PREFACE

In this 21st century, when all the organizations are trying their way out to compete with other organizations and mark their presence in the market. This trend has not left any part of the globe untouched and so every economy whether developed, underdeveloped or developing are experiencing revolutionary changes. Due to the introduction of LPG; Liberalization, Privatization and Globalization in Indians in the year 1991, the pace of development of the Indian economy has also accelerated. Due to the recent changes and trends, the environment has become more and more competitive like never before and has given birth to a new faculty known as 'Marketing' which stretched its roots to every faculty of human kind. With the increase in competition, organizations are trying more and more innovative practices and one of them is 'Advertising'. Advertising is any paid form of non-personal communication of goods and services by an identified sponsor through a medium. But, even this was not enough for the organization and thus came up with a brand new concept 'Celebrity Advertising'.

Celebrity advertising means that type of advertising in which celebrities are used by the organizations for the purpose of promotion of their products. Since the last two decades it has became a very popular activity in the commercial world. To find out answers to questions like; what really is celebrity advertising, who is a celebrity, how does celebrity advertising works, what are its pros and cons to the organizations and to the society, this research was undertaken by the researcher. In this research, the researcher explained what is advertising, what are its benefits to the organizations,
consumers and to the society. What are the different types of advertising which are being practiced by the organizations for the purpose of promotion. The researcher also tried to explain different types of media available for the purpose of advertising. In this research the researcher also compared the products for the purpose of conducting this research work, which were; Active Wheel washing powder featuring Salman Khan Versus Surf Excel, Boost energy drink featuring Sachin Tendulkar Versus Horlicks, Donear Suiting featuring Vivek Oberoi Versus Raymonds, Sony Vaio featuring Kareena Kapoor Versus Dell, Pepsodent Toothpaste Featuring Shahrukh Khan Versus Colgate Toothpaste. The researcher also explained how the celebrity advertising is done by the organizations using different types of media. After the data collection, the researcher found many answers to the questions which were raised in the mind of the researcher and the on basis of that the researcher has also given some suggestions which might be useful for the organizations, consumers and to the society.

I sincerely hope that this research will meet the expectations and might be helpful for further advanced research.

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