Findings, Suggestions and Conclusion
CHAPTER VI

FINDINGS, SUGGESTIONS AND CONCLUSION

An effect has been made to summarise the key findings of the present study and based on the findings a few suggestions have been offered. The objective of the study is to know the impact of celebrities on advertisements. For this purpose, a field survey method was employed to collect the first hand information from 794 sample respondents. The respondents were chosen randomly from the different parts of the study area. The data were classified in to statistical tables to draw accurate and the data were analyzed by using statistical tools like Percentages, Correlation, results Chi-square analysis, t-test, Average Rank Analysis, ANOVA, UNIANOVA, etc.

6.1 SUMMARY OF FINDINGS

DESCRIPTIVE ANALYSIS

• Whether the respondents watch or read the advertisement observation stands an important role in this study. Because the main objective of this study is to evaluate the impact of celebrity endorsement consumer buying behaviour. Thus, this result depicts 100 percent agreeability on watching advertisement.

• Majority 51.89 percent of the respondents belong to below 30 years age group. Age group is frequently studied with celebrity endorsement. Thus, population should meet the minimum quantum on each category. The result states that each age group classification contains enough population, which is very supportive for further investigations.

• It is known that the majority 50.88 percent of the respondents are female. The main objective of this study is to evaluate the impact of celebrity endorsement on selected brands. Thus, equal importance given for both gender classifications. But, due to practical difficulties exact distribution cannot be reached as planned.

• It is highlighted that the majority 53.78 percent of the respondents belong to the married group. Especially in this study both married and unmarried group of respondents play an important role in investigating the characteristics on celebrity
endorsement. Omission of divorced and widow categories will not create much impact on this study.

- Final outcome of the educational qualification states that that majority 50.13 percent of the respondents are Post Graduates. Very fewer frequencies are observed from respondents who belong to Diploma, professional, school and illiterates level of educational qualification.

- The occupation-wise frequency distribution of respondents’ insight refers that the majority 36.65 percent of the respondents are students. Specific occupational category is not focused for this study; hence the general outcome observed can be suggested for further investigations. It is also noticed that the major observational category also very well studied with celebrity endorsement.

- The key insight observed from the annual income-wise distribution states that majority 37.66 percent of the respondents belong to not applicable annual income group, which means those respondents are students occupational group; hence they donot have personal income to be accomplished with other annual income group considered for this study.

- Majority 63.85 percent of the respondents always like celebrity endorsements. It is noticed from the result that none of them preferred never like celebrity endorsement. Therefore, it confirms the celebrity endorsement has considerable effect on brands.

- Majority 35.89 percent of the respondents are normally influenced by the presence of celebrity in an advertisement. Two interesting insights observed from the study result: the first one is 34.26 percent of the respondents are always influenced by the presence of celebrity in an advertisement and the second one is 4.66 percent of the respondents strongly insists that they never influenced by the presence of celebrity in an advertisement. Therefore liking of celebrity presence and the influence on celebrity presence has found significant difference in the frequency distribution pattern.
• It is identified that the majority 56.55 percent of the respondents strongly believe the presence of celebrities in an advertisement which help to recognize or recall the brands.

• Final outcomes of the celebrity elements supported to recall the brand are prioritized as follows; contents of the advertisement, favoritism, popularity of celebrity, celebrity’s presentation style, and age and gender of celebrities.

• Majority 35.52 percent of respondents believe celebrity advertisements always have eye-stopping effect.

• Majority 76.6 percent of the respondents highly preferred television for celebrity advertisement. It is also noticed from the result that except others category all other medias are preferred and highly preferred by the respondents. Therefore the celebrity endorsement is preferred for any mediums considered for this study, and among the list Television and Internet media are highly preferred by the respondents.

• It is noted that majority of the respondents highly preferred film personalities than sports personalities as their favorite celebrities.

• Majority of the respondents preferred celebrity advertisement due to all factors considered under attraction and among the list 48.2 percent of them highly preferred celebrity advertisement for the presentation.

• It is concluded that the suitability of celebrity endorsement is evaluated for household appliances with respect to the selected personalities. According to the respondent’s perspective, the order of personalities suitable for household appliances are film personalities, advertisement models, television personalities, sports personalities and other personalities.

• It is observed that the suitability of celebrity endorsement is evaluated for automobiles advertisements with respect to the selected personalities. According to the respondent’s perspective the order of personalities suitable for automobiles advertisements are sports personalities, film personalities, advertisement models, television personalities and other personalities.
• It is identified that the suitability of celebrity endorsement is evaluated for telecommunication advertisements with respect to the selected personalities. According to the respondent’s perspective, the order of personalities suitable for telecommunication advertisements are film personalities, sports personalities, television personalities, advertisement models, and other personalities.

• It is highlighted that the suitability of celebrity endorsement is evaluated for jewellery advertisements with respect to the selected personalities. According to the respondent’s perspective, the order of personalities suitable for jewellery advertisements are film personalities, advertisement models, television personalities, sports personalities and other personalities.

• It is found that the suitability of celebrity endorsement is evaluated for textiles and garments advertisements with respect to the selected personalities. According to the respondent’s perspective, the order of personalities suitable for textiles and garments advertisements are film personalities, advertisement models, sports personalities, television personalities and other personalities.

• The important insight observed that the suitability of celebrity endorsement is evaluated for beauty care and cosmetics advertisements with respect to the selected personalities. According to the respondent’s perspective, the order of personalities suitable for beauty care and cosmetics advertisements are advertisement models, film personalities, television personalities, sports personalities, and other personalities.

• It is pinpointed that the suitability of celebrity endorsement is evaluated for food and beverage advertisements with respect to the selected personalities. According to the respondent’s perspective, the order of personalities suitable for food and beverage advertisements are sports personalities, film personalities, advertisement models, television personalities and other personalities.

• It is concluded that the majority of respondents accepted their feelings and the result states that respondents feel paying for commodity, paying for brand while they buy the branded commodity.
• It is clear that the majority 74.43 percent of the respondents not willing to pay any extra money for celebrity endorsed products.

• It is observed that the majority 62.85 percent of the respondents opined as brand celebrities motivate to buy a new product. It is also noticed from the result that almost 76 percent of the respondents agreed brand celebrities motivate to buy a new product. This insight is very interesting, since the main objective of the study is to evaluate the impact of brand celebrities on consumer behaviour. Thus, this result also considered as one of the evidences to prove the brand celebrity has an impact on consumer behaviour.

• It is identified that the majority of the respondents agreed that the personalities of the celebrity considered in this study has direct or indirect impact on purchase decision of the product.

• It is observed from the level of influence towards celebrity advertisements recorded fair level of influence on purchase decision. It is also noticed from the result that almost 78 percent of the respondents opined as celebrity advertisements have influence on purchase decision.

• Vital part of this result states that the majority of the characteristics such as costumes, style of action, gestures and facial expression, attractive movement, presentation style, popularity among the people have found high impact on celebrity advertisements. It also observed that the rest of factors have found normal impact and very interesting part of this investigation is none of the factor is identified under low impact. Therefore all the factors considered to measure the celebrity attraction have found an impact on advertisements. Among the list of characteristics, style of action and gestures and facial expression are preferred more for attraction.

• Rationale of this perspective in celebrity endorsement is essential, since many of them perceive in diversified perspectives. The result confirms that majority 62.97 (52.14 + 10.83) percent of the respondents believe as celebrity endorsed products are good in quality. Therefore the outcome confirms the potential of celebrity
endorsement for any products; however the desired company should maintain the business ethics for continuous effect.

- It is highlighted that 57.56 percent of the respondents agreed quality of the product is related with the traits of celebrity. The abstraction exhibits 70.78 percent of them are in the same mindset. Thus, selection of appropriate celebrity helps to improve the perception of products and sustainability in the market.

- It is observed from the product switching states that majority 44.96 percent of the respondents never switch products based on their favorite celebrity endorsement.

- Major finding of this result states that the majority 57.3 percent of the respondents agreed that celebrity endorsement has effective persuasion on buying a product.

- Majority 70.53 percent of respondents agreed that celebrities help to build a brand image of the product they have endorsed.

- It is identified that the majority of the respondents agreed that celebrities in advertisement help to build a brand image of a product. The level of attraction is as follows: easily memorize-able, effective way of promoting the product, improve the speed of reach to public and generates high recognition.

- It is concluded that the majority of the respondents agreed that celebrities contribution statements are considered for this study. The preference order is as follows: figure out right image by quality product, differentiate the product and contribute to build a total brand image of the product. It is also noticed that very less ratio of respondents disagreed these statements. Therefore, celebrity’s contribution towards building the brand image of a product is confirmed.

- It is noted that majority 70.65 percent of respondents agreed that they are motivated by the celebrity in an advertisement.

- According to the respondent’s perspective, single celebrity for single product is considered as more effective in advertisement. Similarly multiple celebrities for single product also suggested in the same way. Hence, single and multiple celebrities hosted for a product is highly effective.
• It is highlighted that support of multiple celebrities endorsed in single product exhibits majority 52.14 percent of the respondents agreed. When endorsing multiple celebrities for a product, it may increase the level of attraction, helps to recall easily and build a better brand image than single endorsement.

• Major part 54.66 percent of respondents agreed that the necessity of celebrity for the success of a product. It is also observed that almost 91 percent of the respondents agreed that celebrity is necessary for the success of a product.

• It is pinpointed to express that majority 53.78 percent of the respondents agreed that celebrity should have good image in public. It is also noticed that almost 94 percent of the respondents insisted that the celebrity should have good image in public. Since, as observed from preceding results celebrities are necessary for success of a product and they are very much supportive to build a brand image of the product. Therefore, a celebrity with good image in public may support to recognize and recall the product very easily.

• Majority 33 percent of the respondents opined as repeated celebrity endorsement certainly helps to recall the product or brand. The overall observation states that around 56 percent of the respondents opined as repeated celebrity endorsement have considerable effect on product or promotion of brand and also help to recognize and recall the product.

• It is clear that majority 56.3 percent of the respondents strongly agreed that female celebrities having more appeal in advertisement than male celebrities. But, while consolidating the overall agreeability: male celebrities secured 94.4 percent confidence whereas female celebrities secured only 90.7 percent. Thus, male celebrities generated better appeal in advertisement.

• The final observation towards celebrities truly use the products which they endorsed in advertisement states that majority 57.93 percent of the respondents neutrally agreed with the statement. Therefore it confirms that many people were not clearly aware of celebrity role in the advertisement. This kind of fuzziness always recommended for better effect on advertisement.
• It is found that the majority of factors considered under the satisfaction of celebrity endorsement satisfied the respondents. Among the list of aspects considered for this study, celebrity style on advertisement is more attracted. The respondents are not much impressed on a celebrity endorsed with multiple products.

• It is concluded that the majority 50 percent of the respondents strongly agreed that cost of celebrity embedded in the product price. It is also noticed that 83 (50 + 33) percent of them believe celebrity cost is reflected in product.

• It is highlighted that the majority 45.47 percent of respondents opined as personal life of brand celebrities may neutrally affects the consumer buying behaviour. The overall consolidation of the respondent’s opinion states that 54.53 percent of them believe as personal life of celebrities may certainly and probably affect the consumer buying behaviour on the product endorsed by the celebrities.

• The consolidation of the observation states that the majority 45.21 percent and overall 52.77 percent of the respondents agreed that celebrity advertisements may cause negative effect on the public. The negative effect may happen due to the misperception or over expectation of the public.

• It is identified that the celebrity related problems are advertisement focused on celebrity more than the brand, and celebrity and target audience mismatch problems are the most preferred or referred problems associated with celebrities.

INFLUENCE OF CELEBRITIES IN ADVERTISEMENTS

Chi-Square Analysis

• Age group of the respondents has found significant influence on the likeliness of celebrity advertisements endorsement of the product.

• Gender group of the respondents has found significant influence on the likeliness of celebrity advertisements endorsement of the product.

• It is known that the marital status of the respondents have found significant influence on the likeliness of celebrity advertisements endorsed of a product.
• Educational wise of the respondents have found significant influence on the likeliness of celebrity advertisements endorsement of the product.

• Occupational wise of the respondents have found significant influence on the likeliness of celebrity advertisements endorsement of the product.

• Annual income wise of the respondents have found significant influence on the likeliness of celebrity advertisements endorsement of the product.

• Age group of the respondents has found significant influence on the frequency of attraction towards the presence of a celebrity in an advertisement.

• Gender group of the respondents have found significant influence on the frequency of attraction towards the presence of celebrity in an advertisement.

• Marital status of the respondents have found significant influence by the presence of a Celebrity in advertisements endorsement of the product.

• It is noted that educational status of the respondents have found significant influence on the frequency of attraction towards the presence of celebrity in an advertisement.

• Occupation of the respondents has found significant influence on the frequency of attraction towards the presence of celebrity in an advertisement.

• The key finding states that the annual income group of the respondents have found significant influence on the frequency of attraction towards the presence of celebrity in an advertisement.

• Age group of the respondents have found significant influence by the presence of a celebrity in advertisement helps the respondent to recognize and recall brands more promptly.

• Gender group of the respondents have found significant influence by the presence of a Celebrity in advertisement helps the respondent to recognize and recall brands more promptly.
- Marital status of the respondents have found significant influence by the presence of a celebrity in advertisement helps the respondent to recognize and recall brands more promptly.

- Educational wise of the respondents have found significant influence by the presence of a celebrity in advertisement helps the respondent to recognize and recall brands more promptly.

- Occupational wise of the respondents have found significant influence by the presence of a celebrity in advertisement helps the respondent to recognize and recall brands more promptly.

- Annual income wise of the respondents have found significant influence by the presence of a celebrity in advertisement helps the respondent to recognize and recall brands more promptly.

- Age group of the respondents has found significant influence on celebrity advertisements provide eye-stopping effect.

- Gender group of the respondents have found significant influence by celebrity advertisements provide an eye-stopping effect.

- Marital status of the respondents have found significant influence on the opinion regarding celebrity advertisements provide an eye-stopping effect.

- Educational qualification of the respondents has found significant influence on the opinion towards the presence of a celebrity in advertisement provides an eye-stopping effect.

- Occupation of the respondents has found significant influence on the opinion towards the presence of a celebrity in advertisement provides an eye-stopping effect. It is also noticed from the result that majority of them believe celebrity in advertisement always provide an eye-stopping effect.

- Annual income group of the respondents have found significant influence on the opinion towards the presence of a celebrity in advertisement provides an eye-stopping effect. It is also noticed from the result that majority of them believe celebrity in advertisement always provides an eye-stopping effect.
Average Rank Analysis

- The overall consolidation of the result states that the majority of the respondents preferred the popularity of the celebrity. Hence, it is concluded that among the list popularity element is highly preferred by the respondents.

MOST PREFERRED CELEBRITIES

Average Score Analysis

- It is identified that the majority of the respondents preferred to view the advertisement through television followed by newspaper and internet. Hence, among the list of mediums considered for this study television is mostly preferred; when it is referred in terms of impact it may be different from business to other business.

- The findings exhibits film personality was identified as most preferred celebrity personality among the list of celebrity personalities considered for this study. It is also noticed that the film personality and sports personality are found very close to one another, whereas the television personality and advertisement models are found considerable difference when compared to film and sports personalities.

- Majority of the respondents chose presentation as the most preferred point of attraction excited by them.

Average Rank Analysis

- It is noted that among the list of products considered for this study film personalities are mostly preferred for many products compared to other personalities. The result also exhibits the importance of specified personality in a product. Therefore, careful evaluation of celebrity personality is mandatory for each product.
Correlations Analysis

- In the most of the cases selected product may contain significant relationship with other products. Among the list food and beverage products have found more significant relationship with other products considered for this study. Therefore, it is understood that likeliness of a product by the respondents has found significant relationship with another products. But, the degree of relationship may be different on each product line.

Gap Analysis

- Durable and non-durable goods have found significant difference on the likeliness of the products and non-durable goods have predicted high preference compared to durable goods.

IMPACT OF CELEBRITY ON BRAND PREFERENCE

ANOVA

- The key insight observed from the analysis of variance exhibits demographic profile of the respondents has found significant difference on the agreement towards their preference given for commodity. It is considered that brand preference given for commodity may be influential for certain kind of demographic characteristics. Therefore, it is suggested to evaluate the product and demographic characteristics of its target audience to ensure the success of product.

- It is clear from the analysis of variance exhibits demographic profile of the respondents has found significant difference on the agreement towards their preference given for brand. It is considered that the preference given for brand may be influential for certain kind of demographic characteristics, since the preference attitude may be different from person to person.

- It is highlighted that from the analysis of variance exhibits demographic profile of the respondents has found significant difference on the agreement towards their preference given for celebrity. It is considered that preference given for celebrity may be influential for certain kind of demographic characteristics, since the
preference attitude may be different from person to person. Consolidation of preceding three results confirms that the respondents are almost given equal importance for commodity, brand and celebrity. Among commodity, brand and celebrity major preference is given for brands followed by commodity and celebrity. Therefore, celebrities are more influential when a product is new and they helping to build the brand value.

**t-Test Analysis**

- Gender, marital status of the respondents have found significant difference on the agreement towards their preference given for commodity.

- Gender, marital status of the respondents have found significant difference on the agreement towards their preference given for brand.

- Gender, marital status of the respondents have no significant difference on the agreement towards their preference given for celebrity.

**Chi-Square Analysis**

- Age group of the respondents has found significant influence on extra money willing to pay for celebrity endorsement for the product. It is also noticed from the cross tabulation that all age group respondents strongly refused to pay extra money for celebrity endorsement of a product.

- It is pinpointed that gender of the respondents has found significant influence on extra money willing to pay for celebrity endorsement of a product.

- It is clear that marital status of the respondents has significant influence on extra money willing to pay for celebrity endorsement of a product.

- It is identified that educational status of the respondents has significant influence on extra money willing to pay for celebrity endorsement of a product.

- Occupation of the respondents has significant influence on extra money willing to pay for celebrity endorsement of a product.

- Annual income of the respondents has significant influence on extra money willing to pay for celebrity endorsement of a product.
• Age group of the respondents has significant influence on the opinion towards brand celebrities motivate to buy a new product.

• Gender of the respondents has no significant influence on the opinion towards brand celebrities motivate to buy a new product.

• Marital status of the respondents has significant influence on the opinion towards brand celebrities motivate to buy a new product.

• It is found that the educational qualification of the respondents has significant influence on the opinion towards brand celebrities motivate to buy a new product. The illiterate group of respondents has no opinion on brand celebrities motivate to buy a new product, but all other group respondents believe brand celebrities motivate to buy a new product.

• The chi-square analysis finding states that the occupation of the respondents has significant influence on the opinion towards brand celebrities motivate to buy a new product.

• The chi-square analysis finding states that the annual income of the respondents has significant influence on the opinion towards brand celebrities motivate to buy a new product.

**IMPACT OF CELEBRITY IN PURCHASE DECISION**

**Chi-Square Analysis**

• It is observed from the analysis that the level of agreeability towards celebrity endorsed products are good quality and has found a significant influence on the opinion regarding celebrity endorsement supporting for purchase decision.

• The level of agreeability towards quality of the product matches with celebrity traits has found a significant influence on the opinion regarding celebrity endorsement supporting for purchase decision. It is also noticed from the cross tabulation that majority of the respondents insist that celebrity endorsement has found an impact on purchase decision.
• The level of agreeability towards celebrity based product transformation has found a significant influence on the opinion regarding celebrity endorsement supporting for purchase decision. It is also noticed from the cross tabulation that majority of the respondents insist that celebrity endorsement has found an impact on purchase decision.

• The Level of agreeability towards celebrity endorsement help to build a brand image has found a significant influence on the opinion regarding celebrity endorsement supporting for purchase decision. It is also noticed from the cross tabulation that majority of the respondents insist that celebrity endorsement has found an impact on purchase decision.

**Univariate Analysis of Variance (UNIANOVA)**

• The respondents attracted through the physical appearance of the celebrities has found significant difference on purchase decision by consumer attitudes. According to the level of attraction towards the physical appearance of the celebrity it is influencing on purchase decision.

• The respondents attracted through the age and gender of the celebrities have not found significant difference on purchase decision by consumer attitudes.

• The respondents attracted through the costumes of the celebrities have found significant difference on purchase decision by consumer attitudes.

• The respondents attracted through the style of action of the celebrities have found significant difference on purchase decision by consumer attitudes.

• The respondents attracted through the gestures and facial expression of the celebrities have found significant difference on purchase decision by consumer attitudes.

• The respondents attracted through the attractive movement of the celebrities have found significant difference on purchase decision by consumer attitudes.

• The respondents attracted through the brand match of the celebrities have found significant difference on purchase decision by consumer attitudes.

• The respondents attracted through the presentation style of the celebrities have found significant difference on purchase decision by consumer attitudes.
• The respondents attracted through the popularity of the celebrities have found significant difference on purchase decision by consumer attitudes.

• The respondents attracted through the likeability of the celebrities have found significant difference on purchase decision by consumer attitudes.

• The respondents attracted through the believability of the celebrities have not found significant difference on purchase decision by consumer attitudes.

LEVEL OF SATISFACTION ON CELEBRITY ENDORSEMENTS

Average Rank Analysis

• Majority of the respondents were satisfied with the factors considered for celebrity endorsement. Among the list, brand image factor had found high attraction compared to other factors.

T-Test Analysis

• Gender has no significant difference on the mean satisfaction score towards celebrity endorsement. Among gender group, male respondents are found slight higher mean score value compared to female respondents.

• Marital status had found significant difference on the mean satisfaction score towards celebrity endorsement. Among marital status group, unmarried respondents are found higher mean score value compared to married respondents.

ANOVA

• Age group of the respondents had found significant difference on satisfaction score towards celebrity endorsement.

• Educational status of the respondents had found significant difference on satisfaction score towards celebrity endorsement.

• Occupation of the respondents had found significant difference on satisfaction score towards celebrity endorsement.

• Annual income of the respondents had found significant difference on satisfaction score towards celebrity endorsement.
PROBLEMS WITH CELEBRITY ENDORSEMENTS

Average Rank Analysis

• The order of problems observed from the results respectively; advertisement focus on celebrity not on brand, mismatch between celebrity and brand, over exposure of celebrities, false information about the product, celebrity audience mismatch, tempting to purchase non-essential products, loss of celebrity image after sometime affecting the brand and the lack of celebrity when one celebrity appears for multiple products.

Chi-Square Analysis

• Consumer attitude has found significant influence on the opinion towards celebrity cost is reflected in the product price.

• Consumer attitude has found significant influence on the opinion towards negative effect on celebrity endorsement. It is also noticed from the cross tabulation analysis that majority of the respondents who possess positive attitude have agreed with negative effect on celebrity endorsement.

• Consumer attitude has found significant influence on the opinion towards celebrity characteristics affect the buying behaviour. The key finding exhibits as the respondents possessing positive attitude insist celebrity characteristics may affect the buy behaviour of the product. It is also inferred as the major portion of respondents who possess positive and negative attitude confirms celebrity characteristics probably or neutrally affect the buying behaviour.

SUGGESTIONS

The following are the suggestions proposed for the impact of celebrity endorsement on consumer behaviour with reference to Namakkal district.

• According to the study area, the celebrity endorsement is very useful to recognize and recall the brands more promptly. The celebrity’s popularity plays a vital role in the consumer preferences. Therefore, it is suggested that the brand promoters or companies can use the celebrities primarily for brand awareness, and considered their popularity to obtain the effectiveness of advertisement.
• As known well the film personality was identified as the most preferred celebrity personality among the list of celebrity personalities considered for this study and the sports personality is the second preference of choice. Hence it is suggested to select appropriate personality for advertisement. In general, the film personalities are more preferable for any consumer products, whereas the sports personalities can be utilized for restricted number of products. Otherwise, it might be a wrong endorsement and it does not provide effectiveness.

• Durable and non-durable goods have found significant difference on the likeliness of products. The finding also observes that presentation of advertisement plays an important role in the consumer preference. Therefore according to the type of product celebrities can be endorsed and it is suggested to concentrate more on the presentation of advertisement.

• The key insight observed from the analysis of variance exhibits demographic profile of the respondents has found significant difference on the agreement towards their preference given for commodity. It is considered that brand preference given for commodity may be influential for certain kind of demographic characteristics. Therefore, it is suggested to evaluate the product and demographic characteristics of its target audience to ensure the success of the product.

• According to the respondent’s perspective, single celebrity for single product is considered as more effective in advertisement. Similarly multiple celebrities for single product also suggested in the same way. Hence, single and multiple celebrities hosted for a product is highly effective. Major finding observed from the support of multiple celebrities endorsed in single product exhibits majority 52.14 percent of the respondents have agreed. When endorsing multiple celebrities for a product, it may increase the level of attraction, helps to recall easily and build a better brand image than single endorsement.
CONCLUSION

Competitive market environment enforce the companies to take necessary action to perceive their consumers and in particular consumer buying behaviour. Marketing is an effective tool for promoting the brand or product to the target audience. Celebrities are imperative in creating brand awareness, brand recall and assist for consumer buying. The term celebrity endorsement is quite common for all products. This study wishes to ensure the effectiveness of celebrity endorsement and their impact on consumer behaviour with reference to Namakkal District. Six research objectives were framed for this thesis and each objective was investigated through several statistical tools. The foremost objective of this study measured the influence of celebrities in advertisements and it is predicted that celebrity is more important for advertisement. Popularity of the celebrity is more supportive for the success of an advertisement. The next objective predicts the most preferred celebrities, media and point of attraction. The final outcome exhibits, television is the most preferred media, film personality is most preferred celebrity and presentation of the advertisement is the point of attraction. Similarly, next objective is to measure the impact of celebrity on brand preference. The result states that appearance of celebrity on specific brand motivates consumer to recall and purchase the brand. Consumers are not willing to buy the products at extra cost due to celebrity. The next objective is to evaluate the impact of celebrity in a purchase decision. The result states that 61.8 percent of consumers agreed that celebrities are influential in a purchase decision. The majority of consumers are satisfied with celebrity endorsement and among the list of factors considered for this study brand image satisfied more. The major problem criticized by the consumers is advertisement focus on celebrity instead of the brand.