

Influence of Celebrity Endorsement on Consumer Purchase Intention

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Abstract: *Celebrity endorsement is a one of the most famous tool of advertising in recent time. Basically it is a marketing communication used to advise an audience to take and some action, and Advertisement by concentration of celebrities turn into aspect in modern competitive marketing environment for high acceptance and formation of strong product attention. Celebrity endorsement is the main core of the study where Pakistani and Indian celebrities with their opinion are used for their endorsement effect on buying behavior. A sample of 150 was taken to judge the diversity between Indian and Pakistani celebrity endorsement effects on purchase intention in Pakistan. Relating and competing brands are chosen which are endorsed by Pakistani and Indian Celebrities distinctly. Results of the study showed that endorsement through local and Indian celebrities has similar and not much more influence on purchase intention in Pakistan, with no highly difference by country influence of celebrity. In the study consumer celebrity relationship is judgment and verify that opinion of celebrity (Local or Indian) are not more important for decided to buy for existing products but quality, brand image and brand trust are the aspect for intention to purchase. Implication for research and practice are discussed.*

Keywords: *Celebrity Endorsement; Purchase Intention; Brand; advertisement.*

I. Introduction

Advertisement is “the professional persuasion” that is convene to create awareness about what is being offered with concluding objective to advise towards buying intention. Since the last ten years, it has been seen that marketing environment changed the involvement of celebrities in advertisement. Celebrity endorsement has been defined as: “Any individual who enjoys public perception and who uses this perception on behalf of a consumer good by show up with it in an advertisement” (McCracken, 1989).

It is really value mention that why firms spend a lot on brands by involvement of celebrity to endorse. Celebrities are well perception personalities having a strong appearance and affecting power to pursue the audience either by their attractiveness, trust with brand which leads in conception of strong brand value in observer minds. (McCracken, 1989) by celebrity for build up the brand and creating perception for the brand by celebrity characteristics, credibility, physical appearance (Pornpitakpan, 2004) and image congruity (Choi et al., 2005, Nazir et al, 2014).

Consumers of the product are more effect by celebrity when they trust that endorser has actual involvement with product rather than sensual gain. Diverse studies have similar views that the attachment of celebrities in advertisement shows powerful results on credibility, communication invoke, recall and acceptability of the advertisements and finally on purchase intentions (Menon et al., 2001; Lafferty and Golsmith, 1999). Accordingly, it becomes core introduce by well-known and credible personality in a competitive marketing world (Gheysari et al, 2012).

In order to high market share of product most of the famous brands are currently endorsed by celebrities in Pakistan ads who did successful endorsement like Lux by Shahrukh Khan and Katrina, Head and Shoulders by Shahid Khan Afiridi, Lux by Reema Khan, Supreme Tea by Akshay Kumar and Sunakshi, Saif Ali Khan and Kareena Kapoor for Head and Sholders, Pentiene, Ali Zafar for Lipton Tea etc. with all having single desire in mind to buy highly brand recall, product choice and finally product purchase. Advertisements specified above give a colorful picture about the apperaranace of Indian celebrities along with Pakistan Celebrities for same as well as competitive brands.

II. Problems Statement

We identify the positive and negative impact of celebrity endorsement in advertisement on consumer purchase intention.

III. Research Questions

What are the effects of celebrity endorsement on consumer purchase intention?

IV. Objectives Of the Study

The following are the research objectives that have been developed based on the above research questions.

- 1) To find out the relationship between physical appearance and purchase intention
- 2) To find out the relationship between trustworthiness and purchase intention.
- 3) To find out the relationship between expertise and purchase intention
- 4) To find out the relationship between congruity and purchase intention

V. Research motivation and contribution

The celebrity endorsement has been a popular concept of marketing and consumer behavior research. The present research is expected to provide theoretical and practical contribution about the recent understanding of celebrity endorsement. Similarly, the celebrity endorsement conceptual framework developed from this study will be a valuable tool, for examining the influence of celebrity endorsement on consumer behavior.

Overall, this research will enhance the knowledge about the celebrity endorsement in existing marketing research. And will present an integrated model of celebrity endorsement framework by identifying the relationship between the dependent variable consumer purchase intention and independent variable such as physical appearance, trustworthiness, expertise and congruity.

VI. Significance of Study:

This research is related to the topic "impact of celebrity endorsement in on consumer purchase behavior." As we find it very interesting topic of nowadays marketing techniques by companies and marketers. This research significance has been very beneficial, and it really helpful to learn that how much people get attracted towards product and brand because of their celebrities endorsement in advertisement. This research also helped to marketers in learning that if they hire brand manager, so this paper will help them to create an idea to endorse those celebrities which are relevant to the product type and its promotion, to take celebrities in their ads as it really helpful for success of the product and company. We also want to figure it out that do celebrities have any link with that product of which they are promoting in ads. This research is primarily focusing on consumer behavior towards those ads in which celebrities has been endorsed.

VII. Literature review

7.1 Celebrity Endorsement

Celebrity endorsements are the ones who know by the public for any act or achievement done in any specific area for the benefits of the people or to entertain people. (Friedman and Friedman, 1979). Multinational organization used celebrity endorsement in the advertisement because they believe that the celebrities in advertisement have a very significant and greater impact for consumer buying behavior and their purchase intention. (McCuthceon, Lange and Houran, 2002). In current marketing place celebrities have greater affect that where the ads has been shoot, made or captured and how the celebrity is acting on that particular advertisement according to the requirements of product or services. It makes the positive result of the company sales increase. (Brajesh and Gouranga, 2011). Celebrities involvement in negative activities decrease the sales of the particular product or services advertised by those celebrities. (White et al., 2009).

It increases the attention of audience easily. Those who don't want to buy that product might be willing to buy that because of the presence of that personality in ads and its attractiveness. Most of the time consumer or customer buys that product not because of the product itself mainly but because of presence of the presence of their favorite celebrities in ads.

Modernized product endorsement nowadays in advertisement can come up with contracts with celebrities for particular advertisement and giving a demandable price whatever the celebrity offer for doing that act in ads. Many sports celebrities agree to contribute in product endorsement movement with the understanding that the company will pay off them for the trouble, some of the stars donate the money for the welfare of the state and society. A celebrity endorsement doesn't only mean that product or merchandise is fine or not. Nowadays it means that company merged and worked with public relations connections to get a big name linked with it Mccracken's (1989). Celebrities are characterized and defined as the one who appreciates open differentiation and who use these differences for the benefit of all the buyers of that particular product or company. According to the other researcher Friedman and Friedman (1979), a superstar is an individual person, who has a prestigious image among the individual buyers according to the social order. It can be the one who performs or work or act for the people for e.g any superstar of the film, on screen play character, any good artist or musician who has a list of fan followers.

7.2 Variable Description:

Purchase Intention

A plan to buy something in future for use but preceding to this a emotional process works afterwards where certain point consumer perception about product or source person indeed matters. In buying behavior process main target of the study is the opinion towards the source person, Celebrity endorser. The sign of celebrity develop the attitude towards buying. (Amos, Holmes and Struton 2008) consumer's positive opinion about source celebrity who praise the brand enlarge the perception towards the buy. Ohanian (1991)

Purchase intention is the only result of single celebrity opinion that is his expertise rather than any other. Message of advertisement is easily recollected and likable of ad increases due to involvement of celebrity which results in buying intention. (Pringle and Binet, 2005). Indirect association with intention to purchase and source endorser is also found significance influence toward product by using advertisement (Goldsmith et al., 2000) .

Positive results about purchase intention by embarrassment of celebrity are also found by (Yoon et al., 1998) attractiveness has influencing on purchase intention. Society of negative event with celebrity endorser also has negative effects on buying behavior (White et al., 2009).

Physical attractiveness

According to Patzer (1985), "Physical attractiveness is an informational idea which involves effects that are indirect, prevalent and certain; produces a definite pattern of valid differences; and best culture in its effects". According to Patzer (1985), According to Ohanian (1991), "Beauty is a greater judgment than any recommendation". Celebrity endorser's Physical attractiveness got great general opinion and respectability. It is a source to taking attention of audience both in electronic media and print; Physical attractiveness has specific effect on consumer's behavior toward the product and service with the person who is unattractive (Ohanian, 1991).

A study finding about Razor informs that attractiveness of celebrity outcome powerful results as people are conscious about their own attractive looks (Kahle and Homer, 1985). Similarly, those integral products which are association with person's physical attractiveness e.g. beauty soaps, facial creams, face washes, dresses, hair colors, hair oils, body lotions and shampoos etc. are much enforce by physical attractiveness of celebrity. Physically attractive celebrities are also useful for correlate theory at the time of selecting celebrity where attractiveness is more significant variable.(Kamins, 1990).

Physical attractiveness is a mean to change opinion (Menon et al., 2001). So physical attraction is meaning to influence the people by their style and look and set up more influence on buying behavior. Themselves by using attention capturing dresses hair styling and beauty of celebrity in ads as like Indian celebrities for Bollywood stars exposed (veet by Katrina) and (Loreal by Aishwarya Roy) which design more attention towards opposite gender and makes them attractive and than its easy to recall. On the other hand, Pakistan celebrities are of their own importance in this concern within social self-restraints and moral limits.

Credibility/Trustworthiness

Trustworthiness refers to the "fairness, honesty and credibility of an endorser" (Erdogan, 2001). Consumer has commonly a attention that celebrities are trustworthy source of advertise information (Goldsmith et al., 2000). It is commonly principle a person you trust beginning is a source to easily satisfy you to believe in unseen thing, that person is more believable than any other in society. In addition if such person is also an expert in the enclosure for which he or she is justified is more logical. It is supported to "the term to which the conferrer sees the source as having compatible knowledge, skills, or experience and the source to give neutral objective information" (Belch and Belch, 1994).

In similar measures a celebrity in message of advertisement become more effective if it is recommended that who is the speaker, who is saying; how much is that person believable? Celebrity in an advertisement with expertise is powerful trustworthy or credibility.(Hung et al., 2011). In case of Indian and Pakistan celebrity endorsement it is interesting that large amount of relationship exist even in some cases same culture (Shahrukh Khan, Salman Khan and Shahid Afridi) but difference of thought are also observed.(Kareena and Mahnoor Balooch).

Celebrity Expertise

Term expertise is defined as "the term to which a reporter is noticed to be a source of authentic prediction" (Hovland et al., 1953). In order to influence conferrer of information endorser's expertise has advocating effect on creditor (Ohanian, 1990). Belch and Belch (1994) said that information creditor have strong trust the person who is practical having related knowledge, expertise in encourage area. Endorser with high knowledge and skills has high power of judgment as compare to the endorsers with low expertise (Ohanian, 1990). Celebrity expertise is one of the reasons in order to find out its influence on conferrer of information

(Amos, Holmes and Strutton, 2008). If the celebrity encourage the product has more knowledge and experience, then he/she will basically have differential power to seek due to strong credibility.

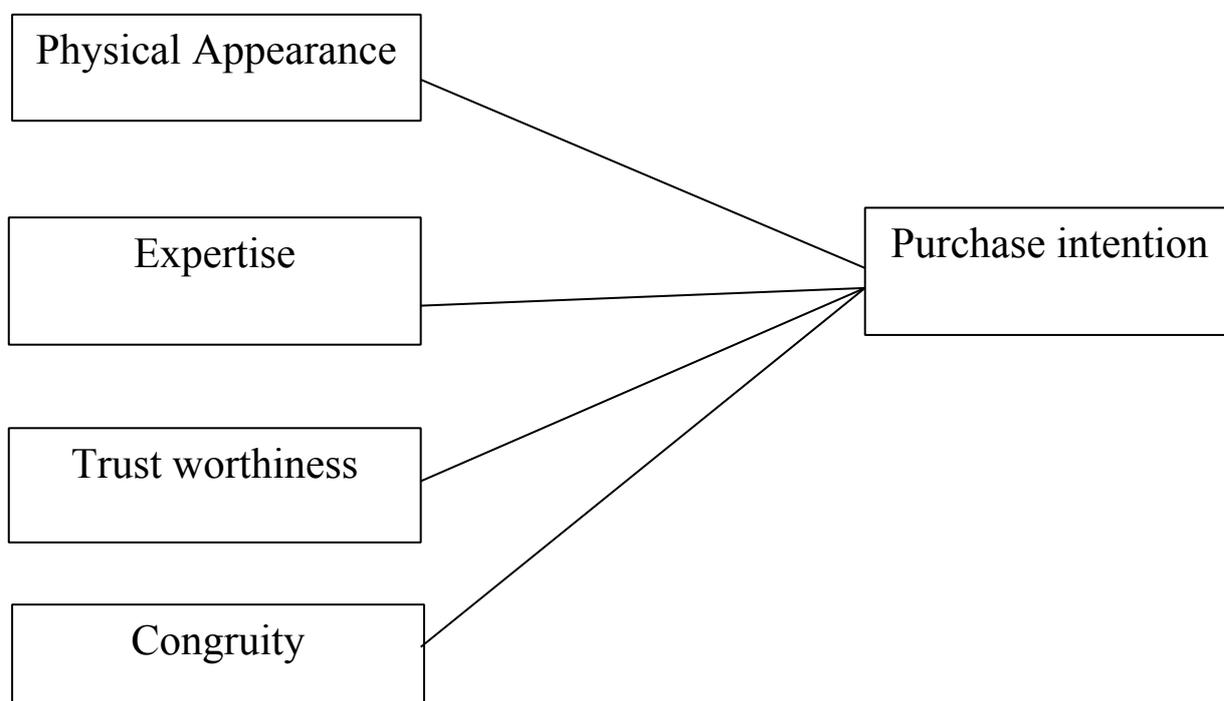
Celebrity Congruence

Celebrity goes for it with product is as important as all other opinion refer to celebrity for high social respectability and confirm the credibility of celebrity (Kamins, 1990; Kotler, 1997). Product and celebrity partnership is most important factor for develop a good feedback because people take it prove that product is truth used or consumed by celebrity. If logically audience does not accept the celebrity as perfect match with what they are endorsing is nothing but only irrelevant prices. "Moderately in agreement endorsers did not perform better than highly congruent ones" (Jagre et al., 2001).

Misra and Beatty (1990) that product is easily "recollection and affect" is improved by the similarity between source endorser and brand. Brand celebrity go for it study supports similarity principle and its effectiveness (Roy, 2006). Consumers are highly attracted to the product if they believe that who is supported by celebrity is actually being used by the celebrity and their effects are outstanding by their personality. In advertisement in Pakistani media, emotional go for it (Family Care Products like Dettol safe gurade etc.), Attractiveness Match up, Credibility match up all are endorsed by celebrities used in Ads if Indians or Pakistani's celebrities are endorsed.

VIII. Conceptual Framework

In our research, we studied the relationship of celebrity's physical appearance, trustworthiness, expertise and congruency towards purchase intention. We considered physical appearance of celebrity, trustworthiness and celebrity/brand congruency as independent variables and purchase intentions as dependent variables.



IX. Methodology

The primary nature of the research is quantitative and narrative as we intend to explore the consumer’s behavior and attitude towards celebrity endorsement in advertisement. It is based on systematic investigation of quantitative characteristics and their relationships.

Statistical Technique

We have applied two statistical techniques, one is reliability test which shows the reliability of the data and the second is multiple recognition that shows the relationship between the dependent variable and independent variables and also test the hypothesis on the basis of simple regression.

Data source

The primary data has been collected through questionnaire and it was collected from 150 respondents who belong to different educational, and occupational from the different areas. The secondary data has been collected from different sources of literature like journals, magazines, textbooks and internet.

X. Research Questions

On the basis of above literature review we have developed following research questions.

- Q.1 What are the impact of physical appearance on celebrity endorsement in consumer purchase intention?
- Q.2 What are the impact of expertise on celebrity endorsement in consumer purchase intention?
- Q.3 What are the impact of trust-worthiness on celebrity endorsement in consumer purchase intention?
- Q.4 What are the impact of congruity on celebrity endorsement in consumer purchase?

XI. Hypothesis

- H1:** Physical appearance of celebrity has an impact on consumer purchase intention.
- H2:** Trustworthiness of celebrity has an impact on consumer purchase intention.
- H3:** Expertise of celebrity has an impact on consumer purchase intention.
- H4:** Congruent of celebrity has an impact on consumer purchase intention.

XII. Result

XII.I Reliability Test

Cronbach's Alpha	N of Items
.701	5

The above table shows the test results for the reliability analysis. The value of Cronbach’s Alpha is given by **0.701**; the number of items in the data set is 5. The value associated with Alpha is said to be **good** and the conclusion drawn from this data is reliable to understand and forecast.

XII.11 Multiple Regression

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.498 ^a	.248	.228	.54852

Predictors: (Constant), physical appearance total, expertise total, congruity total, credibility/ trust worthiness total.

This table given the R-value which is represents the correlation between the observed value and predicted value of the independent variables. Here the value of R-square is 0.248 that means the dependent variable of model can be predicted 24.8% of the variance is independent variables.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.601	4	3.650	12.133	.000 ^b
	Residual	44.228	147	.301		
	Total	58.830	151			

a. Dependent Variable: purchase intention total

b. Predictors: (Constant), physical appearance total, expertise total, congruity total, credibility/ trust worthiness total.

The above table gives the test result for the analysis of one-way ANOVA. The results are given in three rows. F-value in this case is 12.133 and the P-value is given by 0.000 which is less than 0.005 so our hypothesis accepts.

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.826	.290		6.296	.000
	congruity total	.135	.081	.135	1.674	.096
	credibility/ trust worthiness total	-.017	.072	-.020	-.239	.811
	expertise total	-.011	.065	-.014	-.174	.862
	physical appearance total	.400	.069	.453	5.797	.000

Dependent Variable: purchase intention total

The above table gives the regression constant and coefficient and their significance. Now by testing hypothesis, we see that p-value is 0.000 it means our hypothesis accepted for regression coefficient because this it's less than 0.005.

11.3 HYPOTHESES

11.3.1 Hypothesis 1:

H1: *Physical appearance of celebrity endorsement has an impact on consumer purchase intention.*

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.483 ^a	.233	.228	.54832

Predictors: (Constant), physical appearance total

This table gives the R-value which represents the correlation between the observed value and predicted value of the dependent variables. Here, the value of R-square is 0.233 that means the independent variable of model can be predicted 23.3% of the variance is dependent variables.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.732	1	13.732	45.674	.000 ^b
	Residual	45.098	150	.301		
	Total	58.830	151			

a. Dependent Variable: purchase intention total

b. Predictors: (Constant), physical appearance total

The above table gives the test result for the analysis of one-way ANOVA. The results are given in three rows. F-value in this case is 45.674 and the P-value is given by 0.000 which means this hypothesis is accepted.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.071	.219		9.460	.000
	physical appearance total	.426	.063	.483	6.758	.000

a. Dependent Variable: purchase intention total

The above table gives the regression constant and coefficient and their significance. Now by testing hypothesis we figure out that the p-values for regression coefficient of purchase intention which is less than 0.05. therefore, the hypothesis is relevant.

11.3.2 Hypothesis 2:

H2: *Expertise of celebrity has an impact on consumer purchase intention.*

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.115 ^a	.013	.007	.62212

Predictors: (Constant), expertise total

This table given the R-value which is represented the correlation between the observed value and predicted value of the dependent variables. Here the value of R-square is 0.013 that means the independent variable of model can be predicted 13% of the variance is dependent variables.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.775	1	.775	2.003	.159 ^b
	Residual	58.054	150	.387		
	Total	58.830	151			

a. Dependent Variable: purchase intention total

b. Predictors: (Constant), expertise total

The above table gives the test result for the analysis of one-way ANOVA. The results are given in three rows. F-value in this case is 2.003 and the P-value is given by 0.159 which is rejected and it means expertise has no influence of celebrity endorsment on consumer purchase intention.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.256	.193		16.860	.000
	expertise total	.095	.067	.115	1.415	.159

a. Dependent Variable: purchase intention total

The above table gives the regression constant and coefficient and their significance. Now we test hypothesis we see that the p-values for regression coefficient of purchase intention 0.159 which is more than 0.005. So our hypotheses rejectand it means expertise has no influence of celebrity endorsment on consumer purchase intention

11.3.3 hypothesis 3:

H3: Trustworthiness of celebrity has an impact on consumer purchase intention.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.193 ^a	.037	.031	.61450

Predictors: (Constant), credibility/ trust worthiness total

This table given the R-value which is represented the correlation between the observed value and predicted value of the dependent variables. Here the value of R-square is 0.037 that means the independent variable of model can be predicted 37% of the variance is dependent variables.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.188	1	2.188	5.794	.017 ^b
	Residual	56.642	150	.378		
	Total	58.830	151			

a. Dependent Variable: purchase intention total

b. Predictors: (Constant), credibility/ trust worthiness total

The above table gives the test result for the analysis of one-way ANOVA. The results are given in three rows. F-value in this case is 5.794 and the P-value is given by 0.017. It is rejected hypotheses so it means credibility/ trust worthiness has no influence of celebrity endorsment on consumer purchase intention

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.017	.215		14.053	.000
	credibility/ trust worthiness total	.165	.068	.193	2.407	.017

a. Dependent Variable: purchase intention total

The above table gives the regression constant and coefficient and their significance. Now we test hypothesis we see that the p-values for regression coefficient of purchase intention 0.017 which is more than 0.005. That's why it is rejected. it means credibility/ trust worthiness has no influence of celebrity endorsment on consumer purchase intention

11.3.4 HYPOTHESIS 4:

H4: *Congruent of celebrity has an impact on consumer purchase intention.*

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.259 ^a	.067	.061	.60490

a. Predictors: (Constant), congruity total

This table given the R-value which is represented the correlation between the observed value and predicted value of the dependent variables. Here the value of R-square is 0.067 that means the independent variable of model can be predicted 67% of the variance is dependent variables

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.945	1	3.945	10.781	.001 ^b
	Residual	54.885	150	.366		
	Total	58.830	151			

a. Dependent Variable: purchase intention total

b. Predictors: (Constant), congruity total

The above table gives the test result for the analysis of one-way ANOVA. The results are given in three rows. F-value in this case is 10.781 and the P-value is given by 0.001. It is accepted hypothesis.

a. Dependent Variable: purchase intention total

b. Predictors: (Constant), congruity total

The above table gives the test result for the analysis of one-way ANOVA. The results are given in three rows. F-value in this case is 10.781 and the P-value is given by 0.001. It is accepted hypothesis.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.714	.250		10.844	.000
	congruity total	.260	.079	.259	3.283	.001

a. Dependent Variable: purchase intention total

The above table gives the regression constant and coefficient and their significance. Now we test hypothesis we see that the p-values for regression coefficient of purchase intention 0.001 which is less than 0.005 then is accepted.

XIII. Conclusion

Results of study somehow differ with the existing literature but are practical in Pakistani context because people are brand loyal, their taste and choice options are not due to celebrity characteristics but due to their previous experience with product or service. So organizations should keep their product enhanced quality wise which ultimately will create their choice. No doubt celebrity endorsement has strongly effects on marketing creation but it is not necessary to hire expensive celebrities to achieve the aspiration in Pakistan. Newly developed products can be introduced by attractive, less expensive and experienced models to create product awareness in market. In order to get market share, cost sufficient and truly need based product should introduced to customers it feels hard to stay in market over long run.

XIV.Recommendation

- From the study of “impact of celebrity endorsement in advertisement” analyze the brand manager to focus on the quality more than the cost put on those celebrities who are being hired for promotion of the product.
- As we know that buying intention of the consumer changes due to advertisements of representing the product and we realize that people get easily attracted towards those products in which celebrities are endorsed in advertisement and publication.
- Marketers need to be smart enough to choose celebrities in their product advertisement as the personality of celebrity has link with the product what he/she is advertising on media.
- The right choice of celebrity for the right product advertisement is highly profitable for the company.
- We can confidently recommend companies that they should endorse celebrities in their advertisement because people really follow those celebrities and whatever they market in ads they wish and show inclination (willingness) to buy it.

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