International Journal of Research Publication and Reviews

Journal homepage: www.ijrpr.com ISSN 2582-7421

A STUDY ON CAUSE AND EFFECTS OF BRAND AMBASSADOR TOWARDS DENVER PERFUME ADVERTISEMENT

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INTRODUCTION:

A brand ambassador is someone who has an official working relationship with a brand or organisation and aims to spread awareness of its products. Brand ambassadors typically have connections to demographics, industries or communities that a company wants to market to directly. Companies value brand ambassadors' voices since they are often viewed as independent of the company and therefore less biased. For instance, professional athletes often help brands market to the sports fans who admire them and view them as talented role models, rather than advertisers.

OBJECTIVE OF THE STUDY:

➢ To identify the consumer satisfaction level of Denver perfume.

SCOPE OF THE STUDY:

➢ It involves the analyzing of consumer satisfaction on Denver perfume when they prefer product towards advertisement.

STATEMENT OF PROBLEM:

Most of the people are preferring the product with the help of advertisement telecasted in television and social media platform. That all the advertisement showed to people with top celebrities as on brand ambassador in their product advertisement. So most of the people buying the product with reference to that brand ambassador and cannot analysis that product quality and quantity, due to that many people have disappointed with that product, because that company cannot provides the product they shown in advertisement.

LIMITATION OF THE STUDY:

➢ As the sample size is 133, the study results cannot measure the whole.
➢ The data collected and the survey made is done only and drawn from a two or three so the findings cannot be generalized.

REVIEW OF LITERATURE:

Rehmet (2013)[1] Brand ambassadors, who are also recognized as opinion leaders, can begin use of a new product or idea and create a special place for brands which a person able to influence the other individuals' opinion and behaviour.

Soniya & Raja (2018)[2] From the customers perceive the brand as having very superior quality just because it has been endorsed by their favourite personality and based on this customers start that endorsement as one the indicators of the superior quality for any other brand.

DATA ANALYSIS AND INTERPRETATION:

Simple percentage method

TABLE LEVEL OF INFLUENCE

Level of influence due to brand ambassador like Shah rukh khan, Varun dhawan, Silambarasan.	Number of respondents	Percentage
Highly influence	68	51.1%
Influence	31	23.3%
Neither nor influence	21	15.8%
Not influence	11	8.3%
Highly not influence	2	1.5%
Total	133	100.00%

Source: Primary data

INTERPRETATION:

Table 4.11 presents the level of influence due to brand ambassador of the respondents out of 133 respondents, 51.1 percent are highly influenced, 23.3 percent are influenced, 15.8 percent are neither nor influenced, 8.3 percent are not influenced and 1.5 percent are highly not influenced.

CHART SHOWING THE LEVEL OF INFLUENCE
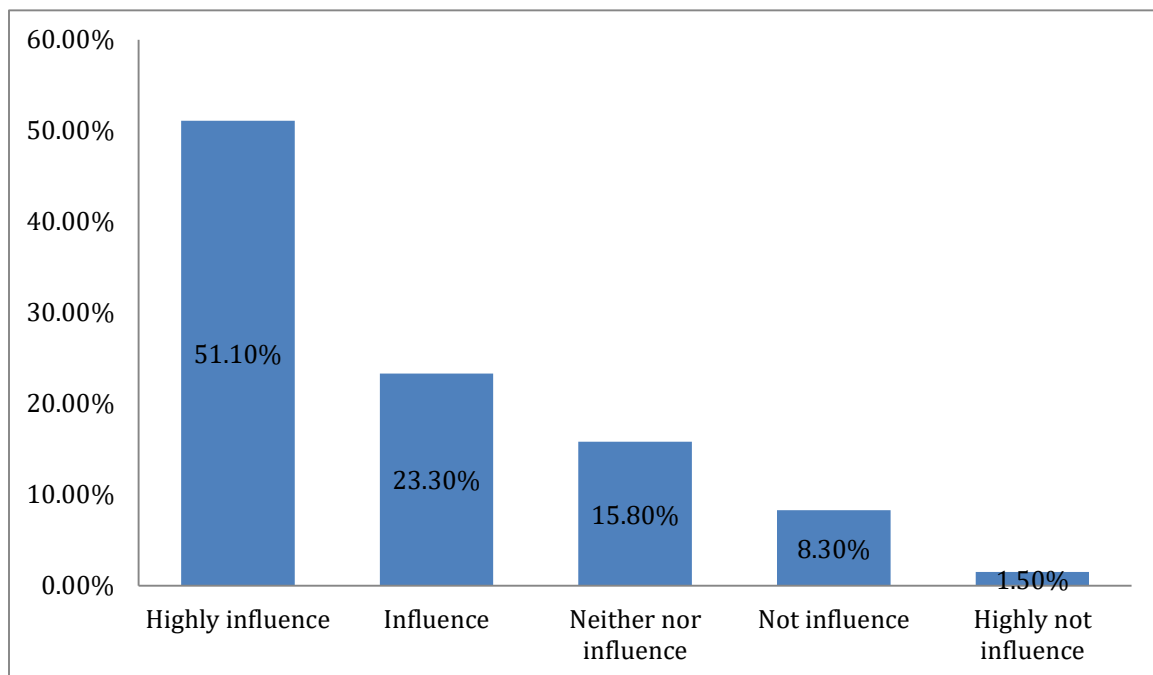
Weighted average method

TABLE LEVEL OF INFLUENCE DUE TO BRAND AMBASSADOR APPEARENCE IN THE ADVERTISEMENT

Influence	Highly influence (5)	Influence (4)	Neither nor influence (3)	Not influence (2)	Highly not influence (1)	Total	Weighted average score	Rank
Shah Rukh khan	28	14	3	2	-	209	4.446	1

Varun dhawan	16	8	12	5	1	159	3.785	3
Silambarasan	24	9	6	4	1	183	4.159	2

INTERPRETATION:

The above table shows that the brand ambassador influence due to advertisement appearance like Shah rukh khan, Varun dhawan and Silambarasan. These brand ambassador helps to attract more number customer towards the Denver perfume and also used to register the Denver product among the people easily. The brand ambassador Shah rukh khan, holds the top position among other brand ambassador. Silambarasan comes in at number 2, followed by Varun dhawan comes in at number 3.

CONCLUSION:

I am concluding my research for "A study on cause and effects of brand ambassador towards Denver perfume advertisement", as the frequency of advertisement have to be increased in television channels and social media flatforms. The company have to concentrate in research and development to improvise the branding strategy and to give more choices of fragrances, which will help them attain their market. The company have to standardized their product and provides trustworthy product to the customer's, to create the loyal customer for their product. From the research the company have to target the youngsters to attract them by conducting various contests and free events to widen their market largely, because the young generation population are very large amount of people in our country.