ABSTRACT
A celebrity is a person, who has a prominent profile and commands some degree of public fascination and influence in day-to-day media. In this research article we have discussed about celebrity endorsements for future brand endorsers. With the help of Movies as well as TV Star celebrity, in this research study we have followed Q Score method, under this method we have identify Awareness, familiarity and popularity among the all celebrity from the people point of view, and calculate Q score rank among all. The result of the study are displayed in details which shows that all the movies star celebrity are more familiar and popular than TV Serial celebrity. On the basic of findings and conclusion we have presented few suggestions for future.

KEYWORDS: celebrity endorsement, research.

Reference
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