OBJECTIVES OF THE STUDY

Objectives are the route map of any research. Without setting objectives any research would be meaningless and all the effort of the researcher will go in vain.

The key objectives are as -

1. Finding major factors that influence the purchase decision of consumers.
2. To understand consumer perception of the celebrities in advertisement.
3. To understand effectiveness of the celebrity endorsement.
4. To identify drawbacks associated with celebrity endorsement.
5. To make suggestions on the basis of the study.
**HYPOTHESIS**

In the light of the research objectives and the research question there are following research hypothesis that are to be tested in the light of the finding of the research study-

Hypothesis (H1)

Celebrity endorsement in advertising has positive impact on the brand image and reputation of the company.

Hypothesis (H2)

Celebrity endorsement in advertising influence (both negative and positive) the behavior and decision making of the customers.

Hypothesis (H3)

Celebrity endorsement in advertising increases the popularity and sales of company.