
- 54% of the respondents says sales is enhanced by Cinema actors.
- 54% of the respondents would not switch from their regular products to a new product advertised by their favorite celebrity.

LIKERT SCALE

- Likert scale value 3.2 which is equal to the mid value 3, so the customers are neutral in buying a product advertised by a celebrity.
- Likert scale value 3.5 which is greater than the mid value 3, so the customers agree that they get attracted with the product advertised by celebrities.
- Likert scale value 3.5 which is greater than the mid value 3, so the customers agrees that the celebrity advertisements are effective than the other type of advertisements.
- Likert scale value 3.7 which is greater than the mid value 3, so the customers agrees that they can recognize the product or brand by with the help of celebrities in the advertisements
- Likert scale value 3.8 which is greater than the mid value 3, so the customers agrees that the celebrity advertisements grab the audience's attention more than a standard ad.



- Likert scale value 3.6 which is greater than the mid value 3, so the respondents agree that the celebrities in the advertisements help to identify the product which they are associated with.
- Likert scale value 3.1 which is equal to the mid value 3, so the customers are neutral about the trustworthiness of the product endorsed by celebrities.
- Likert scale value 3.6 which is greater than the mid value 3, so the respondents agree that the advertisements which involve celebrities give a positive image to the product.
- Likert scale value 2.7 which is equal to the mid value 3, so the respondents are neutral about stop buying the product/ brand if their favorite celebrity stops advertising it.
- Likert scale value 3.4 which is equal to the mid value 3, so the respondents are neutral about celebrity advertisement an important factor in purchasing a product.

RANK ANALYSIS

- Quality is ranked 1 based on the respondents ranking towards the performance of Reliance Trends.

SUGGESTIONS

- Celebrity advertisements will be more effective when using a celebrity who is not already strongly associated with another product or service.
- Celebrity advertisements can be telecasted regularly can increase the sales rather than telecasting it occasionally
- The company may increase the sales through reducing the product price without compromising on quality.
- Companies need to make good judgements on consumer's needs and interests for a specific product. The practical functions and benefits of a product should be presented in the advertisements
- Companies should carefully choose and evaluate a popular celebrity to promote their product and services. As most of the respondents are influenced by cinema actors it is better to choose a cinema actor to endorse their product.

CONCLUSION

During the evolution of fashion, it plays an important role in every people's lives and it has also become the deciding factor of people's societal status. New generation is liking to be

presentable and to flow with the trend. Among people, especially women prefer RELIANCE TRENDS because of new collections, quality and more offers. The collections from reliance trends has also become trend setter dresses. They have their own place in the market. For South India, the celebrity who advertise are Keerthi Suresh and Rana Daggubatti. As Coimbatore comes under south India, Sales is enhanced by Keerthi Suresh for women collections and Rana Daggubati for men collections

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