

IMPACT OF CELEBRITY BRAND ENDORSEMENTS ON BRAND IMAGE AND PRODUCT PURCHASES -A STUDY FOR PUNE REGION OF INDIA

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ABSTRACT

Celebrity endorsement has been established as one of the most popular tools of advertising in recent time. It has become a trend and perceived as a winning formula for product marketing and brand building. The objective of this research paper was to examine the relationship between celebrity endorsements of brands and its impact on consumer's buying behavior in beverage industry in India. The study attempted to evaluate the celebrity endorsements as effective brand management strategy and to analyze the factors that contribute to the building up of positive brand image for the product. The scope of the study was limited to Pune region of India with a sample size of 500 respondents. The study employed Chi-Sq testing to evaluate the association of celebrity endorsements on brand purchases and to study the consumer's perception about celebrity brand endorsements.

KEYWORDS: Celebrity Endorsement, Brand Personality, Brand Image