



A STUDY ON INFLUENCE OF BRAND AMBASSADORS ON CONSUMER PURCHASING DECISION TOWARDS JEWELLERY

Mrs. R. KALAIVANI¹, Mr. AADHITTHYAN R²

¹ Assistant professor department of commerce Professional accounting, Sri Krishna Adithya College of Arts and Science.

² B.Com professional accounting, Sri Krishna Adithya College of Arts and Science.

ABSTRACT :

This study investigates the impact of brand ambassadors on consumer buying behavior in the jewellery industry, with a focus on the Indian market. With jewellery being both a luxury and emotional purchase, the role of celebrity endorsements, influencer marketing, and expert credibility becomes critical in shaping brand perception and trust. The research analyzes consumer responses to various types of ambassadors and explores how these endorsements affect brand loyalty, authenticity, and purchasing decisions. Data was collected from a sample size in Coimbatore using questionnaires and analyzed through percentage and chi-square methods. The findings highlight the significance of ambassador trustworthiness, lifestyle alignment, and social media influence in driving consumer choices, especially among younger demographics.

KEYWORDS

Brand Ambassador, Consumer Buying Behavior Jewellery Marketing, Celebrity Endorsement, Influencer Marketing, Brand Loyalty, Social Media, Consumer Trust, Indian Jewellery Industry.

INTRODUCTION

This study explores the influence of brand ambassadors on consumer behavior in the Indian jewellery market, particularly focusing on how celebrities, influencers, and industry experts shape perceptions and purchasing decisions. Given the deep cultural and emotional connection Indians have with gold and jewellery, endorsements significantly impact brand trust, image, and desirability. The research aims to understand the effectiveness of such marketing strategies, especially in the age of digital media, and how they affect brand loyalty and preference among various consumer groups. The findings offer valuable insights for jewellery brands seeking to align their promotional efforts with consumer expectations and values.

STATEMENT OF THE PROBLEM

Brand ambassadors play a crucial role in marketing luxury products like jewelry, influencing consumer trust and brand perception. However, the extent of their impact on purchasing decisions remains unclear. This research examines whether celebrity and influencer endorsements significantly shape consumer preferences and purchase intentions. Understanding this influence can help jewelry brands refine their marketing strategies and strengthen consumer connections.

OBJECTIVES OF THE STUDY

- To assess consumer awareness of jewelry brands that use brand ambassadors and determine which brands are most associated with support.
- To evaluate the perceived importance of brand ambassadors in jewelry brand selection and their impact on trust and authenticity.

SCOPE OF THE STUDY

Analyse the impact of influencers on consumer trust and brand perception in the jewellery industry. □ Assess the extent to which influencer endorsements influence consumer purchase decisions for jewellery. Explore consumer preferences and attitudes toward influencer promotions in the jewellery sector. Evaluate whether influencers contribute to long-term brand loyalty in the jewellery market.

REVIEW OF LITERATURE

1. **Bergkvist & Zhou (2016)** found that ambassador authenticity boosts trust. For jewellery, ambassadors with genuine connections to the brand, like loyal customers, enhance consumer confidence. For example, a brand collaborating with a long-time customer to share their personal

story creates a sense of authenticity and relatability. This authenticity enhances consumer trust, encouraging them to explore and purchase the brand's offerings. By leveraging authentic ambassadors, jewellery brands can build a loyal and engaged community, ensuring sustained growth and success.

2. **Lou & Yuan (2019)** revealed that ambassador storytelling enhances brand connection. Jewellery brands use ambassadors to share personal stories, making products more relatable and desirable. For instance, an ambassador sharing their journey of selecting a special piece for a milestone event creates an emotional connection with consumers. This storytelling approach enhances brand loyalty, as consumers feel more connected to the brand and its values. By leveraging storytelling through ambassadors, jewellery brands can create a strong emotional bond with consumers, driving both sales and loyalty.
3. **Schouten et al. (2020)** found that micro-influencers drive niche markets. Jewellery brands targeting specific demographics benefit from ambassadors with smaller but highly engaged followings. For example, a brand collaborating with a micro-influencer known for their expertise in sustainable fashion can appeal to eco-conscious consumers.

RESEARCH METHODOLOGIES

- **Sample size:** the number of women to whom the questionnaire is issued for collecting response to be used as primary data. Here, the sample size is around.
- **Data source:** The types of data collection which I used in my project are: primary data and secondary data

TOOLS WERE USED

- Percentage Analysis
- Chi-Square

ANALYSIS AND INTERPRETATION

TABLE NO :1

Age Group	Frequency	Percentage (%)
Below 18 years	20	20.0%
18 - 25 years	31	31.0%
26 - 35 years	34	34.0%
36 - 45 years	8	8.0%
Above 45 years	1	1.0%
Total	100	100.0%

Source :Primary data

INTERPRETATION

The majority fall within the **26-35 years** group (34%), followed by **18-25 years** (31%), indicating a strong presence of young adults in early careers or higher education. The **below 18** group (20%) suggests many students. In contrast, **36-45 years** (8%) and **above 45** (1%) show lower participation. With **65% aged 18-35**, efforts in **education, employment, or marketing** should focus on this demographic for maximum impact.

Middle-aged and older groups are significantly less represented.

CHART NO:1

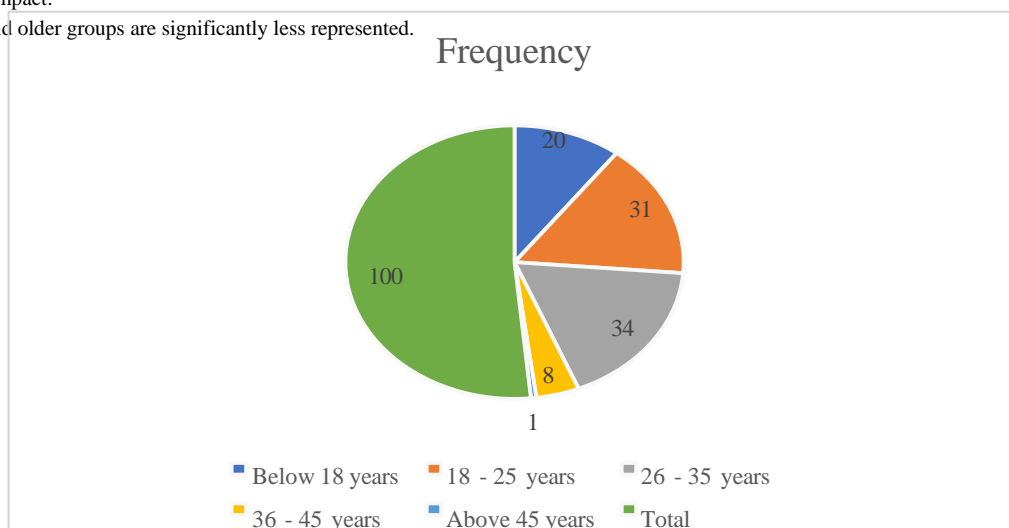


TABLE NO:2

Occupation	Occasionally (for special occasions)	Once a year	Rarely	Twice a year	Weekly	Total
Business Man	6	3	3	13		25
Employee	3	3	1	3	1	11
Homemaker	17	2	3	15		37
Student	10	12	10	14		46
Total	36	20	17	45	1	119

Source :Computer data

CALCULATION OF χ^2

Observed	Expected	$(o - e)^2$	$(o - e)^2/e$
6	7.56302521	2.443047807	0.32302521
3	3.327731092	0.107407669	0.032276547
17	11.19327731	33.71802839	3.01234638
10	13.91596639	15.33479274	1.101956725
3	4.201680672	1.444036438	0.343680672
3	1.848739496	1.325400749	0.716921314
2	6.218487395	17.7956359	2.861730638
12	7.731092437	18.22357178	2.357179393
3	3.571428571	0.326530612	0.091428571
1	1.571428571	0.326530612	0.207792208
3	5.285714286	5.224489796	0.988416988
10	6.571428571	11.75510204	1.788819876
13	9.453781513	12.57566556	1.330225957
3	4.159663866	1.344820281	0.323300229
15	13.99159664	1.016877339	0.07267772
14	17.39495798	11.52573971	0.662590833
1	0.092436975	0.823670645	8.910618793
TOTAL	119		25.12

$$\text{CHI - SQUARE VALUE } (\Sigma) = (O - E)^2 / E$$

$$\begin{aligned}
 &= 25.12 / 119 \\
 &= 0.21 \\
 \text{DEGREE OF FREEDOM} &= (\text{ROW} - 1) * (\text{COLUMN} - 1) \\
 &= (4 - 1) * (5 - 1) \\
 &= 12
 \end{aligned}$$

TABLE VALUE = 21.02

INTERPRETATION

In the above analysis the calculated value (0.21) is less than the value (21.02) at the level of 5% significance. Hence hypothesis is accepted thus, there is no significant relationship between occupation and often purchase of jeweler by respondents

FINDINGS

The study revealed that most jewellery buyers are aged 26–35 and are primarily students and middle-income earners. Consumers are significantly aware of jewellery brands using brand ambassadors, with **Kalyan Jewellers** being the most recognized. While **quality and design** remain the top decisionmaking factor, **social media influencers** play a major role, especially among younger consumers. About **58%** admitted buying jewellery endorsed by a brand ambassador, and **lifestyle and personal style** were seen as the most credible traits in an ambassador. Despite this, brand switching due to changes in ambassadors was minimal.

SUGGESTIONS

Jewellery brands should:

- Choose ambassadors that reflect brand values and resonate with target consumers.
- Combine ambassador marketing with digital strategies like social media and influencer content.
- Consider non-celebrity ambassadors such as athletes or micro-influencers for authenticity.
- Encourage ambassadors to produce relatable content, such as styling tips and behind-the-scenes videos.
- Monitor ambassador impact using performance metrics like engagement, awareness, and sales.

CONCLUSION

Brand ambassadors have a strong influence on consumer behavior in the jewellery market. Their ability to build **emotional connections**, **brand trust**, and **aspirational appeal** makes them effective in shaping purchase decisions. However, their impact is more pronounced when their persona aligns with the brand's identity and target audience. The presence of credible, relatable ambassadors—especially influencers—enhances brand loyalty, particularly through digital platforms.

REFERENCES

1. **Keller, K.L. (2001)** – Emphasized that brand ambassadors **enhance brand equity** by forming **emotional connections**, which strongly influences consumer decisions in the jewellery market.
2. **Jin, S.V., & Phua, J. (2014)** – Found that **social media engagement** by ambassadors boosts **brand loyalty**, especially important for jewellery brands targeting younger audiences.
3. **Godey, B., et al. (2016)** – Demonstrated that **ambassador endorsements** improve **brand image**, making endorsed jewellery brands appear more prestigious and appealing.