**Abstract**

Using celebrities as spokespersons to promote products, services and ideas has been a popular advertising strategy around the world. Celebrities are believed to exert special influence on the public via advertising due to their distinctive qualities compared to average persons or anonymous models. As their images are created in a public stage and their meanings are derived from the culture, celebrities are often viewed as symbols of the culture. The use of such persons in jewellery advertising and its impact are therefore likely to be increasing. The study reveals that Majority of the consumers are aware of celebrity advertisement and Vijay is the most popular celebrity among the consumers. Consumers have stated that, celebrity advertisement is necessary in order to reach the product message to the consumers but it has not influenced their purchase decision.