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- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

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# A STUDY ON THE INFLUENCE OF CELEBRITY ENDORSEMENT ON WOMEN'S PURCHASE BEHAVIOUR FOR BEAUTY CARE PRODUCTS

**Dr. P. N. TIWARI**  
**ASSOCIATE PROFESSOR**  
**DEPARTMENT OF COMMERCE**  
**GOVERNMENT P. G. COLLEGE**  
**RUDRAPUR**

**JYOTI MANRAL**  
**RESEARCH SCHOLAR**  
**DEPARTMENT OF COMMERCE**  
**GOVERNMENT P. G. COLLEGE**  
**RUDRAPUR**

## ABSTRACT

*In this world of cut-throat competition, marketing executives are always searching for some new techniques and tools of promotion. They want to stand out different so that customer can notice them and recall them. And for years celebrity endorsement has played a crucial role in doing that. This research paper focuses on the Impact of celebrity endorsement on women's purchase behaviors for beauty care products. Nowadays a variety of products are available in the market and hence it has become a herculean task for people to differentiate among various products. In India a celebrity is adored by the consumer so large that any activity can be capitalized on their huge fan following. This research aims at finding the impact of celebrity endorsement on buying behavior of only women for beauty care products. There are certain factors which induces women to buy beauty care products. This research intends to find out those factors. It is descriptive research. The sample size selected for this research is 100 respondents. All the respondents are females representing various age groups, occupation and marital status. The data was collected from primary and secondary sources. The data collected is analyzed and presented through various diagrams, pie-charts and bar graphs. In the conclusion we have found that celebrity endorsement helps in only disseminating about the new product in the market but have no direct impact on Women's buying behavior. The women are more concerned about the price and quality of the beauty care products while buying them. Overall, the women think that the claims made by celebrities while endorsing the beauty care products are beyond their belief and are unconvincing.*

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## A STUDY ON THE ROLE OF MUTHOOT FINANCE LTD. IN PROMOTING FINANCIAL INCLUSION IN RAMANAGARA

**Dr. NANDISHA H D**  
**ASST. PROFESSOR**  
**BANGALORE UNIVERSITY PG CENTRE**  
**RAMANAGARA**

**MANOHAR L S**  
**STUDENT**  
**BANGALORE UNIVERSITY PG CENTRE**  
**RAMANAGARA**

### ABSTRACT

*Financial inclusion refers to the provision of financial services to previously unbanked populations, particularly the poor and underprivileged. The contribution of Muthoot Finance Ltd in fostering financial inclusion in Ramanagara is discussed in this study. Financial inclusion is a critical priority in terms of economic growth and societal advancement. It allows for a narrowing of the wealth gap between rich and poor people. In the current environment, financial institutions are strong pillars of economic progress and development. Muthoot Finance Ltd has taken steps to increase banking services by offering low-interest loans, increasing the number of rural bank branches, permitting the banking correspondent model, and using Core Banking Solution (CBS) technology.*

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