

Celebrity Endorsement and Consumer Behaviour: Study from Indian Context

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Abstract: *Over time, the prevalence of celebrity endorsements has grown. It is becoming an integral part of the advertising industry, particularly in India. In India, celebrity endorsement has become a multibillion dollar industry. Marketers utilise celebrity endorsements to influence consumers' purchase decisions in order to grow sales and expand market shares. This prompted the author to investigate the influence of celebrity endorsements on customer purchasing behaviour. This article examines the perceptions of Indian consumers towards celebrity endorsements, the celebrity traits most likely to influence consumer buy intentions, and the impact of celebrity endorsements on customers' purchase intentions. The study demonstrates that celebrity endorsements have a favourable effect on customer purchasing intent.*

Keywords: Celebrity Endorsement

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