

A Study on Understanding the Effect of Celebrity's Credibility Dimensions on Consumer's Purchase Intentions

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Abstract: Marketing is not just about making the consumer BUY a product, it is all about building trust in minds of consumer. To survive in this environment of cut-throat competition, it is very important for the advertisers to connect well with consumers. One ways to connect with the consumer is to use a celebrity endorser for marketing one's products. Consumers are likely to take instant notice of the product & also remember it for a longer period of time. The strategy of using celebrities to endorse particular brands has been steadily increasing over the last few years. Celebrities are people that enjoy public recognition by large number of people & enjoy a high degree of public awareness.



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[1] INTRODUCTION

Today, the customer is known as king of market because he has a variety of choice before him & can select from different alternatives available in market. To continue in such surroundings of cut-throat competition, it is important for the advertisers to connect well with the consumers. One way to connect with the consumer is to use a celebrity endorser for marketing one's products. Consumers are likely to take immediate notice of the product & also remember it for a longer period of time. Strategy of using famous celebrities to endorse brand has been steadily increasing over last few years. In 1980s, ads primarily featured TV & movie stars, while today, cricketers, Bollywood actors & actresses & TV stars dominate the celebrity endorsement market in India.

[2] MARKETING STRATEGY

Marketing strategy is explanation of what specific actions would be taken over time to achieve the objectives. Plans can be extended to cover many years, with sub-plans for each

year, although as speed of changes in merchandising environment quickens, time horizons are becoming shorter.

“Marketing strategy is basic goal of increasing sales & achieving a competitive advantage.”

Marketing strategy comprises of all basic and short & long-term activities in the field of marketing. That is dealing with analysis of strategic initial situation of a company. And is dealing with Formulation, evaluation & selection of market-oriented strategies. So it is contributing toward the objective of the company & its marketing objectives.

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