Preface

The practice of celebrities being used as endorsements has proliferated over time. Despite the cost and the risks involved with this technique of advertising, it is been used quite extensively in the present era. The instrument of celebrity endorsement has nowadays become a pervasive element in advertising and communication management.

India as a country is known for loving its stars. The Indians idolize their bollywood actors and cricketers. The advertisers see this as an opportunity to grab and work on so as to expand their operations and promote their product.

This dissertation focuses on examining the attitude of Indian Consumers about the celebrity endorsement.

This project begins with introduction to Celebrity endorsement and related concept. Second chapter focuses on literature review which provides an insight into the research done by the previous authors on the topic. The methodology used for the study is descriptive research design. A personal Interview was conducted using a structured questionnaire to investigate the attitude of the consumer i.e. MBA/MCA student form south Gujarat region towards celebrity endorsement.

The findings derived from analyzing the collected data unearthed some very interesting facts which have been summarised in the conclusion chapter. Major recommendations for the marketer are as follows;

- Celebrities can increase recognition and their presence almost guarantees publicity
- Consumers are generally influenced by spokespersons if products are inexpensive, low-involving and few differences are perceived among available brands.
- An endorser will be more effective in creating purchase aspirations when the endorser is perceived as a credible messages source.
- Effectiveness of celebrity endorsement will improve when their personalities remain closely aligned with the brand values.
- Endorsement is successful, when the properties of the celebrity are made the properties of the endorsed product.
- Celebrity endorsements will be more effective when used consistently over time to increase the strength of the link between the celebrity and the endorsed brand.