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# PERCEPTION ON CELEBRITY ENDORSEMENT TOWARDS PURCHASE INTENTION OF BOOST AMONG THE CONSUMERS OF CUDDALORE DISTRICT

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## ABSTRACT

*The motivation behind this study is to investigate the effect of superstar underwriting on purchaser's purchasing expectations. This study focused on finding the contemplations of Cuddalore consumer about superstar underwriting by investigating the various qualities of the big-name support regarding customer's purchasing goals. In this study we on the reviewed previous writing present on the subject of superstar underwriting. That gives clear view of various significant possibilities with respect to this subject. To find the effect of various properties of celebrity on buyer purchasing conduct quantitative methodology is applied. The information has been gathered from 150 respondents with the assistance of organized survey. It was found that a few parts of celebrity support like orientation, engaging quality, validity, endorser type and different celebrity underwriting ended up being successful concerning purchasing expectations while numerous item underwriting has negative relationship with purchaser purchasing conduct. In the end the review demonstrates that the general effect of celebrity underwriting on shopper's purchasing expectations is positive.*

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# IMPACT OF BOARD GENDER DIVERSITY ON FIRM'S PERFORMANCE: A LITERATURE REVIEW

**AMIT BOLER**  
**STATE AIDED COLLEGE TEACHER - I**  
**NARASINHA DUTT COLLEGE**  
**TIKIAPARA**

## ABSTRACT

*It should be highlighted that the only basis for this inquiry is the secondary data. Diversity stems from difference, and in this paper, board diversity is discussed in addition to its relationship to firm performance. Diversity is important, and it's particularly important in the board room of a given firm because it allows for a variety of perspectives and opinions that can influence the firm's decision-making process, which in turn can affect the performance of the firm. This essay aims to provide a relational framework for understanding how board diversity may significantly affect a company's success. This theoretically-based study seeks to define board diversity critically and establish a relationship between it and the firm's success. As a result of using the available literature to ascertain the effect of board diversity on company performance, this research is a theory-based investigation. The importance of having a diverse board on the firm's board is also highlighted in this study using various ideas and previously published literature. Various research and current literature were examined to establish the connection between board diversity and business performance in order to construct a critical approach. This study summarises many facets of board diversity while offering a critical analysis that enables us to evaluate the significance of board diversity and its relationship to business performance.*

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