

## Impact of Celebrity Endorsement on Mobile Phone Buying Behavior

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### Abstract:

*As we experienced increasing investment for celebrity endorsement by mobile phone brands in Pakistan. Recently we evident the major turn towards foreign celebrities with high budgeted advertising campaign, but the question raised is based on the effectiveness of celebrity endorsement on the mobile phone buying behavior. Our study is based on customer's perspective towards celebrity endorsement, in terms of finding that what are the factors affecting with celebrity endorsement on mobile phone buying behavior. We have chosen three theories to justify our discussion, and proposed a new model of Effectiveness Celebrity Endorsement on Mobile Phone Buying Behavior. We have select the paradigm of customer's perspective because the actual perception and response occurred by*

*celebrity endorsement can justified from the customer's side and justified the increasing investment. We have adopted the Mix Method Approach comprised of Quantitative and Qualitative Data Collection and Analysis. For the quantitative data, we have designed two parts questionnaires, first with Multiple Choice Questions for percentage based graphical presentation and second with 5 Likert Scale Statements for Statistical Analysis. For data analysis we used SPSS (Statistical Package for Social Sciences) Software, and we analyzed the data by Mean, Standard Deviation, Correlation and Regression Analysis. The quantitative data has been collected from 200 respondents from the leading business schools of Karachi on the bases of Convenience Sampling. We have selected business students; especially the students of advertising and marketing because they have enough knowhow and can justified the replies according to the theoretical background of celebrity endorsement techniques. For the qualitative data, we have collected 11 Expert Opinions from mobile phone brand's representatives, advertising and marketing experts and academic professors. We have also given recommendations for the researcher and marketers as per following the discussion of our paper for their future implications.*

**Key words:** Mobile Phone Brands in Pakistan; Celebrity Endorsement in Mobile Phones

## **Introduction**

In Pakistan, Mobile Phone buying habit increases because of requisition of technology adoption and emerging trends towards ease of life. Mobile Phone Advertisements are penetrating in the Pakistani market with high budget investments. There are quite few Mobile Phone brands like Nokia, Samsung, Qmobile, Voice are dealt in Pakistan, but as per the current growth rate of the mobile phone manufacturing industry expands in Pakistan, more brands will be introduced soon (Editor-Mobile-Phone.pk, 2013). As we found that Mobile Phone Advertisements are dependent on different themes and

approaches and celebrity endorsement is one of the most effective approaches as perceived currently by leading companies (Siddiqi, 2013). The reason behind the effectiveness of celebrity endorsement is based on the idolization of celebrities by the advertisement's viewers, which will be converted into customer then consumer as well. Celebrities are most renowned personalities with their outstanding work in their respective fields and their image's impression helps advertisers to build trust between the brand and the fan of that particular celebrity in terms of joining the demand and supply relationship (Jawaid, 2014).

For the purpose of achieving instant success and recognition, brands are preferred celebrity endorsed approaches. Celebrity based communication is now more attention gaining as compare to the simple communication based presentation by any unknown face (Padhy & Kumar, 2012). In modern advertising, celebrity endorsement is somehow become mandatory or prerequisite for developing any campaign. It has perceived that faces from Films, TV and Sports can influence the brand selection procedure. Usually advertisers are in planning for developing and connecting the image of brand with the lifestyle of celebrity. Such techniques are now getting viral in Pakistani advertising industry (Ghani & Kakakhel, 2011). The advancement in marketing industry invites the glamour and attractions in advertising, celebrities are the most renowned symbol for the said. For producing the most noticeable campaign and trap the first sight of walking customer, such glamour is needed in advertising (Zafar & Rafique, 2013).

Celebrities could be from sports or from entertainment industry, but renowned philanthropic personalities, educationalists, home economists, doctors, lawyers, politicians are also the part of maintaining the trustable communication between the brand and customer for achieving the better positioning of brand in the eye of customer (Sumanta, 2013).

Celebrity endorsement creates noticeable impact on the attitudes of customers but the level of degree is questionable that either there is a positive impact or there is a negative impact. Several causes are in consideration behind the impression of celebrity endorsement on customer attitudes, and the main cause is directly related to the image of celebrity (Rao, 2007). The positive and experienced life history plays a vital role in terms of building positive image on the customers, but sometimes, controversial celebrities plays critical impact on the positioning of brands in the mind of customers, usually we found celebrities from entertainment world for having high chance of negative impact on customers, because movie actors and pop singers aren't preferred to watch and listen by all the customers. In terms of hiring celebrity from entertainment industry, advertisers faced tough challenge because of the discussed reason (Sumanta, 2013). Philanthropic celebrities are perceived as a most favored faces in terms of promoting brands, because of their developed positive image on mass levels. Sports celebrities was perceived as a most preferred faces for the said but increasing corruption in sports, now sports face also need to be discussed and analyzed with facts and figures before having the decision of hiring the face for brands (DAG, 2011).

In Mobile Phone Advertisements with new or unknown models are perceived for having less viewership as compare to the celebrity based advertisements. Being attractive is now the main element behind the any story of advertisements and celebrity endorsement are preferred because of gaining high viewership be presenting brand with more glamour oriented presentations. We found now foreign faces for the endorsement of local brands and it directly influenced with the element of attractions. But sometimes, high leveled glamour faces enlists the impression of their own instead of creating impressions of brands and viewers forget the name of brands and memorized the faces of celebrities. Such impressions brought the negative

impacts of celebrity endorsement on customer's attitudes (Jawaid, 2012).

Mobile Phone Brands connect their positioning with the face of renowned celebrities helped their brand for achieving the high trust level of customers. We found the high preference towards the new brands just because of their trustworthy face's communications. Celebrity are perceived as a member of family in the eye of customers, and when they saw their favorite celebrity for having statement about a new brand, customer preferred to buy and experience the particular brand because of their perceived family member's statement. Professional Celebrities like Renowned Doctors, Engineers, Architects, Home Economists, and Lawyers are perceived as a most favored faces with low risk involvement for building brand celebrity relationships, because of expertise statements of such celebrities according to their professions and jargons (McCracken, 1989).

## **Review of the literature**

Concept of Celebrity Endorsement isn't new in practice for promoting the brands, the practice is adopted since more than a hundred years and still continues. It has been observed that 25% of advertisements are based on celebrity endorsement (Shimp & Terrence, 2000). Celebrity endorsement is perceived as a most promising tool for the better propagation of brand. In South Asian countries like India and Pakistan, are heavily relied on celebrity endorsed advertisements with effective influence of brand. Even it was observed that consumers in said countries are preferred those brands whose benefits stated by renowned celebrity and brand experienced heavy sales (Anjum, Dhanda, & Nagra, 2012).

After being independent, Pakistan already owned 14,000 landline connection transferred from the British Raj's T&T Telecommunication setup, now Pakistan owned 94 million

mobile phone subscribers with a positive and consistence growth in the telecommunication sector. Initially in 1949, Pakistan had only five telephone exchange in that time of capital city of Karachi. Now five GSM Companies: Mobilink, Ufone, Telenor, Warid and Zong are providing the mobile phone connections (Bhatti, 2009).

In South Asian region, advertisements were connected with renowned celebrities of that time, like in 1920s, Radio advertisements were endorsed by British Indian Actress' Vocals, leded to TV Commercials in 1940s with Noor Jehan and Madhubala's vocals and cutout pictures paste or enclosed with the brand's pictures in Print and Cinema Advertisements. The habit of celebrity endorsement is inherited from western culture and now Pakistan is became the leading follower of advertising trends came from western world i.e. celebrity driven culture. Celebrity driven culture is brought the fashion, image and trust since 1940s from Dilip Kumar to Ranbhir Singh. Companies now increases the trends of celebrity driven culture to publicize the usage of products associated with celebrity based preferences (Editor-UK-Essays, 2013).

Since last decade it was observed that 65% of advertisements on-aired during primetime are comprised of celebrity endorsed campaigns. Now celebrity endorsement increases and reached to owned the 85% of total advertisements at all types of medium used for the brand propagation of mobile phones (Tasleem, 2013).

In Pakistan, Paktel and Instaphone were the brands established the mobile manufacturing industry since 1990s. In 1998, Motorola introduced Mobilink, which was further owned by ORASCOM. Initially Motorola became the first mobile manufacturing brand in Pakistan, launched with limited invested advertising with no celebrity endorsement. Furthermore Nokia launched by following the steps of Motorola's advertising strategies. Then Sony Ericson launched in 2003 with limited non celebrity advertisements. Shan and

Iman Ali became the first endorser for Blackberry then for Motorola and Nokia's different mobile models in mid of 2000s (Editor-Wikipedia, 2013). Motorola was the first mobile phone brand, which was endorsed with foreign face of Abhishek Bachchan in Pakistan for the Mobile Model of Ultra Slim Razor in 2006 (Jawaid, 2012).

In case of celebrity endorsement other than mobile phones, we found celebrity endorsement was first followed by Lux soap and then Lipton Tea. Lux is known for hiring film faces especially the film female actors, as we evident by the old print advertisements of lux with the faces of Bahar Begum, Sabeha Khanum, Neelo, Shamim Ara and more. Lipton was the first brand, which adopted the film sequence with celebrity and covert into their slogans like Chai chaheye ? or Hum bhol gaye re her baat with Nayar Sultana. HBL – Habib Bank Limited was another corporate group, which brought sports faces for the endorsing of their bank and PIA – Pakistan International Airline was also renowned for bringing celebrities but other than films and sports, they made their own airhostess as celebrities by spreading their success biographies in newspapers and then endorsed their airline with their faces by following the formula of celebrity endorsement. Celebrity endorsement was restricted to the film faces in till 70s and Lux became the pioneer in using such strategy for gaining more appealing in advertisements. While in 80s, sports faces became more in demand as we found Jan Sher Khan and Jahangir Khan from Squash, Imran Khan, Waseem Akram and Javed Minadad in Cricket. PEPSI is emerged as a brand for youth and they endorsed their soft drinks with sports faces. Connecting the factor of passion with cricket, youth and brand found as a successful theme in advertisements and PEPSI enjoyed the distinction. Late 80s experienced TV faces like Neelma Hassan for Dentonic, Anita Ayub for Revlon and Adnan Siddiqui for Bonanza became the talk of town and local Pakistani brands preferred TV Actors for brand endorsement. The foreign face as

celebrity endorsement was also experienced by Lux, when Lux endorsed with Turkish Film Actress Nazaan in late 80s (Siddiqi, 2013).

## **Problem Statement**

In this research, we are learning about Impact of celebrity endorsement on buying behavior for mobile phones because we want to find out that which factor of celebrity endorsements influence the selection of mobile phone brands in order to understand that are really celebrity plays a positive role in creating brand loyalty among mobile phone brands.

## **Material and Method**

Mix Method Approach is adopted for the collection and analysis of primary data. In quantitative approach, data is collected via questionnaire. The questionnaire is designed in two parts; the first part is based on multiple choice questions for the presentation of pie charts and graphical presentation; the second part is based on 5 Likert Scales Patterns for Correlation Analysis and Regression Analysis to be tested by SPSS. For the collection of Primary data, we preferred convenience sampling comprised of 200 respondents from the 4 leading private business schools of Karachi i.e. Mohammad Ali Jinnah University, Hamdard University, DHA Suffa University and Newports Institute of Communication & Economics. The qualitative analysis is based on expert opinions collected from advertising experts, technical researchers, mobile phone dealers and mobile phone brand managers. The data collected for the research is conducted through primary and secondary Sources. This can be illustrated in the following way:

## **Result and Discussion**

A data from table 1 showed small sample of n=10 Students of Mohammad Ali Jinnah University. A draft questionnaire was tried out the pilot test level. The respondent for pilot study were similar and comparable with the population but were not included in the sample of study. This exercise helped to improve and refine the research instrument.

**Table 1 showing the sample of study:**

<b>S.#</b>	<b>Name of Business School</b>	<b>Number of Sample</b>
1.	Mohammad Ali Jinnah University	50
2.	Hamdard University	50
3.	DHA Suffa University	50
4.	Newports Institute of Communication & Economics	50
	<b>Total Sample Size</b>	<b>100</b>

Data from table 2 indicated that number of total respondents (N) = 200. The Minimum values of all variables is 1.00 and maximum values is 5.00; as we used 5 Likert Scaled Questionnaire, the respondents replies to all the questions are extended from least strongly disagree statement to strongly agreed statements. The highest mean we found is Celebrity Image is 3.531; then Celebrity Attraction is 3.300; then Celebrity Reliability is 3.0125; while the lowest mean is Mobile Buying Behavior is 2.985, as this is the dependent variable. The highest standard deviation we found is Celebrity Attraction is 0.9513, which shows that this variable has low involvement in the research framework.

**Table 2 Descriptive Statistics**

**Descriptive Statistics**

Variable	Frequency	Minimum	Maximum	Mean	Std. Deviation
Mobile Phone Buying	200	1.00	5.00	2.9850	.90457
Celebrity Attraction	200	1.00	5.00	3.3000	.95139
Celebrity Reliability	200	1.00	5.00	3.0125	.89237
Celebrity Image	200	1.00	5.00	3.5312	.90502
Valid N (list wise)	200				

Table 3 result showed the level of relationships among the variables. As we found that there is a strongly positive correlation among the Celebrity Image, Celebrity Reliability and Celebrity Attraction. As we found that all the values has got two stars (\*\*), which interpreted as “Strongly Correlated”, while all the values are having “Positive Values”. In above table the independent variables are Celebrity Image, Celebrity Attraction and Celebrity Reliability; while the dependent variable is Mobile Phone Buying. Correlation among Independent Variables: In the levels of correlations in terms of values, we found the highest correlation between Celebrity Image and Celebrity Reliability i.e. 0.674\*\*. The next level of correlation, less than the previous value is exists in between Celebrity Attraction and Celebrity Reliability i.e. 0.500\*\*. The comparatively less correlation exists between Celebrity Image and Celebrity Attraction i.e. 0.490\*\*. Correlation of Independent Variables with Dependent Variable: The levels of correlations between independent and dependent variables is better justified by Regression analysis, by in regression analysis, we could found the level of correlation scales i.e positively and strongly relationship. The highest extend of correlation of Mobile Phone Buying is exists with Celebrity Attraction i.e. 0.645\*\*, then with Celebrity Reliability i.e 0.551\*\* and the comparative less but strongly positive correlated with Celebrity Image i.e. 0.539\*\*.

**Table 3 Correlation Analysis**

**Correlations**

		Celebrity Attraction	Celebrity Reliability	Celebrity Image	Mobile Phone Buying
Celebrity Attraction	Pearson Correlation	1	.500**	.490**	.645**
	Sig. (2-tailed)		.000	.000	.000
	N	200	200	200	200
Celebrity Reliability	Pearson Correlation	.500**	1	.674**	.551**
	Sig. (2-tailed)	.000		.000	.000
	N	200	200	200	200
Celebrity Image	Pearson Correlation	.490**	.674**	1	.539**
	Sig. (2-tailed)	.000	.000		.000
	N	200	200	200	200
Mobile Phone Buying	Pearson Correlation	.645**	.551**	.539**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	200	200	200	200

\*\* . Correlation is significant at the 0.01 level (2-tailed).

The result highlighted that impact of Celebrity Attraction (Independent Behavior) on the Mobile Phone Buying Behavior (Dependent Behavior).

**Table 5 Regression Analysis of Celebrity Attraction**

**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	Celebrity Attraction <sup>a</sup>	.	Enter

a. All requested variables entered.

b. Dependent Variable: Mobile Phone Buying

Data from table 5 indicated that the R Value i.e Coefficient of Correlation, which measure the strength of linear relationship between the variables in numerical valuation. The R-Value is same as the value of Correlation i.e. 0.645; shows that there is Strongly Positive Correlation between Celebrity Attraction and Mobile Phone Buying. The R-Square is the square of R-Value shows that Coefficient of Determination i.e. 0.416 means that 41.6% reliable data to be used for the estimation of population. The Standard Error Value is 0.69272 means 69.2% fluctuation of sampling mean.

Table 6 ANOVA<sup>b</sup>

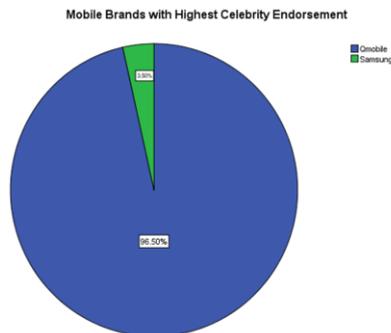
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	67.818	1	67.818	141.330	.000 <sup>a</sup>
	Residual	95.012	198	.480		
	Total	162.830	199			

a. Predictors: (Constant), Celebrity Attraction

b. Dependent Variable: Mobile Phone Buying

In our questionnaire, we randomly asked to check the Mobile Phone brand recall with the picture of endorsed celebrity. Via this inquiry, we need to find the two factors: First: How much celebrity helps in brand recall? Second: Which celebrity is more effective? Currently we have witnessed three leading mobile phone campaigns of Q-mobile, Samsung and Voice Mobile in 2014. Q-Mobile hired Indian / Bollywood Face of Kareena Kapoor, Samsung hired Pakistan's International Recognized Face of Humaima Malik and Voice hired of Indian Muslim Celebrity migrated to Pakistan Aly Khan. Hence after collection of data from 200 respondents, we found the clear results that 98.4% respondent identified Kareena Kapoor with her endorsed mobile phone brand of Qmobile, while 66.5% respondent identified Aly Khan with his endorsed Voice Mobile but surprisingly only 26% of respondents identified Humaima

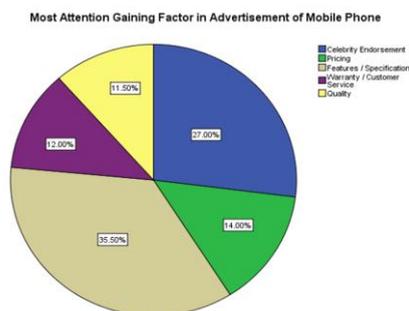
Malick with her endorsed Samsung Mobile. Samsung is the leading international brand but despite of International recognized Pakistani Celebrity Humaima Malick (Khan, 2013) couldn't break the clutter of Indian dominated faces of Kareena Kapoor and Aly Khan. The result of hiring Kareena Kapoor for Qmobile with historically expensive campaign of Pakistan (Iqbal, 2014) has received 98.5% success in brand recall. While the face of Aly Khan is also received much better results i.e. 66.5% as compare to Humaima Malick. The Theory of Meaning Transfer (McCracken, 1989) has discussed that image of celebrity transfer to build the image of brand and here in the scenario of Pakistan, we found the Indian dominated media and customer preferred Indian content and faces over Pakistani one. Kareena Kapoor is successfully transferred her image with an element of attraction to Qmobile in terms of building Qmobile as a leading brand of Pakistan (Baloch, 2013). The Expert Opinion of Prof. Syed Hassan Aftab (Advertising Expert and Faculty of Mohammad Ali Jinnah University) also briefed that there is a link of Public Relation between Celebrity and Customer during the brand promotion and customer usually looking for more familiar and affiliated face for the brands, which is they were taking into consideration in terms of buying.



In our questionnaire, we have asked the perception of customer related to the celebrity endorsement, in terms of justifying the

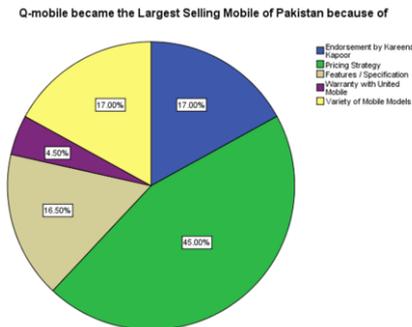
hiring of celebrity endorsement, that customer noticed celebrity and even they noticed the frequency of celebrity hiring by the brands as well. In questionnaire we placed the name of 5 leading mobile phone brands of Nokia, Samsung, Qmobile, Voice and HTC. The result we found shows the 96.5% of respondent identified Qmobile with highest celebrity endorsed mobile phone brand and only 3.5% of respondent identified Samsung for the same. As we found that Qmobile is extensively involved in multiple celebrity endorsed campaign (Attaa, 2014; Baloch, 2013; Editor-Qeemat, 2014; Iqbal, 2014).

Our expert opinion of Mr. Khurram Nasarullah Khan (Image Consultant and Founder of Come to the Wisdom Foundation) expressed that brand recall is directly proportionate with the hired celebrity and mobile phone brands are extensively involved in achieving this objective. He added that Qmobile is strategically achieved its objective and customer recall the brand with their hired celebrity, especially the decision of hiring Kareena Kapoor bring Qmobile in high level of brand recall. Our another expert opinion of Prof. Shahid Inayat (Marketing Researcher and Faculty of Mohammad Ali Jinnah University) discussed that subliminal marketing made some impressions in the unconscious mind of the customer and celebrity is the main tool in current scenario. Celebrity is the symbol of attraction these days and this attraction build the attraction for brand and it's recalling scenario.



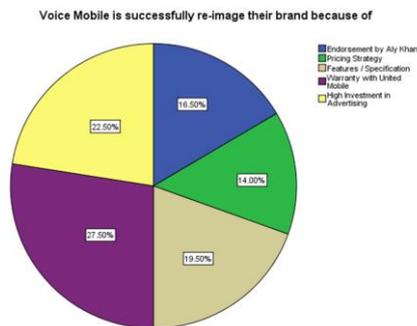
In our questionnaire, we inquired that how much celebrity plays a vital role in terms of gaining attention in the mobile phone brand advertisements. Only 27% of respondents from 200 sample size identified Celebrity Endorsement as most attention gaining factor in mobile phone advertisement, while the highest responses i.e. 35.5 % identified Mobile Features and Specification. Next the remaining three factors are closed to each other i.e. Pricing at 14%, Warranty / Customer Service at 12% and Quality at 11.5%.

Our expert opinion of Mr. Kashif Farhat (Marketing Planner and Faculty of Mohammad Ali Jinnah University) expressed that Celebrity Endorsement is dependent on the Brand Attributes, because Source Credibility (Aristotle, n.d.) is relied on the experiences and effects of celebrity endorsement could be limited in terms of life if brand failed to fulfil the promises made by the celebrity.

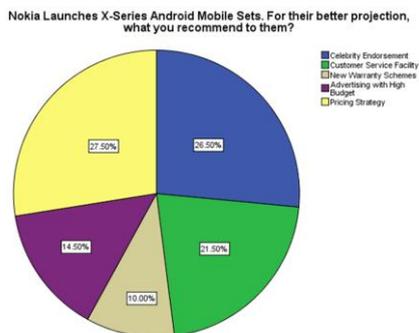


As Qmobile became the largest selling mobile phone brand in Pakistan (Baloch, 2013), we have asked the reasoning behind the said claim by the customers and we found that 45% of respondent replied that Pricing plays a main role, while Celebrity Endorsement and Product Line of Sets received 17% each, while Features and Specification are also very closed at 16.5%. Only 4.5% of respondents identified the reasoning of Warranty with United Mobile. Here we can say that Celebrity

Endorsement plays a role for gaining attention in advertisements only while the decision for buying any mobile phone brand is dependent on pricing. The expert opinion of Samia Naz (Customer Service Manager, Qmobile) expressed that definitely pricing of Qmobile beat the leading mobile phone brands of Nokia and Samsung in Pakistan, but advertisements plays a role of invitation and if any customer didn't received any invitation then how he can knew about anything or any brand. In such scenario celebrity endorsement of Qmobile, especially by Kareena Kapoor is act as like invitation for the customer and via this strategy Qmobile break the clutter of other brand and after reaching of customer at the showcase of mobile phone seller then the reliability build in stronger way when Qmobile is available at attractive prices. Hence this relationship made the celebrity endorsement reliable and increase the credibility (Aristotle, n.d.). The another expert opinion of Mr. Kashif Samad (Advertising Critic and Director at Mesh Consultants and Trainers) stated that Celebrity endorsement is worked on stages of approval, initially attraction plays a role (Kahle & Homer, 1985; Kassim & Abdulla, 2012), then credibility of the celebrity (Aristotle, n.d.; Goldsmith et al., 2000) and in combination of attraction and credibility; the overall image of the celebrity transfer to the image of brand (McCracken, 1989; R. Ohanian, 1991).



We have inquired about the another mobile phone brand of Voice Mobile, as Voice Mobile re-image their brand with several initiative shared by the Expert Opinion of Mr. Moin Qureshi (CEO, Creative Headquarter and Creative Head of Voice Mobile). We asked to identify the several reasoning for the success re-image of Voice Mobile to 200 respondents. The main reason with slightly high percentage of 27.5% is having a Warranty with United Mobile, while little close percentage of 22.5% is goes to High Investment in Advertisement. Next level of percentage i.e. 19.5% goes to Features and Specification, 16.5% goes to Endorsement by Aly Khan and 14% goes to Pricing Strategy. Mr. Moin Qureshi said that Voice Mobile was already in the market since 2006, but because of no warranty, the said brand faces failure in the market and hence we had decided to have Warranty of United Mobiles. In relation to the Celebrity Endorsement, Mr. Moin Qureshi express that Celebrity helps to break the clutter with his/her attractive personality (Kahle & Homer, 1985; Kassim & Abdulla, 2012; Roobina Ohanian, 1990); while it dependent on the reliability of brand and hence the brand proves its credibility then the credibility of celebrity also identified in return back movement from brand to celebrity in the eye of customer (McCracken, 1989; R. Ohanian, 1991)



After experiencing the advertising strategy of Qmobile and Voice Mobile, especially in terms of their dependency and

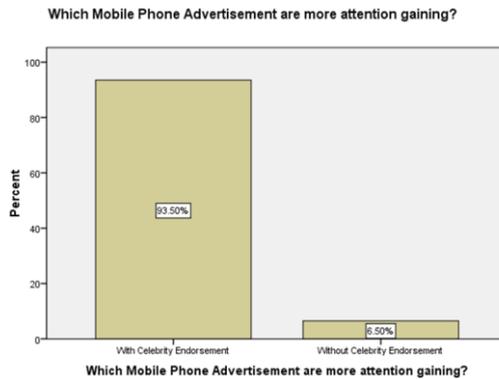
independency towards celebrity endorsement, we have asked to 200 respondents about the advertising campaign of recently launched Nokia's X-series Android Mobile Phone Sets to the customer, that how Nokia will market or improve their market on customer's perspective. The two closely responses received that 27.5% favored Pricing and 26.5% favored Celebrity Endorsement. Then slightly less i.e. 21.5% favored Customer Service Facility, 14.5% favored Advertising with High Budget and 10% favored New Warranty Schemes.

Our expert opinion of Mr. Khurram Nasarullah Khan (Image Consultant and Founder of Come to the Wisdom Foundation) expressed that Celebrity Endorsement isn't worked alone, it has dependent on the acts and performance of brands, So Pricing and Celebrity both are necessarily for Nokia but the big brand identity of Nokia isn't totally dependent on celebrity. Because big brand usually faced no-impact of celebrity endorsement, neither as Samsung faces, neither Samsung is identified by Humaima Malick (Khan, 2013) or vice versa nor by High Budgeted Advertisement. Samsung is identified by its specification. Celebrity isn't a sole factor but it dependent.

Our another expert opinion of Mr. Rehman Ullah (Marketing Manager, Nokia Pakistan) expressed that Nokia never consider Celebrity as their priority, Celebrity is perceived as a factor for attraction (Kahle & Homer, 1985; Kassim & Abdulla, 2012) and Nokia is already renowned and doesn't need high level of attraction. He expressed that in mid of 2000s, when unbranded Chinese brand invade the Pakistani Mobile Phone Market with low price and high experiences, Nokia brought Nokia Lumia with the face of Priyanka Chopra in South Asian and Arabic Region. Usage of celebrity by brands like Nokia, is totally dependent on the bases of having attraction.

In climax, we inquired about the customer's preference towards Mobile Phone Advertisements in terms of having or not

having celebrity. Sparingly, from 200 respondents, 93.5% of respondents preferred mobile phone advertisements with celebrity, while only 6.5% preferred without celebrity. Definitely celebrity plays a vital role in brand propagation and advertisements with celebrity endorsements are perceived to be more effective, because of having more attention (Kahle & Homer, 1985; Kassim & Abdulla, 2012; Roobina Ohanian, 1990).



## Conclusion

In Correlation Analysis, we found the highest extend of correlation of Mobile Phone Buying is exists with Celebrity Attraction i.e. 0.645\*\*, then with Celebrity Reliability i.e 0.551\*\* and the comparative less but strongly positive correlated with Celebrity Image i.e. 0.539\*\*; same finding received in Regression Analysis, the highest value of T-Test is arrived by the impact of Celebrity's Attraction on Mobile Phone Buying Behavior i.e. 11.888, then the mid value of T-Test is arrived by the impact of Celebrity's Reliability on Mobile Phone Buying Behavior i.e. 9.285 and the lowest value of T-Test is arrived by the impact of Celebrity's Image on Mobile Phone Buying Behavior i.e. 9.009.

With the light of discussion based on Graphical Presentation (Non Likert Scaled Questions by 200 Respondents) and Expert Opinion (Qualitative Data), we found that Celebrity's Attraction is more into consideration then the reliability and image on customer's perspective, because more attractive the celebrity will readily and easily break the clutter of competing campaigns and customer divert his/her attention towards the advertisement. The same finding received from the Regression and Correlation Analysis (Likert Scaled Questions by 200 Respondents), that the highest value of T-test is received with the impact of Celebrity's Attraction on Mobile Phone Buying and highest value of Strongly Positive Correlation exists between Celebrity Attraction and Mobile Phone Buying Behavior.

Hence the Celebrity Attraction is the first contact between the customer's eye and the visuals of advertisement of mobile phone brands. Although other factors of Mobile Phone Buying Behavior related to the Pricing, Warranty, Specifications and Advertising Frequency exists, but Attractive Celebrity is the first door to invite the customer for finding other factors related to the mobile phone brands. On the bases on above factors, we found Q-mobile on right way towards hiring the Indian Face of Kareena Kapoor, because Indian / Bollywood Faces are perceived to be more attractive than the other available or existing faces.

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