Abstract

Celebrity Endorsement is an increasing phenomenon in the advertising world. A plethora of study has been done in the west to understand the influence of celebrity endorsements on consumer behaviour. The literature review done indicated that there is a need to study the influence of the celebrity endorsement on Indian consumers, especially in Gujarat. The study has found out the most recalled celebrities and their most recalled campaigns. The influence of the independent variables of source credibility on the dependent variables of attitude towards the advertisement, attitude towards the brand and purchase intentions towards the product has been studied. The results show that these independent variables have a statistically significant impact on the said dependent variables. This is done by using backward linear regression. The results indicate that Indian consumers, contrary to the study by Ohanian, are influenced by the source trustworthiness and attractiveness. A model to pretest a celebrity endorsement is suggested for the practitioners. Further research on this subject can inculcate the influence of multiple endorsements by a celebrity, on the dependent variables. This study can be extended to the various metros of India.