A study on impact of celebrity endorsement on brand buying behaviour of hair color

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1. INTRODUCTION

1.1 Background to the research

In the modern era of competition market, it became very much important to design their corporate strategies to be stable while it depends on the plan and execution their brand in the eyes of the customer. The perception of the customer about the brand totally depends on the product which the company is offering to them, but the main thing which makes a great impact in the eye of the consumers is the celebrity endorsement. From the very early stages it's been going that Celebrity plays a vital role for endorsing and as a result it impact on the sales. Although choosing a perfect celebrity for the product quality which resembles the personality of that person isn't an easy task, company invests a huge amount of money for endorsing their brands by their respective celebrity. As a result if the celebrity is have good personality and suits with the product quality then it have positive impacts in terms of sales but if it is not backed by the correct celebrity then even the great idea of marketing strategy fails. Thus, having the correct the celebrity as the company ambassador is necessary.

As nowadays the trend is going on of hair-colors, everyone including all the age groups likes to color their hairs. Youth try various trendy colors for changing their hairstyle as it is to be considered as a style statement among them whereas adults try for their grey hairs to be black. And in this 21st century it became very important to keep a check on their style like what are they wearing, having, eating and same goes with style of the hairs along with the surrounding. It defines the personality of an individual rationally among both the genders. So it became very necessary for the companies to keep up with the trend of style statement as varieties of haircolors going hand to hand with the trend of the celebrities they are endorsing for their product. And this become very important to overlook that the type of colors the celebrity is endorsing is whether going with the personality or behaviour with the product. If we say about the bright flashy colors the celebrity should be young, bright, fashionable and jolly in nature which resembles the product well and if take some colors like burgundy or light colors which can be considered for every occasions and can be applied in any place for these type of colors we have to consider the celebrity who are well confident and have strong personality who are easy going with any surrounding. While we take a look of celebrities who will be endorsing for the black colors for the grey hairs to cover the old look and have to show them as a young age bit of adults mid of thirties. As a result this all made the celebrities relate to the customer by physiologically, and the customer feels them very much relatable to their life which makes a good

impression of the brand to the customer. Sometimes the celebrities made a huge impact in the market by their work that customer to be like them to prefer their endorsing products so that they can be like them.

Usually our project related to the celebrity endorsement that how does it affects in our purchase behaviour in any product. Thus, celebrity endorsement in advertisement and it impact its overall brand is of great significance. Today the celebrity endorsement has become one of the most popular forms of retail advertising (Choi and Rifon, 2007). As we can see related to the celebrity endorsement there are much more research were done by the research relating to any products, but it's been observed that related to the hair colors is less. Hair color industry is an emerging industry and most of the youths, teenagers or adults prefer them. We are keeping a touch related to it and it can be said in a society, celebrities generally differ from the common people and enjoy a high degree of public awareness. Some of the brands which we have taken into consideration are- Loreal, Streax, Matrix, Garnier.

Concept of Advertisement

The word „advertisement" refers to the non-personal communication with the customers by companies; it can be about any products or services as tangible or intangible. It is usually sponsored by identified persons through various media.

Concept of Celebrity

The word celebrity denotes an individual who is very well famous among others for work, it can be any field as in entertainment or sports or services. Usually these persons are well known among others worldwide as they have some distinct attributes as their attractiveness or trustworthiness among all.

Concept of Celebrity Endorser

The word celebrity endorser refers to that individual who is well recognized among the public worldwide for the product he/she is advertising.

Concept of Celebrity Endorsement

The word „celebrity endorsement" means the form of advertising campaign or any form of brand recognition that uses their name and fame to advertise or promote any product or service they are endorsing.

Concept of Consumer Behaviour

The word „consumer behaviour's refers to the study of consumers that how an individual, groups or an organization selects any product or service to consume for satisfying needs and wants.

Concept of brand

The word "brand" defines the product, service or any concept of an organization which is well distinguish from the others which are present in the market so that it can be identified well and communication or marketing can be done clearly of that product and service.

OBJECTIVES OF THE STUDY

The word objective defines the aim of a person or system or organization needs to achieve within a time frame with limited resources that are the available. It is more specific and easier to measure the goals of the Year where is this can be considered as a tool for planning and strategy the whole activities on the basis of creating policies and evaluating them.

1. To analyse impact of celebrity endorsement on consumer perception.

2. To analyse impact of advertisement on consumer behaviour.

3. To know the purchasing behaviour of hair colors in terms of brands

SCOPE OF THE STUDY

This study will conduct the consumer purchase intention of the hair colors whether overviewing the celebrities who are endorsing them, if it is how much does it is effecting them, it will be limited due to time.

Review of literature

The word literature review means the executive summary of the research topic which has been given by the researchers. It defines whole perspective of the research study analysis where the detailed information will be available, that contains objective of the study the research methodology has been used along with the tools and techniques and at last the result which has been found by the respective researcher. The review should be clearly defined with summarized of previous research. Literature review makes a clear vision or a landscape for the reader for giving him or her a full understanding about the research work, where should the development and the research work can be carried away further.

While in writing the review of literature it should be clearly defined the purpose of the work so that it can be acknowledged the purpose and ideas which is to be gain along with the strength and weakness.

1. **Muhammad, Normalisa and Sharmsul (2019)** investigated the impact of celebrity endorsed advertisement and Entrepreneurship marketing on purchase behavior of smartphone consumer in Karachi Pakistan. The variable of this research work celebrity physical attractiveness expertise, trust and familiarity. Sampling test is used in this research in this technique they collect the data of 247 correspondent and this data has been analyzed by PLC method the result of this study shown that celebrity and dost advertisement and Entrepreneurship marketing has a significant impact on purchase behavior.

2. **Rajasekar (2018)** stated that advertisement play roll to influence the consumer it was already known that the celebrity endorsement in practiced. Use of the celebrity help to increase the sales and the market it expand the share of endorsement increase in buying decision of consumer. Purpose of the research was

analyses the relationship of celebrity endorsement and willingness to buy the product by consumer they used standard division and recession and analysis the practiced the use questionnaire to questionnaire tool that corresponded with purchase motivate towards the advertisement and the brand and measured against the independent variable physical at a physical, tetanus, celebrity and celebrity expansion and purchase intention positive towards the advertisement and positive towards the brand. They found that that consumer positive towards the advertisement and they are positive towards the brand.

3. **Muhammad and Nazish (2017)** stated the research on female customer buying behavior and purpose of that the celebrity endorsement product created four main pillars that has credibility, attractiveness, product match up and lastly meaning transfer full of these thing combined to make up celebrity endorsement. They found that the Research report that element of credibility the trustworthiness give the positive effect on customer and intention to buy cosmetic product. This means that the product endorsed by the celebrity give them feeling of classy, glamour and symbol of the status. This means that advertised product endorsed by the celebrity is not an advertisement also help to recall the name of the product and the made of the product popular and know.

4. **Adam, Hussain (2017)** has narrated studied discussed in this research paper of impact of celebrity endorsement an consumers buying behaviour. The purchase of consumers in the field cosmetics are mostly by the female segment. Celebrity endorsement divides mainly into four parts that are credibility, product, makeup and attractiveness. The elements of credibility of celebrity positively affects consumers products depends on the celebrity positive feelings for the brand positively affects consumer intention to the purchase cosmetics start accepting the celebrity endorsed cosmetics makes them feel classy and glamorous. The product of positively influences consumer's intention buy cosmetics, people more get attracted towards celebrity endorsement because products much celebrities appeared into the advertisements.

5. **Gupta, Kishor, Verma (2015)** stated that so many researchers provide Imperial the effectiveness and the positive influence of celebrity endorsement in advertising. The purpose of this research is to find out the impact of celebrity endorsement on consumer through ads. The research methodology followed in this research is Sampling and the three dimensional scale used for the data the variable of this study was attractiveness, trustworthiness expertise the study also find out individual impact of the dimension on consumer exploratory factor analysis was also used in this study by using confirmatory factor analysis. This study tested for a dimensionally reliability convergent validity and discriminant validity structure equation modeling revealed the celebrity endorsement the result of the study is show that celebrity endorsements have the significance impact on consumer ads perception.

6. **M. Naresh and Dr. K. Lavanya (2014)** have showed in their studies that the celebrities has a large impact for rendering any services by performing or by endorsing the products. They earn lots of attention and were able to attract the customers to purchase the particular products, in the name of the celebrities" even companies to earn huge profit. The instrument which controls whole the scenario of the advertisement and the celebrity image is the advertising communication, whereas India is a country is well known for the entertainment industry among all. Thus their research paper mainly focuses on examination of the perception of Indian youth about the celebrity endorsement process and that leads to the impact of purchasing decisions. They have taken survey based on the structured interviewed questionnaire according to the objectives about the attitude and the youth purchasing decision.
As a result they found that consumer's age, attitude brand recognition these are some of the factor which impact most in terms of celebrity endorsed product while taking purchasing decision.

7. **Wang, Cheng and Chu (2012)** has proposed in their study "Effect of Celebrity Endorsements on Consumer Purchase Intentions: Advertising Effect and Advertising Appeal as Mediators" that as advertising became the most influential component for the companies and using the celebrities for it became essential along with it. The purpose of the study was to see the effect of the celebrities on the consumer purchase decision as most of the entrepreneurs use to increase the efficiency whereas not only the celebrity endorsement but also the celebrities"" image or statement gives an effect on the consumer product image. This study used the case of advertising spokesperson for cellphones with general consumers and took the survey of 202 samples through the questionnaire and used partial regression analysis. As a result they came up in this study that celebrity endorsement, advertising appeal and advertising effect vice versa significant and positively on the consumer purchase intention.

8. **Patra, Datta. (2012)** has discussed in their study that from the early 1990s with our opening economy has gained prominence. The Bollywood stars and the sports celebrities started becoming the endorser of the advertisement of the products or services as they were having a great demand with customers and with the advertising agencies too. The purpose of their study is to show a comprehensive form of review of literature with the various parameters of the models present for selecting a celebrity as an ambassador or endorser and whether the characteristics matches well with the product they were endorsing for creating awareness and preference among the target audience. For the study they have highlighted some of the Indian celebrities endorsed product. The result which shows that there are some models according to which celebrities has been choosen such as the Source Credibility Model, Source Attractiveness Model, Meaning Transfer Model and "Q" rating score.

9. **Choi, Rifon. (2012**) has discussed in their research paper that companies using the celebrities as for promoting their products becoming a popular advertising strategy, therefor selecting a correct celebrity for endorsing their product is a matter of concern as it includes a huge amount of investment. To make the study relevant the researcher has stated that earlier it has always been showed that the characteristics of the celebrity and the product shared are almost same. Whereas their study represents about the new dimensions introduced as the congruence between celebrity's personality and the consumer self-concept. As it been known the advertising plays a vital role for influencing consumer purchase behavior along with consumers" selfconcept. The purpose of the study is to test an integrative model of endorsement by examining the congruence effects of consumer self-concept along the celebrity and with product and celebrity. The result shows that there is an ideal congruence of celebrity endorses effects.

10. **Spry, Pappu, Cornwell (2011)** has showed in their studies this research aims to examine the impact of celebrity brand credibility and brand equity of the endorsed brand. The endorsed credibility brand and brand equity relationship was developed using equity learn principles the brand signaling theory is applied role of brand credibility. Framework was tested using a field experiment, data were analyzed using structural equation modeling and financial support of the consumer based equity of endorsed brand.

11. **Halonen-knight, Hurmerinta (2010)** has narrated in their studies celebrity endorsements is one of the most popular forms of marketing and brand alliance of the both celebrity and literature suggest that celebrity endorsement should be considered the value can transfer from either partner to others. Identify the process involved and explore either celebrity endorsement a brand alliance. The collaboration between supermarket ltd and celebrity within a special episode of publicity emerged was analyzed the newspaper articles. Transfer process is proposed and the existence of a brand alliance like relationship in the case is established a real life celebrity endorsement context it should be considered as an alliance of equals.

12. **Lear, Runyan, Whitaker (2009)** has narrated in his study of sports celebrity endorsements in retail products advertising to extend previous research into sport celebrity is the products ultimately sold by retailers. Endorsement by investigating by updating previous research involving print media in sports advertisements in randomly selected issues of sports celebrities. Analysis approach is used examining advertisement of sports illustrated from the most recent full six years involving print media in sporting magazines. Retailers are endorsed more frequently by celebrities in certain sports than others including in investigation the topics of sport played and consumer products directly and indirectly impacting retailers.

13. **Klaus and Bailey (2008)** they research on the gender of celebrity and consumer attitude . The purpose of the research is to examine the effect of gender of celebrity and the gender of consumer which in which indicate that the advertisement highlighted need a celebrity on consumer respondent the 2 celebrity endorsement . They test in the experimental study we were the hypothesis result show that it support for hypothesis on differential and response by a woman‟s towards highlighted hit celebrity endorsement and differentiate response To female celebrity endorsement industry support to find the and interaction effect of endorsement the implication of study so as well as the limitation and the possible featuring each path had discussed.

14. **R.Bruce, Terence A. Shimp, TomoakiSakano(2006)** has analysed in their study about the impact of negative information of celebrity on the brand. Collectively they have conducted their research in two different areas i.e. US and alternatively in Japan, to verify whether in both two different parts of world are having the same attribute about forming negative information related to the celebrity. Authentically it‟s been found under their study that both the consumers of different countries perceives celebrity endorsed products in more positive manner while in the presence of negatively self-oriented information, by neglecting the attribution error in human judgment.

15. **Sheila and Tony (1997/1998)** has discussed in their study about the impact of celebrity endorsement which makes the market limited and sometimes contradictory. The results which were found during this research were that the consumer‟s views and perceptions has a positive attitude towards the topic. Endorsements can be gained by attention, likeable or by impactful message delivered by the celebrities which have more or like same attributes as per the products they are endorsing. Therefore the greatest influence for the purchase intention of the customers was creditability and expertise of the celebrity about the product.

RESEARCH METHODOLGY

Research methodology defines as the process of collecting information and data for the ultimate purpose of making business decisions. This can include surveys, personal interviews, research publications and other research techniques, which includes both present and past information. Using high quality of research should be produced in order to generate knowledge that is applicable outside of the research setting.

a. TARGET POPULATION

Target population defines as the particular segment of the population targeted as the intended receipt for any cause of work to be done. Usually population has been segmented by the authorized researcher and on what basis the implications to be made. It should be defined by terms of elements, sampling units, extent and time. In our research the target population is the people who are 18+ regarding gender that use the hair color whether for fashion sense or can be covering grey hairs.

b. TYPE OF RESEARCH

There are basically two types of research- Basic and Applied. Basic research is also known as pure research or fundamental research which is conducted to enhance the basic or fundamental principal. It is done without a specific decision in mind within or outside the organization. Often it happens that basic research has no end results. It is conducted to enhance the general knowledge. Whereas applied research refers to scientific study or research with a specific business or practical problems. This research plays a great role in solving everyday problems. Hence we are conducting the basic research in terms of enhancing our knowledge related to the topic.

c. RESEARCH DESIGN

Usually research design refers to the sets of methods or rules and procedures which are used in collecting and analyzing the measures of different variables research as a problem. It is refers to the blueprint of the conducted research for collection, measurement and proper analysis of data. There are three types of research design which are- Exploratory, Descriptive and Causal research. Descriptive research defines the research which is usually defines in a very big manner such as a descriptive form, whereas the exploratory research defines the research which is going on to the depth of specific problem related to the topic, clearly defines that it explore the problems in depth. Causal research is carried out to identified cause and effect relationship towards the containing two or more variables. Therefore our particular research is descriptive in nature and quantitative approach is used.

d. SAMPLE SIZE

Sample size defines to the small number of the total population is taken for any particular research or study. While deciding about the sample size various qualitative and quantitative factors need to be considered. Sample size is generally a subset of the large population. For our research or study we have taken a sample size of 150 respondents.

e. SAMPLING TECHNIQUES

In case of random sampling the population has to be equally distributed and should have the same possibility of getting picked up for sample, whereas it is the most common method of choosing sample by one of the sampling techniques. As random sampling is also easy to conduct and it meets with the assumptions of the statistical procedures. While non-random sampling refers to the sampling techniques which are not based on the random selection process, where samples are collected in such a manner where they don't have an equal chance of getting

selected. Convenience sample are that type of sample where researcher collect the samples as per his or her convenience. In our research paper we are using non random sampling techniques.

f. DATA COLLECTION METHOD

As per the study there are two types of data available in any kind of research i.e. primary data and secondary data. The data which are collected by the first hand sources like- surveys, interviews or experiments is known as primary data. It is usually collected keeping in mind the primary source upon the research objective. Secondary data is gathered from literature review or through the studies or experiments done by other researchers. Data collection is the process of collecting from each and every type of relevant sources for finding the results or solutions to the queries of the research. It helps research to find the solutions by analyzing the hypothesis by testing or experimenting.

Survey defines gathering information by respondents directly. There are four types of surveys available- personal, telephonic, mail and electronic interview. It can be open ended or close ended questions on the time of interview as the choice of researcher. We have used the questionnaire method in our research, which consists of the question as per the basis of the objectives of the research.

g. DATA ANALYSIS TOOL

Since we are conducting our research where the respondents were 150 we will be performing Factor Analysis. Factor analysis is the technique where the huge number of variables can be reduced into fewer factors and according to that the further analysis used to be preceded.

h. SOFTWARE USED

SPPS is widely known and used software for analyzing the data contains. In this research we are using SPPS software.

DATA ANALYSIS AND INTREPRETATION

Based on the study the total sample for the study were 150. A closed questionnaire was electronically delivered via online platform to almost 150 respondents based on their behaviour of purchasing hair colour.
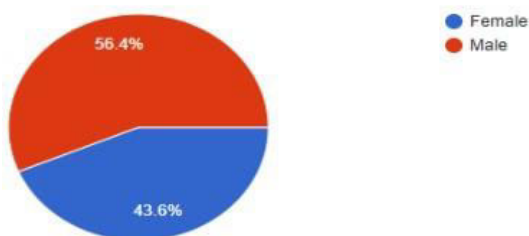
Interpretation

The above graph shows the result of the average gender of the average gender of the respondents in total of 150 were out of 100%, 56.4% were male and rest 43.6% was female. This clearly shows collaring the hairs it doesn't always signifies the fashion of female it can also be considered to utilize for male too.
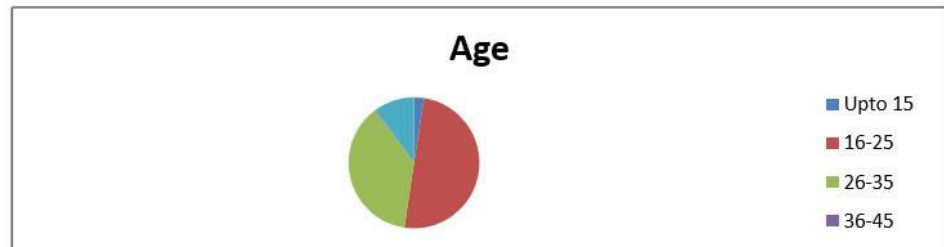
The above graph clearly represents the age factor above the respondents of 150. The highest number of the respondents of age between 16-25 and the second highest is between the age group of 26-35 and the third which is in between the age group of Above 46. By this graph is been clearly visible that the age factor doesn't count while coring the hairs, it can be because of fashion or because of growing age factor of grey hairs to color them and look good.

Interpretation-

As per the above shown graph it is clearly shown the responses in that in total of 150 only 138 has responded this questions of duration of using the hair color often. Where in 138 of them who have responded 41.3% apply colours annually whereas 30.4% like to apply in a gap of quarterly while other 21.7% apply on monthly basis and rest other 6.5% apply weekly.

## Which colors you prefer?

143 responses
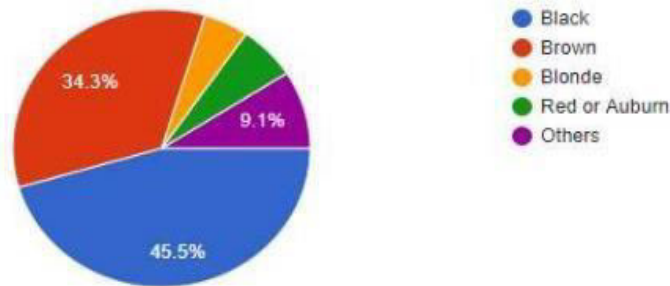
Interpretation-

This graph is showing the colors which the respondents usually prefer, in total of 150 of respondents 143 answers this where 45.5% apply normal black color due to growing grey hair affect while 34.3% apply brown which is very much common in all the age groups rest others like to apply Blonde, Red & Auburn and Other colors.

Which brand you prefer?

144 responses
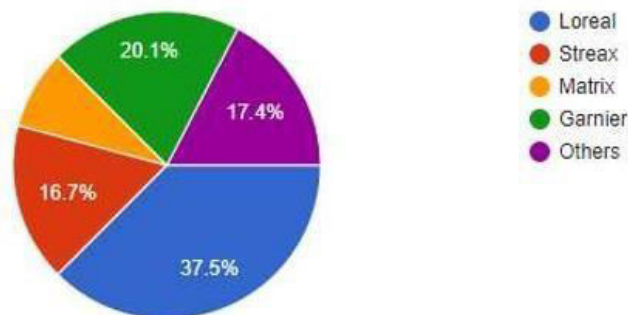
Interpretation-

Above chart shows the answer of which brand is preferable or they apply of colors, out of 150 respondents 144 responds about this where 37.5% like to apply L"Oreal product where 2nd highest is of 17.4% others brands and Garnier is placing second choice of the respondents almost 20.1% while Streax too have a strong presence.

Give the ranking according to your preference
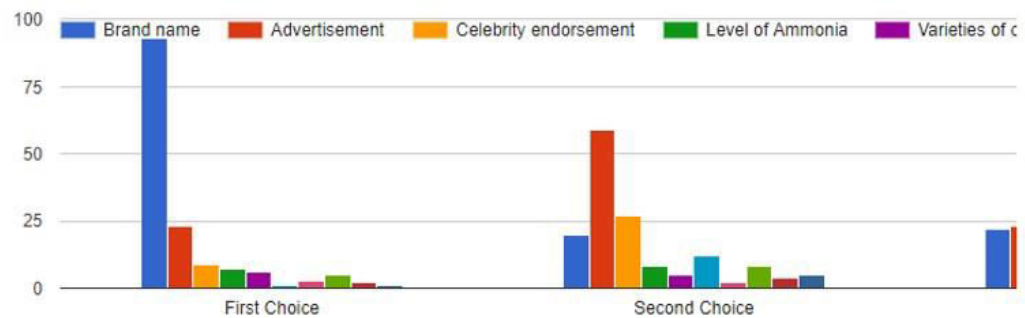


Give the ranking according to your preference
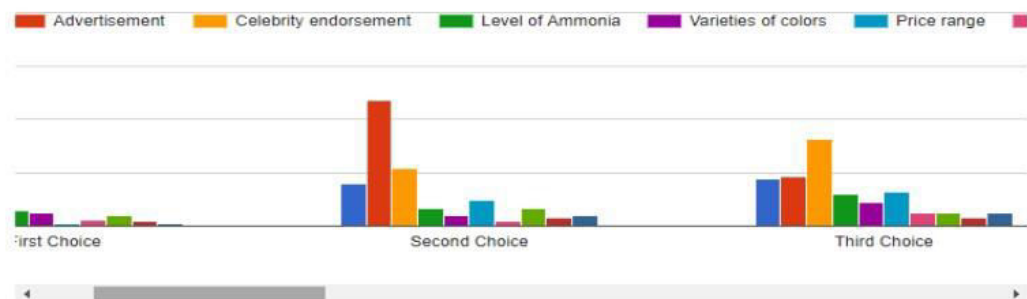
Interpretation-

Above shown graph is showing the result of the ranking preference based on them the respondents prefer to buy a hair color product, these variables proof to be kept in order in between 1-10 they have chosen Brand name is having the highest preferable choice at the very first which customer go through to purchase the product. And on the very next 2nd picture or graph is showing about the second and third simultaneously customer's choice while going to purchase hair color are Advertisement and Celebrity Endorsement according to this list- Brand name, Advertisement,

Celebrity Endorsement, Level of Ammonia, Varieties of color, Price range, Availability, Durability, Promotion and Offers in these the last thing which customers are least bothered while purchasing hair color is Price, so price is not the factor but Brand name Celebrities and their Advertisement really plays a huge impact on consumer purchase intention of Hair Color.

What is the source of information you got to know about your preferred hair color product?

147 responses

- Commercial TV Ads
- Promotional campaigns
- Bill boards
- Social media
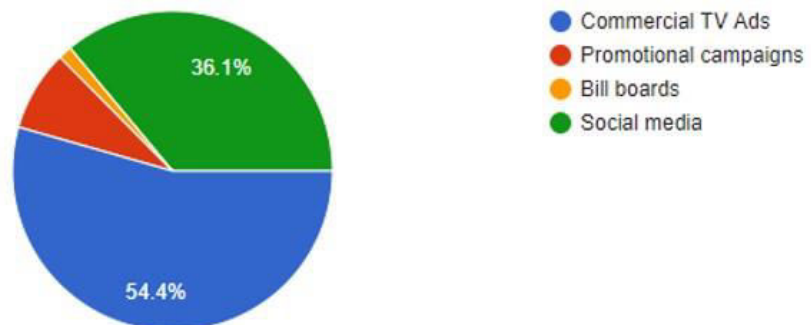
Interpretation-

The above question is clearly representing the source of the information from where the respondents of total 150 were influenced to purchase the product or came to know about it. Highest responses where the medium of commercial TV Ads, rest other from Social Media but as we came to know here in Commercial Ads it ads feature mostly the celebrities and clearly the name of the brand give a huge impact in case of consumer purchase intention. As in India celebrities are hugely respected in terms of career, life or social aspect, so featuring a celebrity in any brand and according to the product demand does impact a lot.

Does the time of your purchase of hair colors celebrities image does give you a perception about the product quality?

149 responses

- Yes
- No
- Maybe
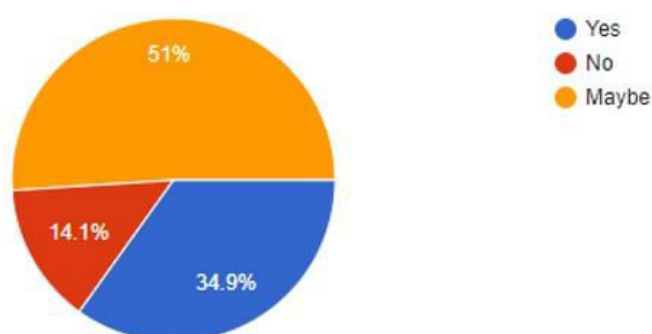
Interpretation-

As the above chart is depicting about the product by celebrity image of the brand, the time of purchasing the product the quality can be assumed by overviewing the celebrity on the product or on the advertisement featured. In total of 150 respondent 149 have given answers where 51% are not aware or confused that are why they have

answered in maybe and rest others 34.9% were given „yes" as an answer and remaining are responded as „no"
which is 14.1%.

These are the questions which are responded as the rating from 1-5

1. Tick the number which shows your feelings towards intent to purchase this product

In this question the average rating is for 3- which is showing the feelings toward purchase intention
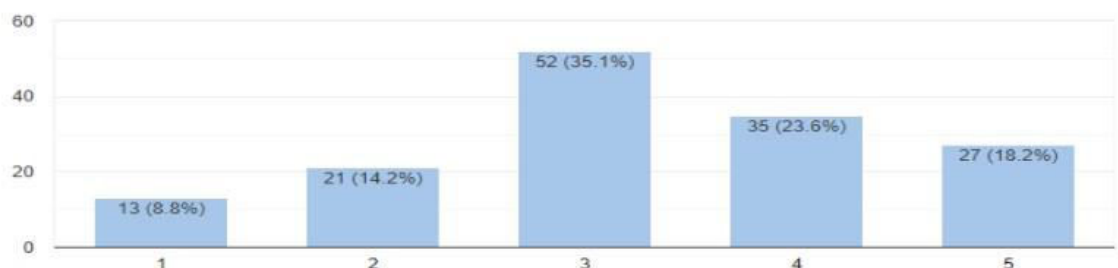

2. Tick the number that best reflects your feelings towards celebrity's Physical Attractiveness. :-As per the
    graph it is showing the highest rating 3 which can be neutral about the customer's feelings towards physical
   attractiveness.
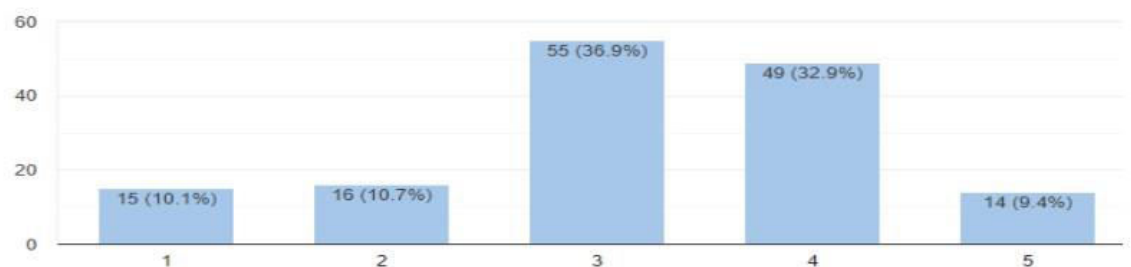
3. Tick the number that best reflects your feelings towards celebrity's Trustworthiness

:-The answer of the respondents show its too have a neutral impact while purchasing
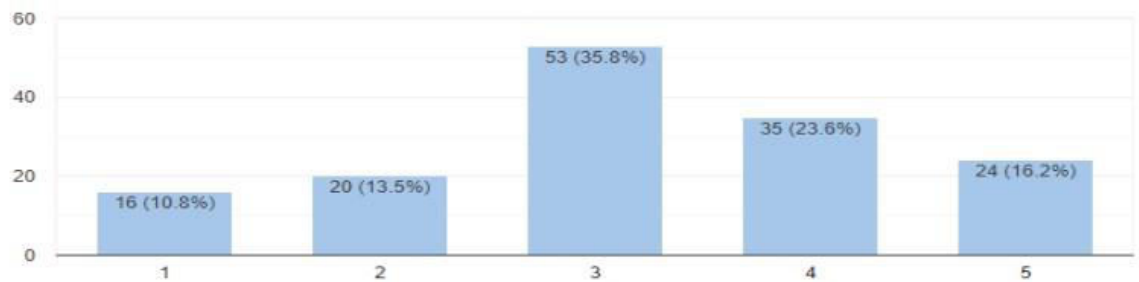

4. Tick the number that best reflects your feelings towards your purchase decision upon the celebrity's image on
   ad

:-this is showing most of the people are of neutral or 4 in the rating score
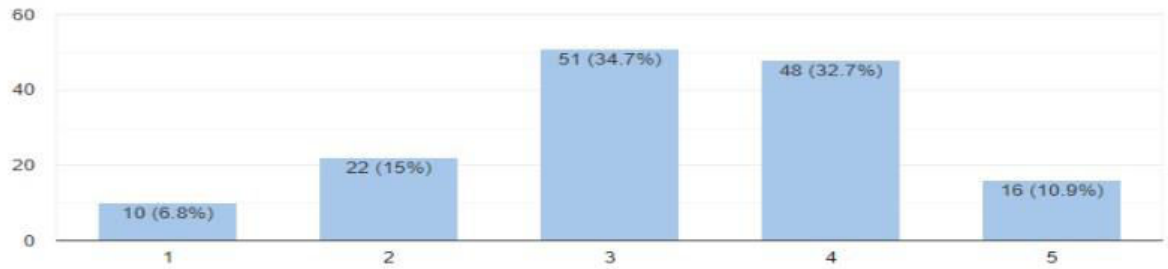
5. Tick the number which shows how familiar are you with the celebrity who appeared on the
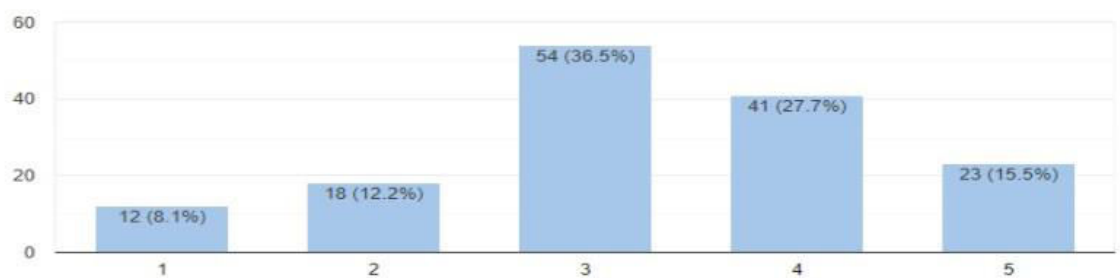

6. Tick the number which shows the congruency between the image of celebrity and the product endorsed This is showing that the highest were in 3 in responses and then the second highest about 4 in the rating scale approximately 34%
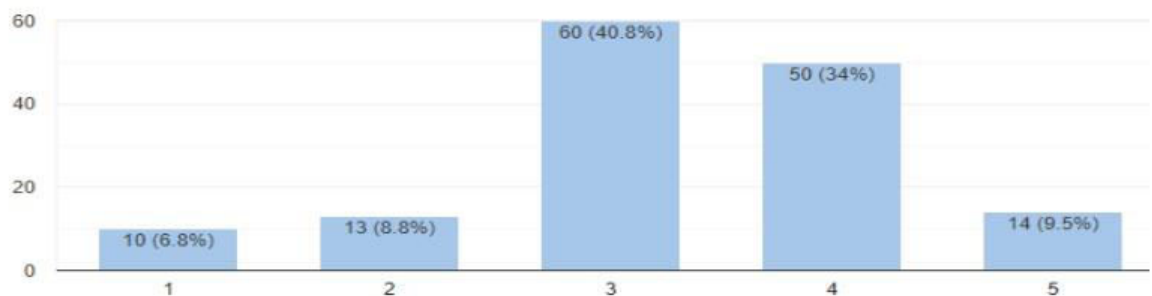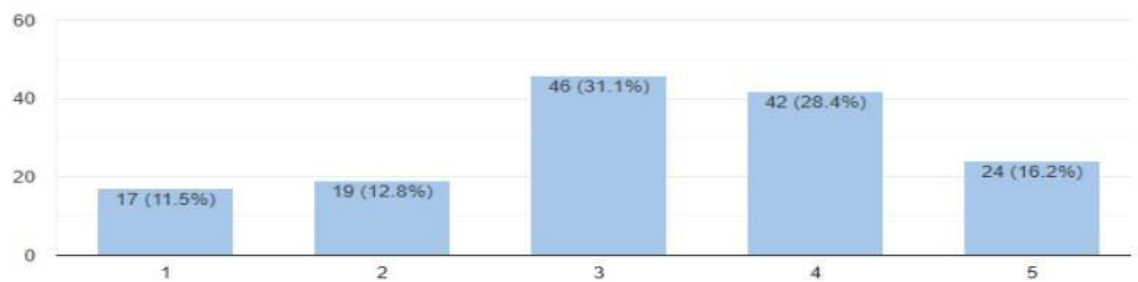

7. Tick the number which reflects your feelings that the product does good fit for the celebrity to endorse

 This shows the feelings of the respondents whether they feel that he product goes well with celebrity endorser, which is 36.5% feels 50-50.


8. Tick the number which shows that how much you believe that the celebrity does really use these products.

:-46 respondents which is 31.1% says they believe maybe or maybe not 24 respondents believe in full that the celebrities really use the products they are endorsing in their real life.

9. Tick the number which best reflects your attitude towards the celebrity endorser of the hair color product
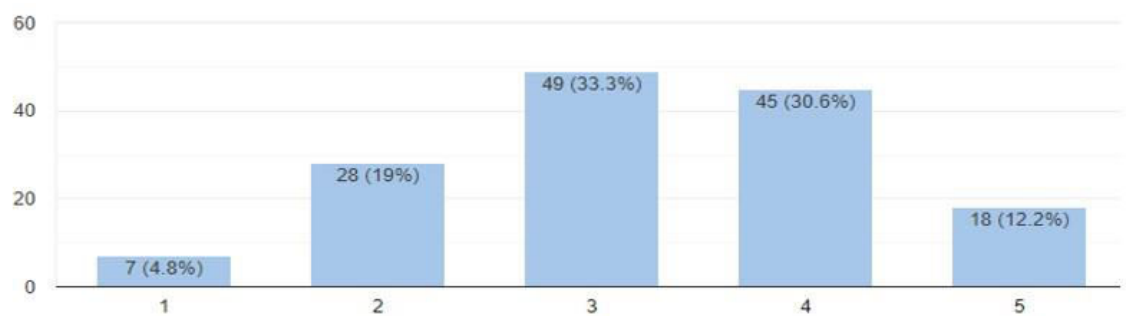
10. Tick the number that shows your attitude toward the hair colour brand due to celebrity's image In this graph maximum people are above the average level i.e. 4 out of 5 in the rating in terms of their attitude towards the product due to celebrity featured.
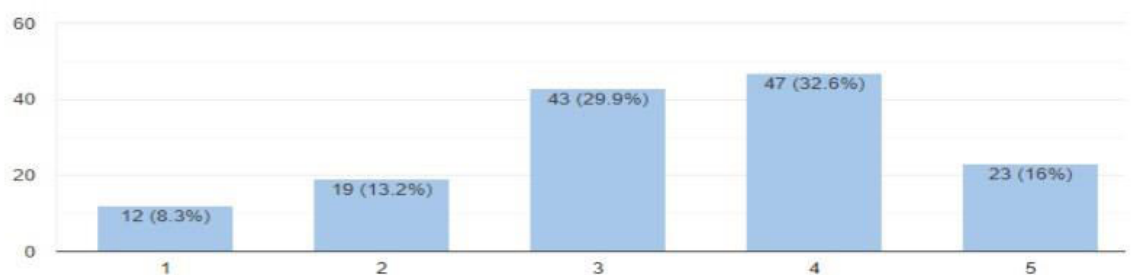
11. How familiar are you with the celebrity who appeared in the ad?

:-Most of the respondents responded as they are 50-50 familiar rest only 19% are fully aware of the celebrities featured on the hair colour product.
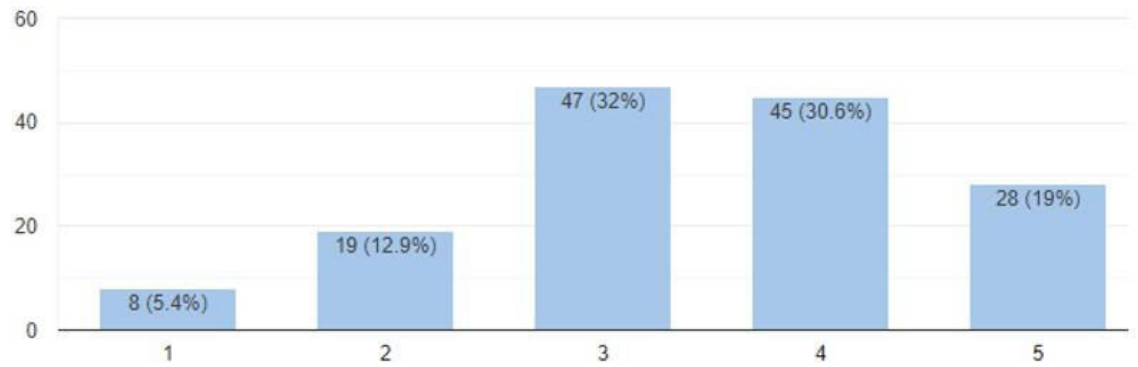
12. How similar is the image of the celebrity with the brand they are endorsing?
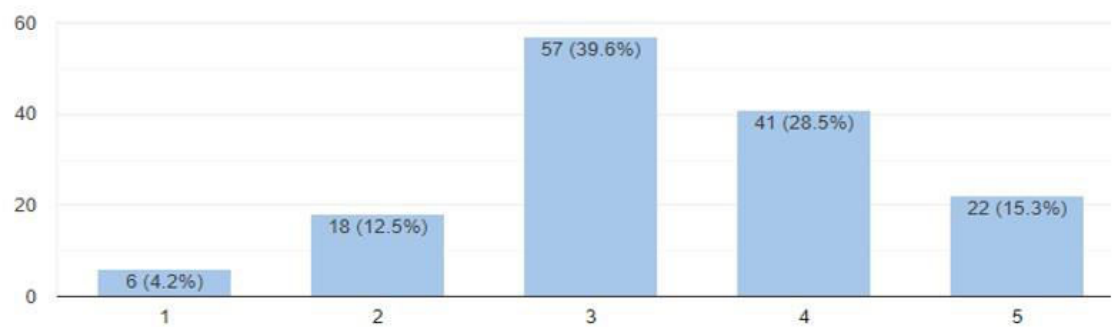
13. How likely are you to talk with friends about this type of product?

:- in terms of the consumer to talk about the brand or the product to others are 52 respondents out 150 who like to share the experience
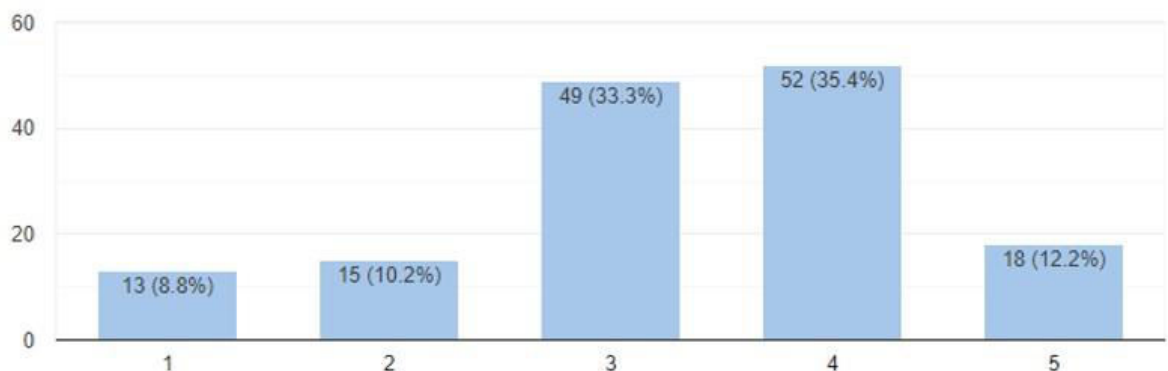
14. How likely are you to purchase this product?
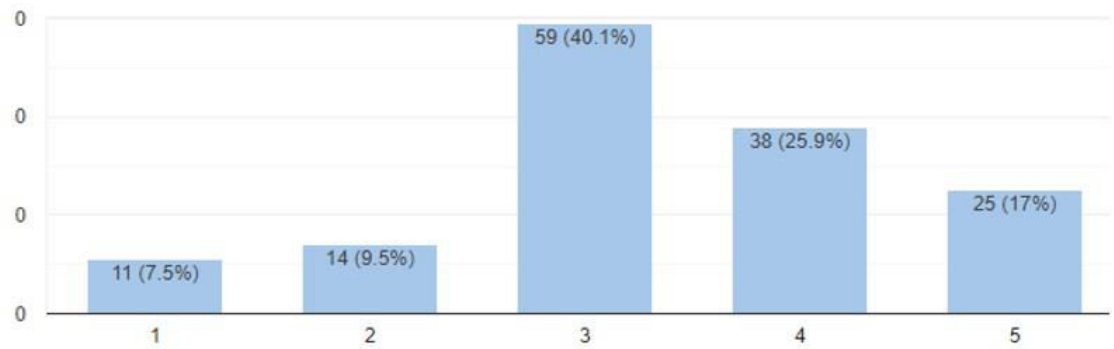
15. Ads represent benefits of the product.

This graph shows that 54 of the respondents out of 150 around 36.7% thinks that ads are beneficial in 50-50 while 44 of them 29.9% thinks somewhat beneficial whereas 23 of them 15.6% thinks ads informs the benefits of the product nicely.
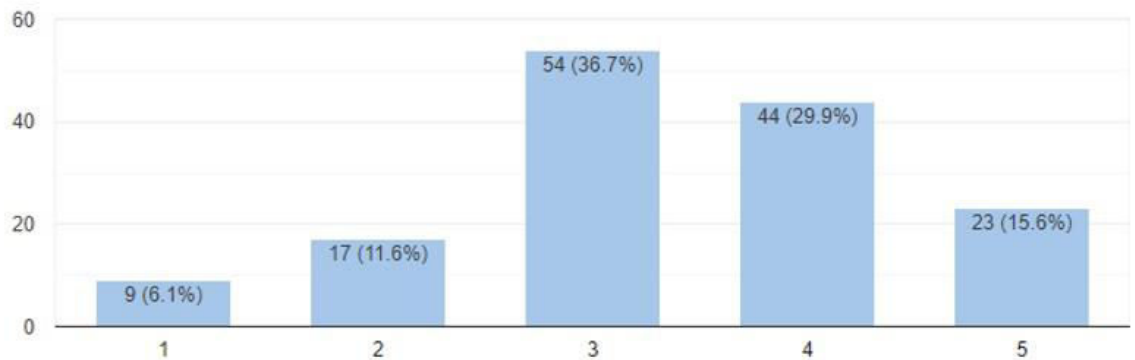
These questions represents the strongly agree and disagree about the feelings analysing them on the SPSS software in terms of Factor Analysis.

| No.	Statements	Strongly disagree	disagree	neutral	Agree	Strongly Agree
1.	Advertisement are essential					
2.	I get valuable information about local sales from advertisements					
3.	Advertisements help me learn about fashions and what to buy to impress others					
4.	The celebrity featuring in the advertisement is attractive					
5.	The celebrity featuring in the advertisement is trustworthy					
6.	Advertisements help me know which brands have the features I am looking					

	for					
7.	Celebrity endorsed advertisements create faster awareness about the Product.					
8.	Celebrity endorsed products promise better features					
9.	Celebrity endorsed products promise better quality					
10.	I buy the product because the celebrities are attractive					
11.	I buy the product e because the celebrity endorsed product creates a class					
12.	I buy the product or service because the celebrity endorsed products are beautiful					
13.	The message given by the celebrity is reliable so I can count on it.					
14.	Say positive things about products or brands to other people					
15.	Take some of my purchases to other business that offer better prices					
16.	I buy only those products in which there is match between celebrity and endorsed product					
17.	I never purchase those products in which celebrity overshadowed the product/brand					

Interpretation:-

Factor Analysis: this technique is used because it will help to extract the maximum number f variance from all the variables and put them into common score; it includes relevant variables into analysis for get the correlation in between variables and factors.

Factor Analysis in SPSS:

The research question which we want to answer with our explanatory factor analysis is mentioned above.

The factor analyze can be found in Analyze-Dimension Reduction-Factor Analyze

Next factor analyze dialogue box will appear, start by adding variables to the list of variables selecting all. In the descriptive box adding the statistics to verify the assumptions will be made by factor analyze and to verify them we will be need of KMO test. Later in the extraction method it will be extracting and cutting off the value.

Usually SPPS used to extract many factor but in explanatory, the Eigen value is calculated for each factor, generally it used to be 1.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.948
Bartlett's Test of Sphericity	Approx. Chi-Square	1.878E3
	df	136
	Sig.	.000

As we can see Kaiser-Olkin Measure of Sampling Adequacy is (.948), in general anything above (.5) is considered acceptable although (.6) is preferred. As per as Bartlett's Test of Sphericity, p value is been looked upon and here it is (.000) which is normally we would code as lessthan.001. in this case that's result we want, we want to have a statistically significant value for Bartlett's Test of Sphericity. So the value is below (.05).

| Communalities	Initial	Extraction
Advertisement are essential	1.000	.740
I get valuable information about local sales from advertisements	1.000	.570
Advertisements help me learn about fashions and what to buy to impress others	1.000	.667
The celebrity featuring in the advertisement is attractive	1.000	.742
The celebrity featuring in the advertisement is trustworthy	1.000	.561
Advertisements help me know which brands have the features I am looking for	1.000	.635
Celebrity endorsed advertisements create faster awareness about the product.	1.000	.674
Celebrity endorsed products promise better features	1.000	.637
Celebrity endorsed products promise better quality	1.000	.649
I buy the product because the celebrities are attractive	1.000	.685
I buy the product e because the celebrity endorsed product creates a class	1.000	.737
I buy the product or service because the celebrity endorsed products are beautiful	1.000	.704
The message given by the celebrity is reliable so I can count on it.	1.000	.680
Say positive things about products or brands to other people	1.000	.578
Take some of my purchases to other business that offer better prices	1.000	.589
I buy only those products in which there is match between celebrity and endorsed product	1.000	.723
I never purchase those products in which celebrity overshadowed the product/brand	1.000	.491

Extraction Method: Principal Component Analysis.

Next it is Commonalities table which is having Initial and Extraction, were Initial all are 1 and in Extraction we have different values, this extraction values tells the proportion of variance of each variable that can be explained by the factors. So after looking at these extraction values, it's been clearly visible that they are very high so these are good extraction values.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	10.011	58.891	58.891	10.011	58.891	58.891	6.095	35.855	35.855
2	1.052	6.190	65.081	1.052	6.190	65.081	4.968	29.226	65.081
3	.865	5.090	70.171						
4	.719	4.228	74.400						
5	.584	3.438	77.838						
6	.480	2.825	80.662						
7	.430	2.528	83.190						
8	.420	2.473	85.664						
9	.375	2.205	87.869						
10	.334	1.967	89.836						
11	.315	1.851	91.687						
12	.300	1.762	93.450						
13	.289	1.698	95.148						
14	.261	1.535	96.683						
15	.226	1.330	98.014						
16	.182	1.073	99.086						
17	.155	.914	100.000						

Extraction Method: Principal Component Analysis.

As the total variance explained where it is showing that the SPPS has extracted two components or factors and the cumulative percent is 65.081. So these two factors explained 65% of the variance.
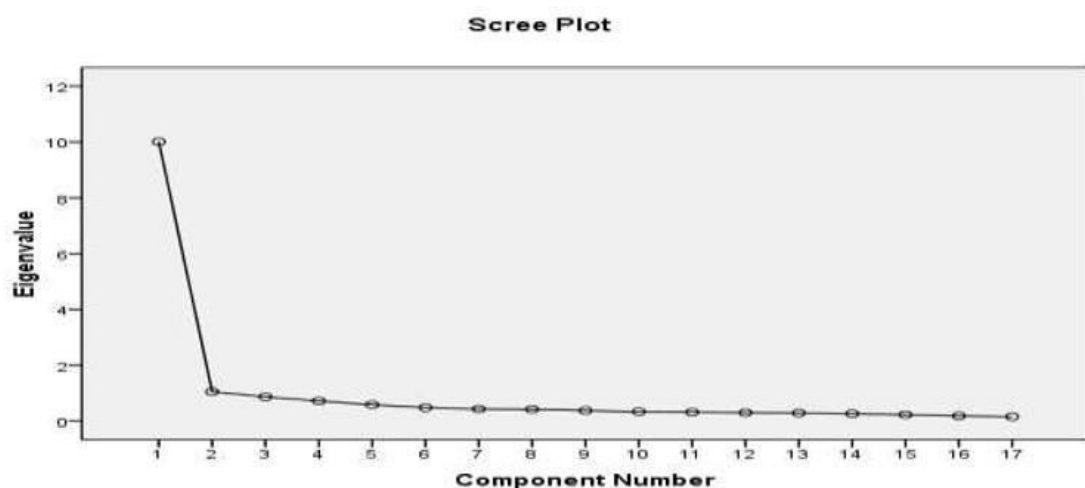
Scree Plot

As in the scree plot the whole above variance is shown in the diagram to understand it better. And it is showing that these two factors were above of Eigen value and all the other potential values were below that's why they were not extracted.

Component Matrix[a]

	Component	
	1	2
Celebrity endorsed advertisements create faster awareness about the product.	.814	
I buy the product e because the celebrity endorsed product creates a class	.814	
I buy only those products in which there is match between celebrity and endorsed product	.804	
Celebrity endorsed products promise better quality	.803	
The message given by the celebrity is reliable so I can count on it.	.802	
Celebrity endorsed products promise better features	.795	
Advertisements help me know which brands have the features I am looking for	.772	
I buy the product because the celebrities are attractive	.772	
Take some of my purchases to other business that offer better prices	.763	
Advertisement are essential	.762	
I buy the product or service because the celebrity endorsed products are beautiful	.759	
Say positive things about products or brands to other people	.759	

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Advertisements help me learn about fashions and what to buy to impress others	.759	
The celebrity featuring in the advertisement is trustworthy	.749	
The celebrity featuring in the advertisement is attractive	.734	
I never purchase those products in which celebrity overshadowed the product/brand	.689	
I get valuable information about local sales from advertisements	.681	

Extraction Method: Principal Component Analysis.

Rotated Component Matrix^a

	Component 1	Component 2
I buy the product or service because the celebrity endorsed products are beautiful	.806	
I buy the product e because the celebrity endorsed product creates a class	.791	
I buy only those products in which there is match between celebrity and endorsed product	.786	
I buy the product because the celebrities are attractive	.777	
The message given by the celebrity is reliable so I can count on it.	.728	
Celebrity endorsed products promise better quality	.649	
Celebrity endorsed products promise better features	.647	
Take some of my purchases to other business that offer better prices	.628	
I never purchase those products in which celebrity overshadowed the product/brand	.602	
The celebrity featuring in the advertisement is trustworthy	.552	
Say positive things about products or brands to other people		
The celebrity featuring in the advertisement is attractive		.824
Advertisement are essential		.804
Advertisements help me learn about fashions and what to buy to impress others		.728
I get valuable information about local sales from advertisements		.695
Advertisements help me know which brands have the features I am looking for		.660
Celebrity endorsed advertisements create faster awareness about the product.		.617

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

This rotated component matrix is easier to interpret when any changes had been made under options in the factor analysis dialogue. As it been showing that it has extracted in two components where its showing that first 10 components are having high factor loadings whereas the next 7 variables the factor loadings were high. These factor loadings are sorted by size so it's easy to see that .814 is the strongest factor loading that's why it is on the top and .617 is the weakest factor loading so it in the bottom. So by not displaying the factor loadings that are below or not considered to be a significant loading value and by sorting this by size the rotated component matrix becomes easier to interpret. By the table it is visible the first factors which are most about the relation factor about the product and celebrity endorser, and the purchasing intention after knowing the celebrities, next the second factor is about the knowledge we are receiving or the information or awareness of the fashion world depicts.

5. RESULT AND FINDINGS

Based on the study it's been understood that there is a huge impact of celebrity endorsement and advertisement on consumer perception. And in terms of hair color brands the purchasing behaviour is too frequent and loyal. As the brand of the product does give a effect on the advertisements that which celebrities are featured. And it's been observed that there is a strong correlation or congruency between celebrities and product or brand awareness on the advertisement of the hair color. As per the respondent of the survey the huge base are of the between 20-40 where mostly this generation are up to date and are on the various social platform which eventually make them aware about the Brand or product. And the rest the elder generation and the teenage being at home watching TV ads they came to know about the products which mostly featuring the celebrities on them.

On the basis of the test result obtained this study represents that there is a significant relationship between celebrity image and brand image, this is because consumer tends to recognize celebrities faster than the products or brand and consumer are mostly go of purchasing the haircolor by looking celebrities instead of getting the information or other factors. Even **Till (1998) and McCracken (1989)** explained the effectiveness of the celebrities on terms of brand image and the purchasing intention of the consumers.

6. CONCLUSION AND RECCOMDATIONS

The aim of the study is to analyze the impact of celebrity endorsement and advertisement on the consumer purchase behaviour of Hair color. As can be seen that the self-administrated questionnaire of 150 respondents were 65 % of the factor loading variance as the highest. Celebrity Endorsement has influential impact on consumers as per attitude and purchase intention. Another things which this study shows that consumers are very much well aware of the advertisements and the media platform from where the celebrities are been featured. Celebrity placed the first importance and whereas the features of the product itself taking the second priority.

Limitations

Limitation for this study is that the data has been collected from 150 respondents it should be larger enough to get the more accurate results of the test. Future research should be conducted on hair color product, as there was lack of research studies earlier in terms of Hair color product congruence with celebrity endorsement. Using Quantitative research doesn't give the clear understanding about how the celebrities are motivating consumers to purchase the products. As the duration was less, it should be more enough to get the more accurate results or refined study analysis.

Future research

For future research there should be further study conducted in terms of celerity endorsement affecting the purchasing behaviour particular to a product i.e. Hair color. As there are lot of the studies conducted to show the impact of celebrity endorsement on consumers but celebrities" affecting particularly any product in terms of purchase isn't been as it should be.

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