ADVERTISEMENT EFFECTIVENESS: "IMPACT OF CELEBRITY ENDORSEMENT AND ADVERTISEMENT EFFECTIVENESS ON CONSUMER PURCHASE BEHAVIOUR"

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Abstract

Advertisement is the key for promoting any product or service to the consumer. It greatly attracts consumer to purchase product from the marketer. The usage of celebrity in advertainment strongly influence the purchase behaviour of consumer in long run. The presence of celebrity in an advertisement stimulate consumer and possessing him to purchase the product or service. The objective of the present study is to assess the role of celebrity endorsement and advertisement effectiveness in influencing consumer purchase behaviour in the city of Bangaluru. The study adopted stratified random sampling method and collected around 240 samples after segregating the city into four zones. To assess the celebrity endorsement 12 determinant have been observed which were factorised into two dominant factors, while advertisement effectiveness has been measured with eight variables which were factorised into two dominant factors namely Glorious and Transparency Factor and Hallmark and Significance Factor. The consumer purchase behaviour have been measured using ten determinants and are factorised into two factors namely Engrossment and Apprising Factor and Willingness and Involvement Factor. The outcome of multiple regression and SEM shows that both celebrity endorsement and advertisement effectiveness have significant influence on Consumer Purchase Intention of Celebrity Endorsed Product. It is suggested that market need to focus more on faithfulness and integrity of the advertisement which in turn attract and uphold the existing customer in long run. To enhance the reaches of the advertisement among the consumers, marketer should focus on positivity of the product contents.

Keywords: Promotion, Endorsement, Glorious, Transparency, Hallmark and Engrossment.

"***The secret to marketing success is no secret at all: Word of mouth is all that matters***"

By Seth Godin

INTRODUCTION

Celebrity sponsorship is a type of marketing in which renowned people or celebs are used to gain people's regard, confidence, or recognition. Advertisers hire famous endorsers because they demand a high level of recognition and can positively impact a buyer's purchasing choice. Marketers use famous endorsers to boost brand awareness. Celebrity support is frequently used by fashion and cosmetics companies to draw new customers. Celebrities come with built-in pictures and fans, both of which are strong advocates for prospective customers. Celebs have mass communication skills, so non-profit

organisations rely on star endorsers to draw people's attention and aid in reaching a larger audience to raise consciousness about specific groups, making celebs effective fundraisers. Advertisers are being compelled to use attention-grabbing media stars as competition for customer focus and new product introduction grows. These personalities can help ads stick out from the media clutter, increasing communicative ability by cutting through excess noise in the communication process.

Celebrity endorsement for a business or brand is mainly successful because celebrities can contact a broader variety of prospective customers. Reach is generally described as the number of individuals who have seen or heard the intended message of the brand at least once. If a brand or company decides to use brand ambassadors to market their product, it is highly likely that they are attempting to reach the broadest range of potential consumers possible, rather than a small number of consumers but more frequently, which is referred to as frequency marketing. Advertising efficacy is a technique for determining whether a brand's marketing efforts are reaching its target population and yielding the best results. It allows businesses to assess the strengths, weaknesses, and ROI of advertising efforts and change appropriately. Businesses rely heavily on advertising to generate income. Advertising efficacy assesses how well a marketing or advertising effort performed in relation to the company's objectives. It is critical if the business desires a decent return on investment. (ROI). A successful advertising effort can boost revenue, draw new consumers, and improve brand image. Measuring ad efficacy allows you to understand the influence and scope of your campaign, enabling you to decide the best advertising strategy.

Real, actionable insights are unveiled during a post-campaign performance study; insights with the potential to supercharge future advertising strategies. Ad effectiveness is an essential strategy for businesses seeking to comprehend the impact of their advertisements on the audiences they wish to affect. It's what allows businesses to truly grasp the impact of their initiatives, allowing them to concentrate on the aspects that worked and apply them to future efforts.

REVIEW OF LITERATURE

Celebrity Endorsement

Athlete success and company social value have a significant influence on product involvement. The impacts of athlete success and company social worth on product involvement are partly mitigated by celebrity endorsement **(Jiang, N., et al. (2022)**[1]. Five recurring star advertising transgressions, each of which violates a community-established moral duty. Members of the society assign blame for transgressive recommendations and identify repercussions for both the SMI and the endorsed. **(brand Cocker, H., Mardon, R. and Daunt, K.L. ,2021).**[2]. Celebrity endorsement had no impact on the image of telecommunications businesses. Celebrity attractiveness, likeability, and integrity had a direct (positive) impact on telecommunication company reputation and moderated the effect of celebrity support on telecommunication company reputation favourably. Celebrity skill had no direct impact on telco company reputation, but it did mitigate the

effect of celebrity support on telecommunication company reputation. **(Zakari, M., Dogbe, C.S.K. and Asante, C, 2019)[3].** I

In general, humanlike figures are more likeable, suitable, and trustworthy. When the observed capabilities of OSCs are evaluated, a mismatch between expectations and the capabilities of humanlike OSCs can occur. In reality, cartoonlike OSCs, particularly females, had a greater favourable impact on the website interface. **(Luo, J.T.et al. 2006)[4]**, The effectiveness of this celebrity endorsement, as well as the effect of different contexts on endorsement, demonstrating that, while new celebrities are less affected by acclaimed celebrities as they become more well-known, using the endorsement of celebrities with charisma and who relate in some way to the aspiring celebrity, can be an effective strategy, particularly for those who are just starting out in the industry. **(Freire, O.,2018)[5].** The attractiveness and trustworthiness of the source are critical for the efficacy of celebrity endorsements. The match between the endorser and the product, on the other hand, is not found to be important. Nonetheless, the common variations with source attractiveness and trustworthiness have an indirect impact on customers' behavioural plans. **(Kok Wei, K. and Li, W.Y., 2013)[6].**

Advertisement Effectiveness

Attention, significance, excitability, liking, and customer choice, among other factors, proved to be the most important aspects for evaluating marketing efficacy in the Indian mobile phone business **(Maheshwari, P., et al., 2018)[7].** A peer endorser's credibility is built on integrity, knowledge, likeness, and beauty aspects that favourably influence consumers' attitudes towards a commercial and a brand. Through the endorser-credibility construct, product participation influences advertising efficacy indirectly. The writers demonstrate that a consumer's experience with an advertised product influences their view of the trustworthiness of the endorser as well as the efficacy of the advertisement**. (Munnukka, J., 2016)[8].** There is a direct relationship between efficacy metrics and CTR, variations in the effectiveness of the two advertising forms, and the variables affecting that effectiveness are mood towards the web site, engagement with the product, and length of web site visit**. (Martín-Santana, J.D. and Beerli-Palacio, A., 2012)[9].** The negative effect of negative mood (as opposed to positive mood) was higher on IR advertisements than on AS advertisements. Similarly, an abrupt interruption (vs. a smooth break) had a larger negative effect on IR ads. However, when put in upbeat mood programmes and smooth breaks, both kinds of humor were successful**. (Khandeparkar, K. and Abhishek, 2017)[10],** Respondents did not rate commercials with emblems from their own faith more favourably than neutral ads, but they did rate advertisements with motifs from other religions more adversely than neutral ads. To summarize, religious advertisements had no beneficial impact on in-group respondents while antagonising out-group respondents**. (Kumra, R., 2016)[11].**

Consumer Purchase Behaviour

Through perceptions of the advertisement and the endorsed company, an endorser has a favourable impact on customers' buy plans. A moderated serial mediation analysis

reveals variations among the four categories of endorsers studied. Sports celebrities are the most effective form of endorser in increasing consumers' buy intentions, whereas favourable endorsements from business executives and fellow consumers are less effective in affecting advertising results. The support of an expert is similar to that of a boss, but it is insignificant **(Von Felbert, A. and Breuer, C.,2021)**[12]. Celebrity confidence and celebrity knowledge are the most significant aspects of celebrity in influencing Indian FMCG customers' risk perceptions. Risk perceptions impact Indian FMCG consumers' buying intentions favourably **(Deshbhag, R.R. and Mohan, B.C, 2020)**[13]**.**

STATEMENT OF PROBLEM

Celebrity support has evolved into a marketing strategy for introducing a company to new customers. There are numerous methods for companies to increase their sales and market share while also having a significant impact on society as thought leaders. Celebrities promoting brands' goods help brands connect with new customers. Celebrities can catch consumers' interest and help them connect with a brand, resulting in sales and making the brand more appealing than rivals. Consumers can be connected to in ways that companies cannot. When a star is used in an endorsement, many companies will follow the celebrity's success wave. It is critical for a brand to carefully select their famous spokesperson after considering factors such as who suits the brand's image and what kind of message the brand wants to convey to the audience. It is also critical for the famous supporter to be beautiful, honest, and trustworthy, as the celebrity's image improves advertising efficacy. The city of Bengaluru is with galloping population with higher movement of workers from other state also. The consumption rate is also high in city hence, the marketers are targeting this population through advertisement with the help of celebrity endorsement. The present study tries to interrogate the role of celebrity endorsement in advertisement and how this influence the consumer buying behaviour.

RESEARCH METHODOLOGY

The present study is descriptive in nature as it deals with examining the significant role of celebrity endorsement in advertisement and advertisement effectiveness on consumer purchase intention in Bengaluru city. The city of Bengaluru is well established and industrialized city of India. It is also the technological hub for India, which attracts lot of IT and related job profile in the city. In today scenario the job profile of IT employees is very high and their earning is very prominent. Hence, their purchasing frequency and product preference is also high. It is also identified that their purchasing preference is greatly influenced by advertisement quality and celebrity endorsement through those advertisement. Hence the present study tries to determine the significant role of celebrity endorsement in advertisement and advertisement effectives on consumer purchase intention. The study used stratified random sampling by distributing samples in four zones. Around 240 samples were collected from consumers using a structed questionnaire. The questionnaire are deals with four sections, the first section deals with personal profile of the consumers which is measured using nominal scale. The section II

deals with twelve Determinants of Celebrity Endorsement in Product Advertisement which is measured with 5-point Likert scale of strongly agree to strongly disagree. The section III deals with eight Determinants of Advertisement Effectiveness (DAE) variables which are measured with 5-point Likert scale of strongly agree to strongly disagree with a weightage of 5,4,3,2 and 1 respectively. The section IV deals with ten Consumer Purchase Intention of Celebrity Endorsed Product variables which are measured with 5-point scale of Highly Satisfied to Highly Dissatisfied with a weightage of 5,4,3,2 and 1 respectively.

DATA ANALYSIS AND INTERPRETATION

The primary data collected has been subjected for data analysis and interpretation using number of statistical techniques. The researcher has used both univariate and multivariate statistical technique to assess the relationship among the variables. It also used structural modelling to determine the relationship among the variables and their results are shown in below table.

Personal Profile

The personal profile of the consumers has been examined through percentage and frequency analysis and the results shows sizable number of consumers are female in the age group of 31 to 35 years with educational qualification of degree. The income profile of the consumers shows majority of the consumers are earning between Rs.45, 000 to Rs.55, 000. Sizable number of consumers well recognised celebrity in the advertisement.

Table 1: Factorisation of Determinants of Celebrity Endorsement in Product Advertisement (DCEPA)

Determinants of Celebrity Endorsement in Product Advertisement (DCEPA)	Factor Lording	Mean	Std. Deviation	Communalities	Eigen Value	Variance Explained	Factor Name
Talented	0.751	4.300	0.681	0.564			
Skilled	0.665	4.180	0.670	0.463			
Qualified	0.645	4.380	0.648	0.427			
Attachment	0.613	4.050	0.847	0.407	2.913	34.278%	Endowment and Accomplishment Factor (EAF)
Gorgeousness of Celebrity	0.529	3.620	1.095	0.523			
Expertise	0.518	3.920	0.883	0.672			
Classy	0.516	3.970	0.807	0.427			
Beautiful	0.448	4.460	0.781	0.335			
Trustworthiness	0.866	4.100	0.911	0.752			
Dependable	0.849	4.300	0.839	0.726	2.731	22.761%	Faithful and Integrity Factor (FIF)
Morality	0.717	4.080	0.873	0.558			
Reliability	0.584	4.120	0.784	0.389			
KMO and Bartlett's Test:0.785, Chi-square: 840.544, Df:66, P value: 0.000							

Table 1 explicates that 12 Determinants of Celebrity Endorsement in Product Advertisement (DCEPA) have been factorized into two dominant factors which is accounted for 57.040% of total variance. The KMO and Bartlett's test value of 0.785 indicating a good sampling adequacy of DCEPA. The chi-square value of 840.544 with Df of 66 is significant at 1% level P<0.000. all the factor loadings are above required level. The mean value is robust value as the value of standard deviation is lower to its mean values. The communalities values are above threshold level indicating a good correlation among the variables with their factor. These indicates that 12 Determinants of Celebrity Endorsement in Product Advertisement can be factorized using factor analysis. The foremost dominant factor 1 is accounted for 34.278% of variance in DCEPA and it consist of eight variables namely Talented, Skilled, Qualified, Attachment, Gorgeousness of Celebrity, Expertise, Classy and Beautiful in the order of their relative correlation and position it has been termed as **Endowment and Accomplishment Factor (EAF).** The second factor 2 which accounted for 22.761% of variance in DCEPA and it consist of four variables of DCEPA namely Trustworthiness, Dependable, Morality and Reliability in the order of their relative position it has been labelled as **Faithful and Integrity Factor (FIF).**

CFA of Determinants of Celebrity Endorsement in Product Advertisement

CFA validate and conform how good the indictors are representing the latent constructs. It conforms the measurement model which having tow factor namely EAF and FIF with loadings of 12 items. The constructed model observes the inter relationship between dependent variable and independent variables.
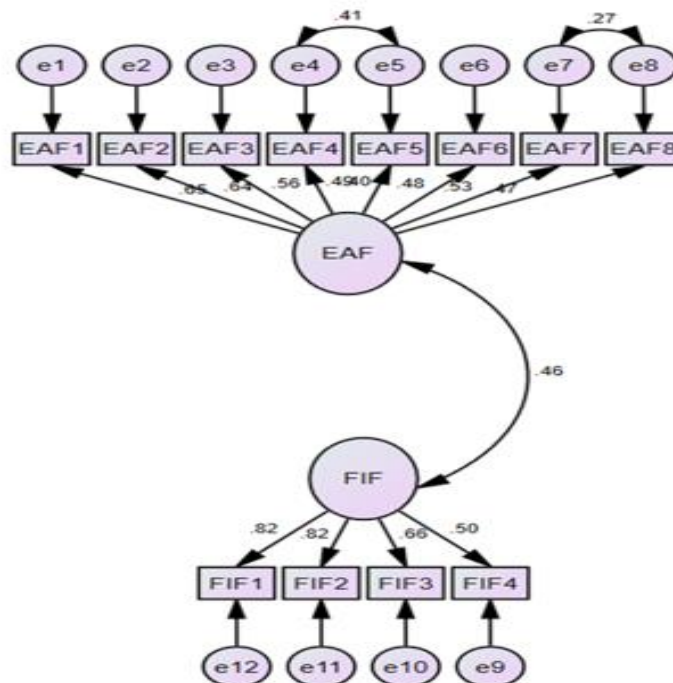

Figure 1: Determinants of Celebrity Endorsement in Product Advertisement

Two sub dimensions have been identified with their functional values namely **Endowment and Accomplishment Factor (EAF)** and **Faithful and Integrity Factor (FIF).** Eight items have been examined in EAF and four items in OAF. After examining at each constructs of CFA model of **Determinants of Celebrity Endorsement in Product Advertisement** measurement model, establishing using standardized Co-efficent and Squared Multiple Correlation. EAF2 (Skill of the celebrity in the advertisement) plays a dominant role in determining Endowment and Accomplishment Factor (0.650) followed by FIF2(Dependable of consumer on celebrity endorsement) plays a dominant role in determining Faithful and Integrity Factor (0.820).

The indices like CFI, RMSEA, GFI, NFI shows goodness of fit for the constructed model of Determinants of Celebrity Endorsement in Product Advertisement with the support of CFA. The developed model also show significant association between the variabels and explaining the fitness of the constructed model. the consturcted model is validated and well established.

The constructed model is validated and fitted in all the dimensions in both Convergent Validity and Average Variance explained. CR value is above 0.700 the value of AVE is higher than 0.600. The model fit summary also indicating fitness of the construct validity, value of CMIN/DF or Chi-square value of 2.763 indicating absolute fit model. Simultaneously value of CFI, AGFI and GFI is very close to 1 show fitness of the present model. Thus, it confirmed that the Determinants of Celebrity Endorsement in Product Advertisement measurement model is significantly fitted.

Table 2: Factorisation of Determinants of Advertisement Effectiveness (DAE) Variables

Determinants of Advertisement Effectiveness (DAE)	Factor Lording	Mean	Std. Deviation	Communalities	Eigen Value	Variance Explained	Factor Name
Tasteful	0.872	3.750	0.986	0.769	2.200	27.501%	**Glorious and Transparency Factor (GTF)**
Clarity of Advertisement	0.812	3.650	0.942	0.661			
Appropriateness of the content	0.597	3.750	0.973	0.507			
Captures attention	0.558	4.250	0.850	0.355			
High quality	0.807	4.250	0.707	0.660	2.127	26.593%	**Hallmark and Significance Factor (HSF)**
Signifies beauty	0.738	4.470	0.731	0.550			
Favourable towards brand	0.642	4.050	0.772	0.488			
Positivity towards brand	0.561	3.780	1.100	0.338			
KMO and Bartlett's Test:0.699, Chi-square: 486.193, Df:28, P value: 0.000							

Table 2 shows that eight Determinants of Advertisement Effectiveness (DAE) have been factorized into two dominant factor which is accounted for 54.090% of total variance. The KMO and Bartlett's test value of 0.699 shows a good sampling adequacy of DAE. The Chi-square value of 486.193 with Df of 28 is significant at 1% level P<0.000. Both the factor loadings are more than required level. The standard deviation values are strong

measures of their mean value as it is lower than the mean values. The communalities value is above the threshold level, showing a good correlation among the variables with their factor. The eight Determinants of Advertisement Effectiveness can be factorized using factor analysis. The most dominant Factor 1 is accounted for 27.501% of variance in DAE and it consist of four variables namely Tasteful, Clarity of Advertisement, Appropriateness of the content and Captures attention based on the correlation among the variables and relative position of the variables it has been labelled as **Glorious and Transparency Factor (GTF).** The second most dominant Factor 2 is accounted by 26.593% of variance in DAE and it holds four variables namely High quality, signifies beauty, Favourable towards brand and Positivity towards brand based on the relative correlation among the variables and relation position it has been termed as **Hallmark and Significance Factor (HSF).**

CFA of Determinants of Advertisement Effectiveness (DAE)
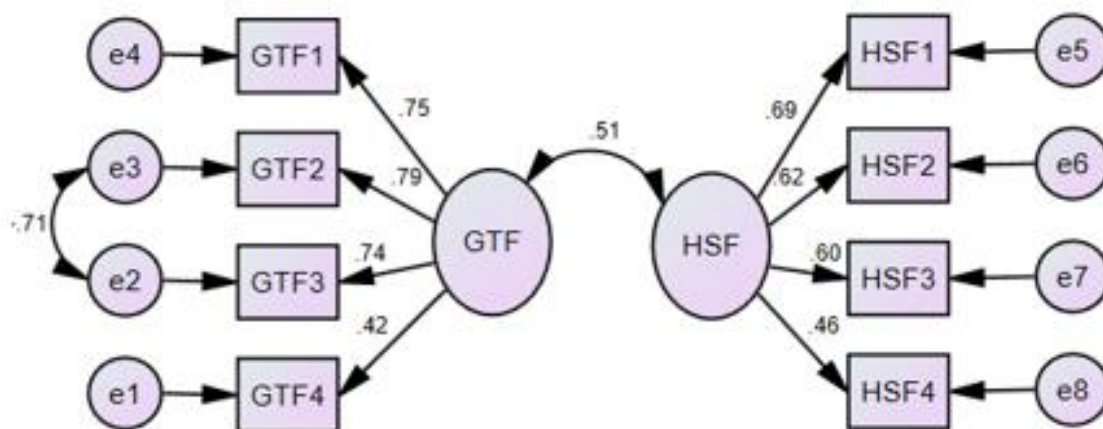
CFA conform and validate how sound the indicators are representing the latent constructs. It imitates the measurement model which consist of two factors namely GTF and HSF with their loadings of eight items. The developed model observers the inter relationship between both dependent and independent variables.

Two sub dimesions have been observed with respect to determinant of advertisment effectiveness with their functional values namely **Glorious and Transparency Factor (GTF)** and **Hallmark and Significance Factor (HSF).** Four items have been observed in GTF and four items have been observed in HSF. After examining each construct of CFA model of **Determinants of Advertisement Effectiveness (DAE)** measurement model, developed using standardized Co-efficient and Squared Multiple Correlation. GTF3 (Appropriateness of the content of advertisement) plays dominant role in determining Glorious and Transparency Factor (0.792) followed by DAE1 (High quality of advertisement) plays significant role in determining hallmark and significance factor (0.686).

The indices like CFI, GFI, NFI and RMSEA reveals goodness of fit for the presnt constructed model of Determinants of Advertisement Effectiveness with the help of conformatory factor analysis. The constructed model also reveals significant association between vriables and explaining fitness of the constructs. The constured model is validated and well established.

The constructed model is validated and close-fitting in all the requeied dimensions at both Convergent validity and Average Variance Explaind. CR value is above 0.700 and the value of AVE is greater than 0.600. The model fit summary shows fitess of the construt validity, value of CMIN/DF value is 3.217 shows absolute fit model. similarly value of CFI, AGFI and GFI is near to 1 showing fitness of the present model. Therefore it is identifed tthat the Determinants of Advertisement Effectiveness model is significantly fitted in all dimensions.

Table 3: Factorisation of Consumer Purchase Intention of Celebrity Endorsed Product (CPICEP)

Consumer Purchase Intention of Celebrity Endorsed Product (CPICEP)	Factor Lording	Mean	Std. Deviation	Communalities	Eigen Value	Variance Explained	Factor Name
Enhanced Involvement	0.787	4.2 90	0.695	0.643	2.880	28.800%	Engrossment and Apprising Factor (EAF)
Came to know new products	0.750	4.280	0.665	0.643			
Compare to other brands	0.700	4.380	0.675	0.587			
Product comparison in market	0.657	3.940	1.019	0.434			
New trend in market	0.552	4.390	0.763	0.414			
Seek out to buy	0.834	4.080	0.711	0.701	2.563	25.630%	Willingness and Involvement Factor (WIF)
Willing to buy endorsed product	0.811	4.120	0.681	0.658			
Interested in buying	0.569	4.190	0.609	0.491			
Intended to buy next time	0.553	4.200	0.673	0.443			
Learn about the product	0.517	4.300	0.761	0.430			
KMO and Bartlett's Test:0.849, Chi-square: 764.680, Df:45, P value: 0.000							

Table 3 shows that Consumer Purchase Intention of Celebrity Endorsed Product (CPICEP) has been factorized into two dominant factor which is accounted for 54.430% of total variance. The KMO and Bartlett's test value of 0.849 shows a good sampling adequacy of CPICEP. The Chi-square value of 764.680 with Df of 45 is significant at 1% level P<0.000. Hence the factor loadings are higher than required level. The standard deviation values are robust measure of their mean as value of standard deviation is lower than mean values. The communalities values are higher than the threshold level., expressing a good correlation among the variables with their factors. The ten Consumer Purchase Intention of Celebrity Endorsed Product can be factorized using factor analysis. The most dominant Factor 1 is accounted for 28.800% of variance in CPICEP and it holds

five variables namely Enhanced Involvement, came to know new products, compare to other brands, Product comparison in market and new trend in market, based on the relative correlation among the variables and position it has been labelled as **Engrossment and Apprising Factor (EAF).** The second dominant Factor 2 is accounted for 25.630% of variance in CPICEP and it contains five variables namely Seek out to buy, Willing to buy endorsed product, interested in buying, intended to buy next time and Learn about the product based on the relative correlation among the variables and position it has been named as **Willingness and Involvement Factor (WIF).**

CFA of Consumer Purchase Intention of Celebrity Endorsed Product (CPICEP)

CFA adapt and confirm how good the indicators are represented the latent constructs. It replicates the measurement model which comprise of two factors namely EAF and WIF with their factor loadings of ten items. The constructed model observers the inter connection between both dependent and independent variables
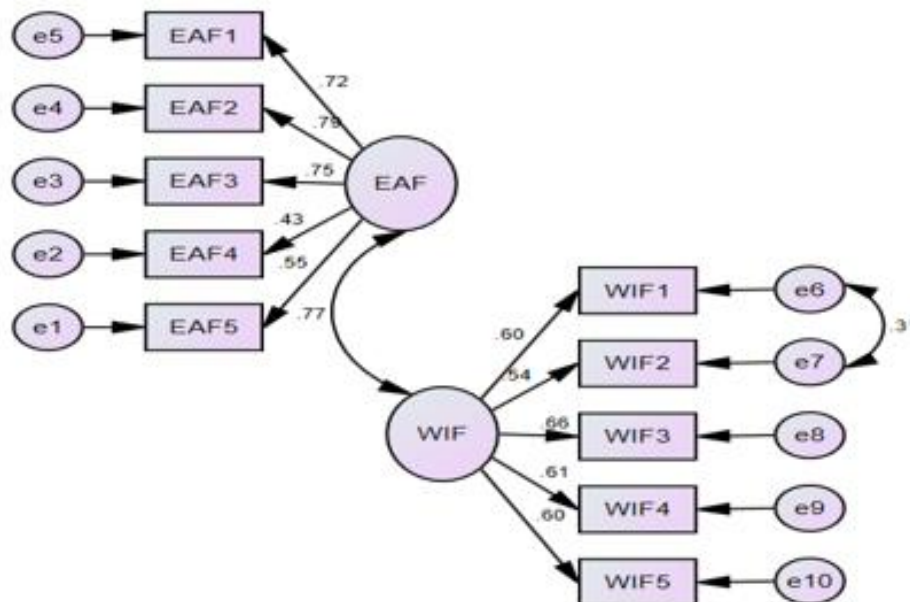

Figure 3: CFA of Consumer Purchase Intention of Celebrity Endorsed Product

Two dominant dimension have been observed with respect to Consumer Purchase Intention of Celebrity Endorsed Product with their functional values namely **Engrossment and Apprising Factor (EAF)** and **Willingness and Involvement Factor (WIF).** Five items have been identified in EAF and Five items in WIF. After examining each constructs of CFA model for **Consumer Purchase Intention of Celebrity Endorsed Product** measurement model which is developed and constructed using standardised Co-efficient and Squared Multiple Correlation. EAF2 (Came to know new products) significantly helps

in determining Engrossment and Apprising Factor (0.780) followed by WIF3 (Interested in buying) significantly helps in determining Willingness and involvement Factor (0.660).

The indices like CFI, GFI, NFI and RMSEA displays goodness of fit for the present constructed model of Consumer Purchase Intention of Celebrity Endorsed Product with the support of Conformatory Factor Analysis. The constructed model also shows significant association between variables and explaining fitness of constructs. The developed model is validated and good established.

The developed model is validated and fitted in all dimensions at both convergent validity (CR) and Average Variance Explaind(AVE). CR value is baove 0.800 and value of AVE is higher than 0.600. The model fit summary indicates that both CV and AVE is higher than the threshold limites. The value of CMIN/DF value is 2.742 shows absolute fit model. The value of CFI, AGFI and GFI is nearing to 1 showing fitness of the present model. Thus it is identified that the Consumer Purchase Intention of Celebrity Endorsed Product model is significantly fitted in all dimensions.

Table 4: Significant difference among or between personal profile in DCEPA, DAE and CPICEP

Personal profile	DCEPA	DAE	CPICEP
Age	3.505**	1.438	3.202*
Educational Qualification	3.329*	6.498**	5.795**
Monthly Income	4.755**	1.763	1.272
Gender	3.746**	4.390**	5.206**
Celebrity Identification	8.756**	2.695	11.381**

Table 4 shows difference in perception of consumers based on their personal profile in DCEPA, DAE and CPICEP. The age of the consumer shows significant difference in DCEPA 1% level of significance while age shows significant difference in CPICEP at 5% level of significance. No significant difference among age group in DAE has been identified. Educational qualification of the consumers shows significant of difference in DAE and CPICEP at 1% level of significance, while educational qualification group have significance difference in DCEPA at 5% level of significance. The Monthly earnings group of consumers shows significant difference in DCEPA at 1% level of significance, similarly no such difference has identified in DAE and CPICEP. Gender group of the consumers shows significant difference in DCEPA, DAE and CPICEP. Celebrity Identification group of consumers shows significant of difference in DCEPA and CPICEP, while no such difference has been identified in DAE.

Influence of personal profile, DCEPA and DAE on overall Consumer Purchase Intention of Celebrity Endorsed Product

Influencing variables	Unstandardized co-efficient		Standardized Co-efficient	t value	P Value
	B	Std. Error			
(Constant)	14.062	1.855		7.582	0.000**
DAE	0.528	0.068	0.498	7.769	0.008*
DECPA	0.227	0.052	0.278	4.337	0.012*
R=0.722, R²=0.522, Adjusted R²=0.518, F value: 129.204, P value<0.000					

Table 5: Significant Influence of personal profile, DCEPA and DAE on overall Consumer Purchase Intention of Celebrity Endorsed Product

Table 5 reveal the linear combination of personal profile of consumers, Determinants of Celebrity Endorsement in Product Advertisement and Determinants of Advertisement Effectiveness on overall Consumer Purchase Intention of Celebrity Endorsed Product with the help of Multiple Linear Regression {CPICEP (239) =F (129.204, P<0.000)}. The Coefficient value of 0.722 determining 52.2% of variance in those two variables. Determinants of Celebrity Endorsement in Product Advertisement and Determinants of Advertisement Effectiveness have significant and positive influence on Consumer Purchase Intention of Celebrity Endorsed Product. Determinants of Celebrity Endorsement in Product Advertisement have significant and direct influence on Consumer Purchase Intention of Celebrity Endorsed Product. The beta value of 0.498 indicates that Consumer Purchase Intention of Celebrity Endorsed Product would enhance by 0.498 unit for every one unit change in Determinants of Celebrity Endorsement in Product Advertisement. Similarly, the beta value of 0.278 shows Consumer Purchase Intention of Celebrity Endorsed Product would enhance by 0.278 units for every one unit change in Determinants of Advertisement Effectiveness.

Impact of DCEPA and DAE on Consumer Purchase Intention of Celebrity Endorsed Product

SEM technique has been adopted to identify the significant impact of Determinants of Celebrity Endorsement in Product Advertisement and Determinants of Advertisement Effectiveness on Consumer Purchase Intention of Celebrity Endorsed Product. SEM is served to be the best statistical method due to it isolating the number of variables used in the constructed model compare to other multivariate statistical techniques.

The factor score has been calculated and latent variables impacting has been determined and SEM has constructed and developed. The established model has unstandardised and standardised Co-efficient values which is shown in below fig. 4.
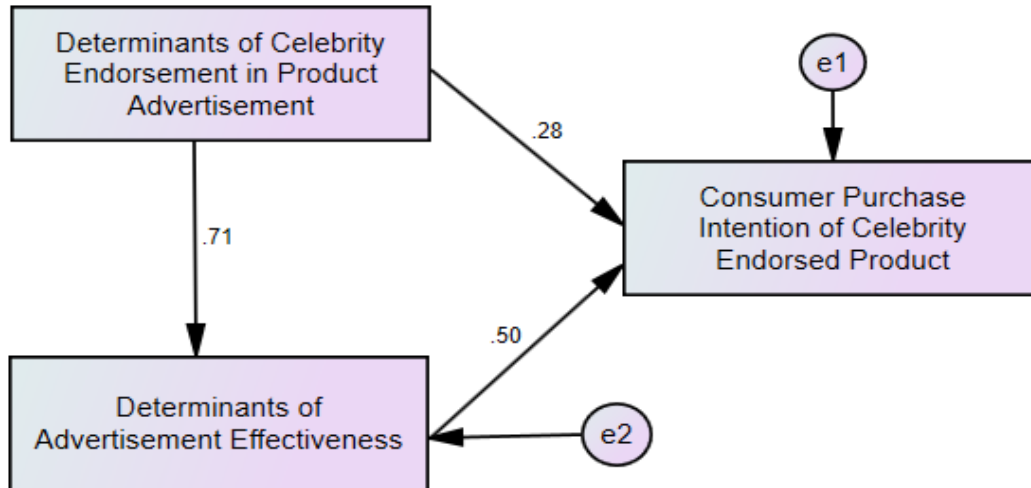
Figure 4: SEM Model based on Standardised Co-efficient

Ho: There is no significant influence of Determinants of Celebrity Endorsement in Product Advertisement and Determinants of Advertisement Effectiveness on Consumer Purchase Intention of Celebrity Endorsed Product.

Table 5: Regression Weight for influence of Determinants of Celebrity Endorsement in Product Advertisement and Determinants of Advertisement Effectiveness on Consumer Purchase Intention of Celebrity Endorsed Product

Measured Variables		Latent Variables	Estimate	S.E.	Std. Co-efficient	C.R.	P-value	Inference
DAE	<---	DCEPA	0.547	0.035	0.713	15.702	**0.000****	S
CPICEP	<---	DCEPA	0.227	0.052	0.278	4.356	**0.000****	S
CPICEP		DAE	0.528	0.068	0.498	7.802	**0.000****	S

*S: Significant at 1% level.

The beta coefficient value for impact of Determinants of Celebrity Endorsement in Product Advertisement on Determinants of Advertisement Effectiveness is 0.713 which, implies that partial effect over Determinants of Advertisement Effectiveness holding other variables as consistent. The Determinants of Advertisement Effectiveness would enhance by 0.713 units for every one unit change in Determinants of Celebrity

Endorsement in Product Advertisement. The relationship is significant at 1% level of significance {t=15.702, P<0.000}. The beta coefficient value for impact of Determinants of Celebrity Endorsement in Product Advertisement on Consumer Purchase Intention of Celebrity Endorsed Product is 0.278 which, implies that partial effect over Consumer Purchase Intention of Celebrity Endorsed Product holding other variables as consistent. The Consumer Purchase Intention of Celebrity Endorsed Product would enhance by 0.278 units for every one unit change in Determinants of Celebrity Endorsement in Product Advertisement. The relationship is significant at 1% level of significance {t=4.356, P<0.000}. The beta coefficient value for impact of Determinants of Advertisement Effectiveness on Consumer Purchase Intention of Celebrity Endorsed Product is 0.498 which, implies that partial effect over Consumer Purchase Intention of Celebrity Endorsed Product holding other variables as consistent. The Consumer Purchase Intention of Celebrity Endorsed Product would enhance by 0.498 units for every one unit change in Determinants of Advertisement Effectiveness. The relationship is significant at 1% level of significance {t=7.802, P<0.000}.

RESULTS AND DISCUSSION

Advertisement is a great tool for marketing a product to the consumers, it stimulates the minds of consumer for purchasing the product through its attractiveness, informativeness and content. The usage of celebrity for endorsing the product is more impactful on purchase behaviour of the consumer.

The outcome of the study shows majority of the consumers are young females earning a good amount of income and well recognised the celebrity in the advertisement.

Determinants of Celebrity Endorsement in Product Advertisement have been identified with twelve variables. These twelve variables have been factorised using principal component analysis. Two factors have been identified out of 12 variables. the first factor holds eight variables which specifies talent, skill, attachment and Gorgeousness of Celebrity which has been termed as Endowment and Accomplishment Factor. The second factor holds four variables which specifies Trustworthiness, Dependable and Morality of the advertisement and it has been termed as Faithful and Integrity Factor. The results of the factor analysis have been validated with the help of confirmatory factor analysis which examine the segregation of two dominant factors. It shows Skill of the celebrity in the advertisement plays dominant role in determining Endowment and Accomplishment Factor followed by Dependable of consumer on celebrity endorsement significantly determines Faithful and Integrity Factor.

Determinants of Advertisement Effectiveness have been identified with eight variables. These eight variables have been factorized using principal component analysis. Two dominant factors have been identified out eight variables. The first factor consists of four variables which specifies Tasteful, Clarity of Advertisement, Appropriateness of the content and Captures attention characteristic of advertisement which has been termed as Glorious and Transparency Factor. The second factor holds four variables which specifies the quality, positivity and favourableness of advertisement and it is termed as Hallmark

and Significance Factor. The outcome of the factor analysis has been validated with the support of confirmatory factor analysis which examine the deviation of two dominant factors. It reveals Appropriateness of the content of advertisement plays dominant role in determining Glorious and Transparency Factor followed by High quality of advertisement plays dominant role in examining hallmark and significance factor.

Consumer Purchase Intention of Celebrity Endorsed Product have been identified with ten variables. These ten variables have been factorized using principal component analysis. Two dominant factors have been identified out of ten variables. The first factor consists of five variables which specifies consumer perception on Enhanced Involvement, came to know new products, compare to other brands, Product comparison in market and new trend in market and it has been termed as Engrossment and Apprising Factor. The second factor consist of five variables which specifies consumer perception on Seek out to buy, Willing to buy endorsed product, interested in buying and intended to buy next time and it has been termed as Willingness and Involvement Factor. These extractions of factors have been validated with confirmatory factor analysis which examine the separation of two dominant factors. Came to know new products plays dominant role in determining Engrossment and Apprising Factor while Interested in buying the product plays dominant role in determining Willingness and involvement Factor.

The perception of the consumer based on their personal profile in Determinants of Celebrity Endorsement in Product Advertisement (DCEPA), Determinants of Advertisement Effectiveness and Consumer Purchase Intention of Celebrity Endorsed Product (CPICEP) have been examined using independent t-test. The outcome of the analysis shows age have significant difference in DCEPA and CPICEP. The educational qualification of consumers shows difference in DCEPA, DAE and CPICEP. The monthly earning of consumer has significant difference in DCEPA only, the gender of the consumers shows difference in DCEPA, DAE and CPICEP and Celebrity recognition have significant difference in DCEA and CPICEP.

The influence of personal profile of the consumers, Determinants of Celebrity Endorsement in Product Advertisement (DCEPA) and Determinants of Advertisement Effectiveness on Consumer Purchase Intention of Celebrity Endorsed Product have been examined with the help of multiple linear regression method. The outcome of the analysis shows no influence of personal profile on Consumer Purchase Intention of Celebrity Endorsed Product while both Determinants of Celebrity Endorsement in Product Advertisement (DCEPA) and Determinants of Advertisement Effectiveness have significant and positive influence on Consumer Purchase Intention of Celebrity Endorsed Product. The positive relationship indicates that higher the level of DCEPA and DAE would lead to higher Consumer Purchase Intention of Celebrity Endorsed Product.

SEM model has been constructed to validate the influence of Determinants of Celebrity Endorsement in Product Advertisement (DCEPA) and Determinants of Advertisement Effectiveness on Consumer Purchase Intention of Celebrity Endorsed Product. The impact is positive and validated the hypothesis. The coefficient value for influence of both of Determinants of Celebrity Endorsement in Product Advertisement (DCEPA) and

Determinants of Advertisement Effectiveness on Consumer Purchase Intention of Celebrity Endorsed Product is positive and higher. Hence, change in DCEPA and DAE would lead to change in Consumer Purchase Intention of Celebrity Endorsed Product.

CONCLUSION

Consumer of present scenario after the pandemic effect conscious about their purchase behaviour. They more prefer for the product which are environment friendly, more healthy and high quality of the product. The competitive market also looks for fulfilling the needs of consumer depends on their needs and requirements. But to attract new customer and retaining the existing consumer marketer need to think out of box and adopted new strategies for promoting their products. Usage of celebrity in promotion of product is more effective as the face of celebrity is well recognized by consumers and will get attracted. The primary objective of the study is to examine the influence of celebrity endorsement and advertisement effectiveness on consumer purchase behaviour in Bangaluru city. A sample of 240 consumer have been selected using stratified random sampling from the four zones of Bangalore city. Data were analyzed with appropriate statistical techniques. Both univariate and multivariate statistics has been applied to determine the relationship and difference among the variables.

The outcome of the study shows majority of consumers are young females with good earnings. To determine the celebrity endorsement twelve variables have been identified and factorized into two dimension namely Endowment and Accomplishment Factor and Faithful and Integrity Factor. The effectives of the advertisement are also measured using eight variables which are factorised into two dimension namely Glorious and Transparency Factor and Hallmark and Significance Factor. The perception of consumer purchase behaviour has been measured with 10 variables which has been factorised into two dominant factors namely Engrossment and Apprising Factor and Willingness and Involvement Factor. The results of multiple liner and SEM shows both Determinants of Celebrity Endorsement in Product Advertisement (DCEPA) and Determinants of Advertisement Effectiveness have significant and positive influence on Consumer Purchase Intention of Celebrity Endorsed Product.

Suggestion have been drawn out the outcome of the study which indicates that market need to focus more on faithfulness and integrity of the advertisement which in turn attract and uphold the existing customer in long run. To enhance the reaches of the advertisement among the consumers, marketer should focus on positivity of the product contents. Positive consumers purchase behaviour can be stimulated through channelizing proper product information in the advertising through celebrity endorsement.

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