

## PERCEPTION OF INDIVIDUALS TOWARDS CELEBRITY ENDORSEMENT

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### ABSTRACT

Celebrity endorsement has been established as one of the most popular tool of marketing communication. It has become a trend and perceived as a winning formula for product marketing and brand building. Many studies has concluded that there is positive correlation between celebrity endorsement and credibility. The present study has under taken to know the opinion of the individuals towards the endorsement by the celebrities.

**KEY WORDS:** Celebrity endorsement, credibility, multi brand endorser.

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