LIST OF CHARTS

4.1.1 Course 49
4.1.2 Age 50
4.1.3 Select Cities of Gujarat 51
4.1.4 Income Earner 52
4.1.5(1) Like viewing an advertisement 53
4.1.5(2) Ad creates urge 54
4.1.6 Television Ad content importance ranking 55
4.1.7(1) Preference towards presence of celeb in an AD 56
4.1.7(2) Preference towards presence of celeb in an AD 57
4.1.8 Ad comes out to be favourite when 58
4.1.9(1) Perception towards celebrity endorsement 60
4.1.9(2) Mean Score of statements for perception towards celebrity 61
4.1.10(1) Most preferred celebrity female 63
4.1.10(2) Most preferred personality trait female celebrity 66
4.1.11(1) Most preferred celebrity male 67
4.1.11(2) Most preferred personality trait male celebrity 69
4.1.12 Celebrity mode in advertisements 70
4.1.13(1) Type of celebrity preferred- food and beverages 72
4.1.13(2) Beauty products 73
4.1.14 Impact of Celebrity on brand building 74
4.1.15 Overall presence of celebrity leads to brand building 75