

SYMBIOTIC RELATIONSHIP BETWEEN THE CELEBRITY AND THE ENDORSED BRAND: AN INDIAN PERSPECTIVE

SAAKSHI BHANDARI

RESEARCH SCHOLAR,
DELHI SCHOOL OF ECONOMICS, DELHI UNIVERSITY.

ABSTRACT

In a highly competitive world, where the consumer is bombarded with advertisements, it is becoming highly essential to establish a quick connect, a high recall value and brand preferences among the target market. Today, a celebrity is for a brand, what a brand is for the product i.e. an Identifier. Celebrity branding has both pros and cons. It is critical to choose the right celebrity for endorsing the brand taking into account various parameters. Moreover, the dynamics of the celebrity-brand relationship are evolving to move beyond the mutuality and co-dependence of a symbiotic relationship to a more entwined liaison as can be understood from recent cases in the Indian market. The nuances of this evolving association and various contingencies have to be factored in for taking decisions regarding Celebrity Branding.

KEYWORDS: Identifier, dynamics, entwined, contingencies.

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