CONSUMER PERCEPTION TOWARDS ENDORSEMENTS BY CELEBRITIES FROM MOLLYWOOD

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ABSTRACT

Celebrity endorsement is one of the most famous tools of advertising in recent time. Basically it is a marketing communication used to advise an audience to take and some action, and advertisement by concentration of celebrities turn into aspect in modern competitive marketing environment for high acceptance and formation of strong product attention (Shaista, Aroobah and Maria, 2016). This paper attempts to draw inferences on the consumer perception towards endorsements by celebrities from Malayalam Film Industry a.k.a. Mollywood.