This chapter was designed to study the impact of celebrity endorsement on brand building and buying behaviour of consumers. The analysis was done to find out the relationship between personal factors of respondents with most accepted textile brand, the number of textile advertisements recalled and number of celebrities who were endorsing textiles recalled for understanding and the recalling capacity of respondents due to the celebrity endorsement. A non-parametric test (Brown–Forsythe Robust test) was conducted. In order to understand the usefulness of celebrity endorsement on brand building and buying behaviour of consumers, role of celebrity on brand building and buying behaviour of consumers and the negative effects of celebrity endorsement on brand building and buying behaviour, ranking method was used. For analyzing the effectiveness of celebrity endorsement on brand building and buying behavior of consumers, t-test was used and for analyzing the impact of celebrity endorsement pair-wise t-test was used.

SUMMARY OF FINDINGS, CONCLUSION AND SUGGESTIONS

6.1 INTRODUCTION

This chapter summarizes the findings, conclusion and suggestions. The assimilation of the findings, conclusion and suggestions from both qualitative and quantitative research will be discussed to offer inclusive and pertinent inferences from the study.

6.2 FINDINGS
The findings of the study are taken from the analysis done in the preceding chapters. Selected analyses were done based on different categories of the profile of respondents namely gender wise, age group, marital status, education level, occupation wise and income wise to make the study more meaningful.

- Majority (57.7 per cent) of the respondents of the study were females.
- Majority (43.6 per cent) of the respondents fall under the age group of 36-55.
- Majority (68.4 per cent) were under graduates.
- Majority (53.2 per cent) were married.
- Majority (18.3 per cent) came under the category of housewives.
- Majority (65.4 per cent) were under the category of Rs. 15,000-35,000 income per month.
- Majority (75.3 per cent) had done shopping leisurely.
- Majority (75.3 per cent) were very much particular about the brand image of the textile garments and the textiles showroom.
- Majority (91.3 per cent) had stated that their preference was for multi brand shop.
- Majority (93 per cent) were attracted by celebrity endorsed advertisements.
- Majority (82.7 per cent) prefer branded textile garments.
- 86.50 (per cent) male and 75. (per cent) of female respondents went regularly to textiles showroom to buy garments.
- 95.8 per cent under the age group of 15-35 and 79.2 per cent under the age group of 36-55 visited regularly to textiles showrooms and 56.3 per cent under the age group of 56 and above chose festival seasons to buy garments.

- 87.9 per cent of the under graduates, 69.5 per cent PG and 69.2 per cent professionals visited regularly to textiles showrooms to buy garments.

- 79.2 per cent samples who were married and 81.4 per cent who were unmarried opined that they regularly visited textiles showroom to buy textile garments.

- All student respondents, 90 per cent of the employees, 89.9 per cent of self employees, 88.2 per cent of professionals, 70.6 per cent of house wives and 43.8 per cent of retired visited regularly to the textiles showroom to buy textile garments.

- 81.0 per cent under the category of Rs. 15,000-35,000 income per month, 79.6 per cent earning Rs. 36,000-55,000 income per month and 78.3 per cent who came under the category of above Rs. 56,000 income per month visited regularly to the textiles showroom to buy textile garments.

- There is significant relationship between the profiles of all categories of the respondents and occasions to buy textiles.

- 75.80 per cent male and 77.0 per cent female respondents visited the textiles showrooms to buy textile garments once in every three months.

- 80.0 per cent who were from 15-35 age group, 76.5 per cent under the category of 36-55 age group and 67.7 per cent respondents above 56 years visited the textiles showroom to buy textile garments once in three months.

- 80.2 per cent under graduates, 69.5 per cent post graduates and 72.7 per cent professionals visited the textiles showroom to buy textile garments once in six months.
• 79.8 per cent students, 80.2 per cent employees, 80.8 per cent self employees, 70.6 per cent professionals, 79.8 per cent housewives and 67.7 per cent retired persons visited the textiles showroom to buy textile garments once in three months.

• 79.7 per cent under the category of Rs. 15,000-35,000 individual income, 81.6 per cent under the category of Rs. 36,000-55,000 individual income and 66.9 per cent under above Rs. 56,000 individual income per month visited textiles showroom to buy textile garments once in three months.

• There was a significant relationship between all the categories of the profiles of the respondents except of marital status with a frequency of purchase. There was an independent relationship between marital status and frequency of purchase.

• The 36-55 age group, PG category, married respondents, housewives and those with an individual income of Rs. 15,000-35,000 chose Pothys as their favorite textile showroom and the score was comparatively stable and consistent.

• The score assigned by the females of age 56 above age group, professionals, unmarried respondents, professional occupation category, with individual income Rs.56,000 and above respondents chose Pothys as their favorite textile showroom.

• There was a significant relationship between gender and Pothys, Pulimoottil Silks as the most favorite Textile Shop.

• There was significant relationship between gender and textile shops like Parthas, Jolly Silks, Sree Vijayalakshmi Silks and Kalyan Silks.

• There was no significant relationship between the score of age and Pulimoottil Silks.

• There was significant relationship between age and textile shops like Pothys, Parthas, Jolly Silks, Sree Vijayalakshmi Silks and Kalyan Silks as the most favorite Textile Shop.
There was no significant relationship between marital status and Parthas and Kalyan Silks as the most favorite textile shop.

There was significant relationship between marital status and Pothys, Jolly Silks, Sree Vijayalakshmi Silks and Pulimoottil Silks as the most favorite textile shop.

There was significant relationship between the personal factors like educational qualification, type of consumer, individual income and all the sample textile shops selected for the study.

In general, Pothys was found to be the most favorite textile shop of respondents, followed by Kalyan Silks and Pulimoottil Silks as the most favorite textile shop of respondents and Sree Vijayalakshmi Silks was found a least favorite textile shop.

The score obtained for the favorite celebrity from the female of age group of 36-55, under graduates, married respondents, house wives and those with Rs. 15000-35000 as individual income respondents was comparatively stable and consistent.

The highest score assigned by males, 15-35 age group, PG, unmarried, students and of Rs. 36,000-55,000 individual income to Dulquer Salmaan as favorite celebrity was high.

There was no significant relationship between gender and celebrities like Mammooty, Mohanlal and Deluder Salmaan.

There was significant relationship between gender and celebrities like Bhavana, VidyaBalans and Prithviraj as the most favorite Celebrity.

There was no significant relationship between the personal factors like age, educational qualification, marital status and all sample celebrities.

There was no significant relationship between individual income and all sample celebrities except Prithviraj.
• Dulquer Salmaan was found to be the most favorite celebrity of respondents followed by Prithviraj and Mohanlal. The CV of VidyaBalan was low and the mean score of VidyaBalan was more consistent and stable.

• The scores obtained from the females of 36-55 age group, under graduate respondents, married persons, housewives and of Rs. 15,000-35,000 individual income respondents to the film stars as the most preferable celebrity were comparatively stable and consistent.

• The score obtained from the female respondents of 36-55 age group, under graduates, married persons, students and of Rs. 15,000-35,000 income group for the film stars was comparatively high and therefore they were the most favorites of these samples.

• There was significant relationship between the personal factors like gender, age, educational qualification, type of consumer, individual income and all types of preferable celebrities.

• There was no significant relationship between marital status and all types of preferable celebrity.

• Film Stars were found to be the most favorite celebrities according to the entire respondents, and they had obtained a high score of $9.188 \pm 0.7658$. Following this sports athletes and business persons were the other most favorite celebrities. It was concluded that film stars were dominating other categories of celebrities in garnering more advertisements.

• 78.40 per cent of the total variance after the rotation of the different components forming the factors “delighted promotion at celebrations”, 78.70 per cent of the total variance forming the factors “enhanced benevolence and reliance”, 62.70 per cent of the total variance forming the factors “humble physical style and comfort”, 83.30 per cent of the total variance forming the factors “high-minded previous
experience”. were the identified factors which could point out the rule of the thumb in selecting a textile shop by the consumers.

- The female respondents of age group of 15-35, under graduates, unmarried respondents, student respondents and of Rs. 15,000-35,000 income group had given scores for attractiveness among the influencing features of celebrity endorser which was comparatively stable and consistent.

- Average score of the feature attractiveness obtained from female respondents of age group of 36-55, professionals, unmarried persons, students and of Rs. 36,000-55,000 income group was higher when compared to others.

- There was a significant relationship between all personal factors of sample respondents and all the influencing features of celebrity endorsers.

- The entire respondents highest influencing feature towards celebrities was attractiveness, which obtained a mean score of 4.14±0.93. The second and third important features were personality and trustworthiness, which got mean scores of 3.88±0.87 and 3.77±0.85 respectively. The score of the features attractiveness and personality were higher and the score for recognition of the celebrities was found to be low.

- The scores obtained from the female respondents of 36-55 age group, UG qualified, unmarried persons, housewives and the category of Rs. 15,000-35,000 individual income for the influencing factor of advertisement as product information were comparatively stable and consistent.

- The scores obtained from the female respondents of 36-55 age group, UGs, unmarried persons, housewives and of Rs. 36,000-55,000 income group for the influencing factor of advertisement as product information were comparatively high.
• There is no significant relationship between gender, educational qualification with all the influencing factors of advertisements.

• There is significant relationship between age, marital status, type of consumer, individual income with all the influencing factors of advertisement.

• Product information was found to be more attractive among respondents when they notice a particular advertisement of textile brands or showrooms, which obtained a higher score of $4.369 \pm 0.8482$. Following this, a favorite celebrity as endorser and a catchy slogan, jingle or music were the other the influencing factors of advertisements, which got a score of $3.109 \pm 0.5620$ and $2.54 \pm 0.530$ respectively. According to respondents, presentation part of the advertisement on textile brands and showrooms was found to be a least influencing factor. Since CV was low for the favorite celebrity as an endorser, the score obtained for was more consistent and stable.

• Increased product value was accorded as the more priority factor among the perceived value of celebrity endorsement which obtained the first rank. Following this, increased brand value and increasing the worth of less valued textile items got second and third rank respectively. The analysis revealed that celebrity endorsement helps brand building.

• Celebrity endorsement influences the respondents because it creates among the consumer an intention to buy and this factor got the first rank and the factor, ‘know more about the product’ and ‘willing to pay a high price’ had secured the second rank and third rank respectively. This analysis reveals that celebrity endorsement influences the buying behavior of consumers.

• According to the general opinion about the celebrity endorsed advertisements on textiles, this factor was observed more effective in influencing the consumers to opt for a particular product, had secured the first rank and following this, a highly attractive celebrity endorser can trigger purchase of an endorsed product and the
presence of celebrity persuades the consumer to go to shop, which got the second and third ranks respectively. The general opinion of the respondents reveals that celebrity endorsement helps in brand building and to make some changes in buying behavior of consumers.

- The scores obtained from the female respondents of category of 36-55 age group, under graduates, unmarried persons, house wives and of Rs. 15,000-35,000 individual income group, for the brand MCR were comparatively stable and consistent.

- The scores obtained from the female respondents of category of 36-55 age group, professionally qualified, unmarried persons, professionals and of Rs. 56,000 & above income group for the brand MCR were comparatively high.

- There was no significant relationship between all personal factors of the respondents except the type of consumer and most accepted textile brand.

- The most accepted brand name among the mind of entire respondents was MCR, which obtained a mean score of 4.802±0.4577. The second and third important brand names were Uthayam and Ramraj, which got mean scores of 3.483±0.6202 and 3.263±0.5850 respectively. The score of the most accepted brand name MCR and Uthayam were considered high and the score for Otto was found to be low.

- The scores obtained from females of 36-55 age group, UG qualified category, married persons, house wives and the category of Rs. 36,000-55,000 individual income for the number of advertisements recalled was comparatively stable and consistent.

- The scores obtained from females of 36-55 age group, professionally qualified, unmarried, students and the category of Rs. 36,000-55,000 individual income for the number of celebrities recalled was comparatively stable and consistent.
• The score obtained from the male respondents of age group of 15-35, UG category, married, retired persons and of Rs. 56000 and above income group about the number of advertisements recall was comparatively high.

• The scores obtained from the male respondents of age group of 15-35, UG category, married, retired persons and of Rs. 56,000 and above income group about the number of celebrities recalled was comparatively high.

• There was a significant relationship between gender, marital status and number of advertisement recalled.

• There was no significant relationship between age, educational qualification, type of consumer, individual income and number of advertisement recalled.

• There was significant relationship between gender, marital status, individual income and number of celebrities recalled.

• There is no significant relationship between age, educational qualification, type of consumer and number of celebrities recalled.

• The average number of textile advertisements recalled by the respondents were 4 ±0.596 and the average number of celebrities recalled were 7.83±1.07.

• One degree change for number of advertisements recalled, the change for number of celebrities recalled was -56.70per cent. This shows that when the different advertisements of specified sponsor increases considerably, there was negative effect for recall of advertisement and identifying the celebrity.

• Product awareness was found to be the usefulness of celebrity endorsed advertisement on consumer buying behaviour, which got the highest rank. Following this, brand recall before shopping and helping the buying decision were the usefulness of celebrity endorsed advertisements on brand building, which got the second and third ranks respectively.
• The factor ‘more the popularity of celebrity, higher will be the product recognition’, obtained highest rank. The second and third factors were that celebrity draws public attention relating to textiles and promotes brand images.

• The factor ‘multiple celebrities for one textile dilutes the favorite celebrity impact got the highest rank. Following this, the factors ‘the health of a brand can definitely be improved up to some extent by celebrity endorsement’ and the low image of celebrity will affect the brand building, ‘dislike of a celebrity results in dislike of textile’, got second and third ranks respectively.

• The factor, higher coverage was possible by celebrity endorsements as it was widely advertised in different media got the first rank. Followed by this the factors, repetitive celebrity endorsed advertisement created better recognition and self image was boosted with the thought of buying and using the same brand patronized by a celebrity got the second and third ranks respectively.

• When the respondents were impressed by the celebrity endorsement on textiles the respondents would not mind price, quality and gift or discount given for the product.

• The respondents would pay particular attention to the variable life style and brand when the celebrity endorsement on textiles.

6.3 CONCLUSION

In the contemporary times, celebrity endorsement has become a key phase in business issues. The textile markets are in severe competitions with each other for grasping consumers’ responsiveness. Most of the textile brands and shops have at least one celebrity endorser. In the present state of affairs, the impact of celebrity endorsement is a genuine question on the growth of textile brands and shops, also the
brand building and buying behaviour of the people. By analyzing it, one could clearly understand whether roping in a celebrity to endorse a textile showroom or brand will provide its required benefits to the investor. Middle aged female consumers are more obsessive of textile showrooms. The consumers regularly visit textile showrooms and comfort style of their shopping is leisurely and once in every three months they visit textiles shops. Middle and upper class families often prefer organized textile showrooms. Consumers are giving more importance to branded textile garments and visit the showroom on account of the availability of multi-brands garments and are attracted by celebrity endorsements. Film stars were found to be the most favorite celebrities and from which young celebrities are more accepted by consumers. The highest influencing feature towards a celebrity endorser is attractiveness and while noticing an advertisement the consumers are giving more importance to product information.

Increased product value is the most priority factor among the perceived value of celebrity endorsement and the willingness to buy a particular brand was found to be the highly influencing factor of celebrity endorsement. The general opinion about celebrity endorsement is celebrity endorsed advertisement is more effective. Highly attractive celebrity endorser can trigger purchase to endorsed product and the presence of celebrity persuades the consumer to visit the shop. The celebrity endorsement promotes repurchase decision also. If the different advertisements of specified company using multiple celebrities increases considerably, there is negative effect to recall and identify the celebrity. The usefulness of celebrity endorsement on brand
building and consumer buying behaviour is product awareness among the consumers. If the popularity of celebrity endorser is more, then the product recognition is also be high. Multiple celebrities for one textile dilutes favourite celebrity impact. Higher coverage is possible by celebrity endorsements as it is widely advertised in different media. After celebrity endorsement, the consumers will not give due importance to price, quality and gift or discount and they give importance to lifestyle and brand.

The results got from the study which was conducted to find out whether the celebrity endorsement contributes to the information search of the consumers, its influence and impact on brand building and buying behaviour of consumers is more useful to the body of knowledge for understanding the current scenario of celebrity endorsement. This study would extend the knowledge borders relating to advertising and marketing. It would also help academics, marketing practitioners and marketers to make the right choice of celebrities for product endorsement. This study has been conducted in the Kerala State only, but can be replicated with success in various other states of the country. The truth to be realized by marketers is that, the choice of the right celebrity with brand building and buying behaviour go hand-in-hand. Therefore, celebrity endorsement is very important for brand building and for making changes in buying behaviour of consumers.

6.4 SUGGESTIONS

The findings of the study have extensive implication in the impact of celebrity endorsement on brand building and buying behaviour of consumers, as it offers an enormous insight into the management of textile brands and showrooms. The following
are some of the suggestions made, which has been broadly explained under four sections namely marketing, celebrity endorsement, advertisement and textile brands and showroom.

6.4.1 Marketing

- For the augmentation of textile showrooms, multipurpose showroom is better, in addition to the traditional service culture. That means attached textile shop to the restaurant, provisional store or sale of durable goods are the suggestive areas which are highly recommended. Because the comfort style of the respondents while shopping is leisurely and they find ample time for shopping after quenching their hunger or thirst in a nearby restaurant.

- Steps to attract lower strata income group to the organized retail textile showrooms must be encouraged. For which, pricing strategies of the textile showrooms must be fixed in such a way as to impress the different strata of the population.

- Multi brand image of the garments and the icon of the textiles showroom are the effective indicators which attract the consumers.

- Reduction of frequency of visit to textile showrooms is another notable factor by the management of textile showrooms and for solving this problem and for brand building, attractive contest, games, attractive discount coupons, the chance to meet celebrities and above all a lifelong firm contact must be maintained.

6.4.2 Celebrity Endorsement
Companies should sporadically appraise and judge the performance of celebrities in their respective fields and appropriate decisions should be taken by considering the current status of the celebrity, because the reputation of a celebrity has considerable impact on brand building and the buying decision of the consumers.

Periodical analysis of benefit-cost is extremely mandatory by the management with reference to contract price offered to the celebrity and that of the resultant change of turnover. The standard ratio of benefit-cost must be maintained by the organization.

Companies should take firm steps to examine the feasibility of contract with the celebrity, prior to the contract.

While selecting, attractiveness and personality of a celebrity must be considered with paramount importance by companies because it can cause high impact on brand building and buying behavior of consumers.

Young film personalities are more acceptable among the consumers as celebrity endorsers for textile brands and showrooms.

6.4.3 Advertisement

Product Information, favorite celebrity as endorser, catchy slogan and jingle/music are the influencing factors of an advertisement. According to the respondents, presentation part of the advertisement was found a least influencing factor. So there must be adequate content for the advertisement. The amount spent by the sponsor for the advertisement must be justified with the utility.

Companies must ensure that their products are advertised through a favorite celebrity of the consumers.
• Product awareness, brand recall before shopping and helping the buying decision are the usefulness of celebrity endorsement on brand building and consumer buying behaviour. Based on these, the theme of advertisement must be evolved.

• Celebrity endorsement of textile is more effective than other methods of textile sales promotion. Highly attractive celebrity endorser can trigger purchase to endorsed product and presence of celebrity persuades the consumer to go to the shop are the most accepted factors about celebrity endorsement. Therefore these are the cardinal rules of thumb for an advertisement contracted with the celebrity.

• When there is different advertisements of a specified company of textile brands or showrooms increases considerably, there is a negative effect to recall and identify the celebrity. Therefore without increasing the number of advertisements, it is better to stick on to the same advertisement by creating different moods among the consumers.

• Film stars and sports persons are dominating the advertisement marker as celebrities becoming endorsers of textile brands and showrooms over other categories of celebrities. This is highly welcomed by the consumers.

6.4.4 Textile Brands and Showrooms

• Pothys, Kalyan Silks and Pulimoottil Silks are the most favorite textile shops of the respondents. There is ample scope for those textile showrooms for further branch expansion. Effective advertisement must be highlighted by the textile showrooms to attract new prospective consumers and retain the existing consumers. Sree Vijayalakshmi Silks was found to be a least favorite textile shop, as such immediate attention must be paid by the management in this regard.

• Increased product value and increased brand value are the perceived values of celebrity endorsement. Therefore by considering these factors the textile brands and showrooms of different companies must engage right persons as their
celebrities, because the celebrity has a direct bearing to boost the real worth of the product, thereby helps to increase the earnings on capital employed and brand building.

- Delighted promotion at celebrations, enhanced benevolence and reliance, humble physical style and high-minded previous experience are the identified factors which can point out the rule of the thumb in selecting a textile showroom.

- More the popularity of celebrity – higher will be the product recognition. The celebrity creates confidence in the minds of people and generates lot of publicity which are the most vital roles of celebrity. Since these are the supporting factors which influence the buying behaviour of the consumers and thereby helps to brand building. Textile showrooms must take advantage on it by choosing an appropriate celebrity for their product.

- Multiple celebrities for one textile dilutes favorite celebrity impact and dislike of a celebrity results in dislike of textile. They are the major factors about negative effects of celebrity endorsement of textile brands and showrooms. Therefore these are the warning points to the companies engaged in textile business. Hence great attention and care must be imparted on every step in engaging the celebrity.

6.5 SCOPE FOR FURTHER RESEARCH

There are ample opportunities for future researchers to go further in this area. Following are some of the suggestions.

- An experimental study on the effectiveness of celebrity endorsed advertisement and its impact on buying behaviour of textile consumers.

- A comparative study of the effectiveness of celebrity endorsement on gold and textile garments and its impact on buying behaviour of consumers in Kerala.
• A study on the effect of celebrity endorsement on multi textile brands and showrooms on the productivity front.

• A study on the problems of celebrity endorsement and its impact on brand building and buying behavior of textile consumers in Kerala.

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