

**A STUDY ON THE IMPACT OF CELEBRITY ENDORSEMENT ON
ADVERTISEMENT AND CREDIBILITY PERCEPTION OF CONSUMER TOWARDS
VARIOUS MEDIA**

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ABSTRACT

Credibility and perception of consumer towards various media influences decision-making process of selection of a Retail outlet. Retailer organization using various means of communication for advertisement and sales promotions that can attract more customers to enhance sales and make lifetime relationship with consumers. The aim of this study to investigate the attitude, behaviour, perception regarding various means of communication in making selection decision of a particular retail outlet. It attempts to understand the buyer decision-making process, both individually and in groups. It studies characteristics of individual consumers such as demographics, psychographics, and behavioural variables in an attempt to understand people's wants. This paper offers an insight into communication process of retail organization, how consumer perceives and believes on all these effort of retailers, and how successful a retailer could raise interest of consumer.

KEYWORDS: Celebrity Endorsement, Credibility, Consumer Perceptions, Various Media