IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMER BEHAVIOR

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ABSTRACT

The focus of this research is to understand the impact of celebrity endorsement on the consumers purchase decision. The research focuses on the Indian consumers who have shown a very different yet interesting way of recognizing celebrities and stars. In a place like India where stars and cricketers are idolized and looked up to, marketers can see this opportunity promote their products and create a wider consumer base. The study uses a qualitative research style to collect data, using questionnaire as the form of data collection method. This research helps providing how celebrity endorsement impacts on the Indian consumers purchase decision.

KEYWORDS: celebrity, consumer behavior, endorsement.