

IMPACT OF CELEBRITIES ON CREDIBILITY OF PRODUCT

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Abstract: *Famous people have always made excellent salesmen. Presenting a familiar face is one of fastest & easiest ways for companies to create brand associations in minds of consumers. When a widely loved person endorses a product then that product gains immediate credibility.*

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[I] Introduction

Celebrity marketing is a tactic featuring a famous person to offer an endorsement of a product. This famous person might be an actor, athlete, musician, ex-politician, a cartoon character. They do not have to be international superstars. They only need to be familiar to target audience. For instance, a popular skateboarder may be unknown to population at large, but beloved in circle of people that energy drinks are being marketed to.



Fig 1 Famous Celebrity offering an endorsement of product

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