

Celebrity Endorsement as a Real Instrument to Attract Consumer Purchase Intention in Pakistan

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Abstract:

In extremely dynamic and fierce competitive global market, every organization is ready to invest huge amount of budget in advertisement. The basic objective of advertisement is to create awareness and communicate information about product and service to the target market. A quantitative research method is use to determine the influence of celebrity endorsement on the consumer purchase intention in southern Punjab, Pakistan with respect to the beverage industry. The data collection is made by the organized questionnaire, distributed among the respondents. Descriptive statistics, correlation analysis, pie charts, and single regression models are used with the help of SPSS to determine the outcomes of the research. The outcomes of the research prove that celebrity endorsement is an effective tool that is used to alter the purchase decision of consumer in Pakistan and has a strong positive relationship with the purchase intention. It is also very important to keep in mind the real attributes of celebrity while selecting celebrity for advertisement.

Key words: Celebrity, Consumer, Celebrity endorsement, Purchase intention

1. Introduction

Brand remains alive in consumers mind due to advertisement. The aim behind the advertisement is to gain the interest, attention, and action of consumer. Ajzen (2002) describe the fact that effective advertisement plays very important role to change the purchase habits of the consumers. Marketers try to mold and influence the consumers by developing positive perception and attitude regarding their products. According to McCracken (1989), celebrity creates greater effect on consumer buying behavior. Advertisement with celebrity is a great feature of advertisement in theses modern days. The importance of this advertisement is to get the competitive advantage on others. Silvera and Austad (2004) stated that celebrities are those who enjoy the public recognition between the large groups of the people and have unique talents. Many famous brands know the importance of celebrity endorsement in marketing communication tools. Today's era celebrity endorsement becomes a millions of dollars industry. According to the study of Smith et al. (2006), the behavior of the consumer regarding the purchase of product depends on the likeness of the product advertisement. Marketers spend a huge amount on celebrities which shows celebrity plays an important role in advertisement. Aaker and Myers (1987) stated that celebrity endorsement in advertising has an adverse influence on societal life style and ethics.

The use of celebrities in advertisement is very common in selling the products and towards the consumer satisfaction and awareness about the products. Now it becomes an important part in advertisement especially in Pakistan. Pakistan is growing very fast in celebrity endorsement. Several

marketers use celebrity to influence the consumer for purchasing the product. Now a day's consumers are more advanced and most innovative. So they prefer mostly advertised products. The key motive for conducting this study is constructed on the fact that no research has been conducted to recognize the effect of celebrity endorsement on consumer purchase intention in Pakistan with the special focus in beverage industry in the area of southern Punjab. It helps in giving guidelines to the firms for the making policies about celebrity endorsement to attract the consumer purchase intentions.

2. Review Of Literature

One of the most difficult concept of marketing is to understand the consumer behavior. Consumer behavior is influenced by many factors i.e. personal motives, needs, attitudes, values and personal characteristics. It also influenced by the social, economic, and culture, age, gender, and professional status as well as the societal impression of the various families, friends, and colleagues (Shukla and Devi, 2010). It has become more significant for organizations to design strategies which create competitive advantage through marketing communication and try to make a positive impact in the mind of the consumer (Erdogan, 1999). Hsu and McDonald, (2002) told the possibilities of the use of force from various celebrities to dominate the brand, and lead to the effect of a predator. People cannot remember a celebrity, but product, advertised in proper manner. Erdogan and Baker (1999) describe that it is very beneficial to use more than one celebrity to endorse a specific product that can expand the scope of target audience. Sometime, using several celebrities for endorsement of product may produce a misunderstanding with respect to the distinctive character of the product in the mind of consumer. So that, it is important to make sure the suitable connection of the celebrity

to the product. Till, et al. (2008) observed that the personality of celebrity has the positive impact on the consumer buying behavior. Zahaf and Anderson (2008) determine that trustworthiness of the advertisement and endorser rises readiness of the customer to purchase. Choi and Rifon (2007) examined different components on the topic of icon likeness those are genuineness, capability, happiness, plus pleasantness.

Usman, et.al (2010) observed that youngsters are motivated towards advertisements and these advertisements bring a change in their living styles and purchase habits in Pakistan. Most of them feel psychological attachment with the endorser that creates a great impact on the purchase decision of the youngsters. According to the study of Bhavana (2011), celebrity endorsement definitely provides extra visibility to the product become more familiar among the consumers. The company must consider the all relevant factors for advertisement and also make sure the suitable selection of celebrity for product endorsement. Suitable selection of celebrity for product endorsement is helpful in making product visible in the mind of consumer before its purchase. He also concluded that male celebrity is more effective as compare to the female celebrity for product endorsement.

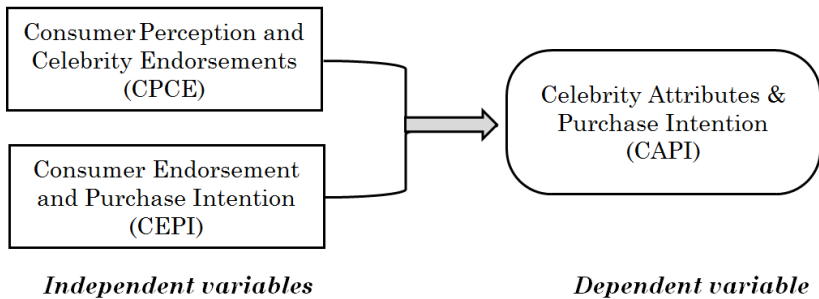
Mohammad and Al Zoubi, (2011) describe the credibility of celebrity, attractiveness of celebrity and match up of celebrity with the product as benchmark for selection of a celebrity for product advertisement. Consumers always focus on these three factors while seeing an advertisement. The celebrity endorsements affect the consumer buying behavior as well as repurchase intentions. It is also require to take into consideration that even though consumers might have a promising character towards the celebrity, this attachment of the consumer with the celebrity does not always means the repurchase intention of the consumer (O'Mahony and Meenaghan, 1998).

3. Methodology

The objective for conducting this research is to measure the effect of celebrity endorsement on the consumer purchase intention, with special focus on the use of beverages in southern Punjab Pakistan. It is a survey based study and a structured questionnaire is designed for data collection. The questionnaire is comprised on few demographic variables and various determinants of celebrity endorsement. A question based on the six key characteristics of the celebrity endorsement also asked to respondents to measure the effect of endorsement i.e. Expertise of celebrity, Trustworthiness, Similarity with the product, Likeability, Product Match, and Meaning Transfer.

Convenient sample technique is used with the simple random selection of respondent for collection of required data. Respondents are targeted from universities, colleges, public places, and private business. Most of the data is collected by researchers themselves while some of the data is collected with the help of friends and colleagues. 1000 fully filled questionnaires are included in this study and used as sample size $n=1000$. Data is collected and put into SPSS version 20 for analysis. Descriptive statistics, correlation analysis, and simple regression model is used to determine the association among the selected variables. Charts are used to explore the results of celebrity characteristics. According to Cooper and Schindler (2003) reliability, consist of providing stable results of the study. Reliability refers the degree to ensure the consistency in data collection and analysis methods. Cronbach alpha is used to determine the reliability of facts before analysis. The rate of Cronbach alpha is 0.87 which shows that the collected data is extremely reliable and be able to use for analysis.

3.1 Conceptual Framework



3.2 Hypothesis

Following are the hypothesis of this study.

H1: There is no relationship among the Celebrity Attributes & Purchase Intention (CAPI) and Consumer Perception and Celebrity Endorsements (CPCE).

H2: There is no relationship among the Celebrity Attributes & Purchase Intention (CAPI) and Consumer Endorsement and Purchase Intention (CEPI).

4. Data Analysis & Discussion:

4.1 Demographics variables

Table 4.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Gender					
Valid	Male	828	82.8	82.8	82.8
	Female	172	17.2	17.2	100.0
	Total	1000	100.0	100.0	
Age					
Valid	Less than 18 years	170	17.0	17.0	17.0
	18-30	565	56.5	56.5	73.5
	30 and above	265	26.5	26.5	100.0
	Total	1000	100.0	100.0	
Profession					
Valid	Student	432	43.2	43.2	43.2
	Professional/Business	340	34.0	34.0	77.2
	Unemployed	59	5.9	5.9	83.1
	Others	169	16.9	16.9	100.0
	Total	1000	100.0	100.0	

Area					
Valid	Rural	305	30.5	30.5	30.5
	Urban	695	69.5	69.5	100.0
	Total	1000	100.0	100.0	

The questionnaire of the study comprised on four demo basic demographics question that describe the respondents. Results shown by the table 4.1 described that 82.8% of the respondents are male while 17.2% of the female respond to the questionnaire. 56.5% of the respondents fit in to the age group of 18 to 30 and 26.5% fit in to age group of above 30 years and the rest 17% belongs to the age group of less than 18 years. The results describes that several respondents have its place in the young age group. 43.2% of the respondents are the students and 34% are the professional or business persons, whose purchase decision may be affected by the celebrity endorsement. The rest are fall in the category of unemployed and others. 69.5% of the respondents belong to the urban area of southern Punjab and other from rural area. Overall results described that mostly students and professional male belongs to the age group of 18 to 30 lived in urban area are the respondents whose purchase decision can be influenced by the celebrity endorsement in the advertisement of a products.

4.2 Descriptive Analysis

Table 4.2

	N	Mean	Std. Deviation
Expertise	1000	3.5455	1.47856
Trustworthiness	1000	3.5904	1.45943
Similarity	1000	3.5863	1.46861
Likeability	1000	3.5614	1.48741
Product Match	1000	3.5561	1.45502
Meaning Transfer	1000	3.5795	1.46353
Valid N (list wise)	1000		

Table 4.2 shows the descriptive statistics of the various attributes that are related to the consumer purchase intention.

Almost the results of the attributes are closely related with each other which describe that all selected attributes have an equal impact on the consumer purchase intention. The average of all attributes is 3.5 with standard deviation of 1.4.

4.2.1 Expertise of Celebrities and Purchase Intention

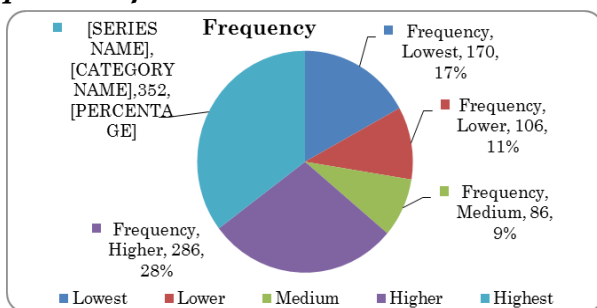


Chart 4.1

A question is asked to the respondents whether Expertise of the celebrities have the any relation with the consumers purchase intention. Here expertise of celebrity refers the knowledge and attachment to the concern field of the celebrity. The objective of this question is to appraise if Expertise of celebrity, being a characteristic, can manipulate their purchase intentions of the consumer. The results shown in the pie chart 4.1 described that 35% of the respondents are agree with this concept that expertise of the celebrity endorser is the important factor to change the purchase decision. 28% of the respondents are also highly agreed with this fact. Total 63% respondent's rate is higher to support that expertise of celebrity endorser can make an impact on the purchase decision. 9% have the medium rate or not sure about this fact. While total 28% of respondents considered that expertise of celebrity, have lower impact on the purchase intention. Based on the findings of descriptive scrutiny, it can be said that Expertise can manipulate the purchase decision of the consumers.

4.2.2 Trustworthiness of Celebrities and Purchase Intention

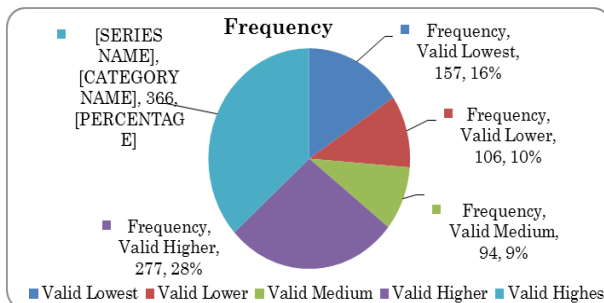


Chart 4.2

A question is asked to the respondents whether Trustworthiness of the celebrities have the any relation with the consumers purchase intention. Here Trustworthiness of celebrity refers the honesty and believability of the celebrity. Total 65% respondent's rate is more than average to support that Trustworthiness of celebrity endorser has an impact on the purchase intention of consumer. 9% have the medium response or not sure about this fact. While other 26% of respondents reflected, that Trustworthiness of celebrity has lower impact or no impact on consumer purchase decision. By analyzing the descriptive results from the chart 4.2, it is concluded that Trustworthiness has a strong impact on the purchase decisions of the consumers.

4.2.3 Similarity of Celebrities and Purchase Intention

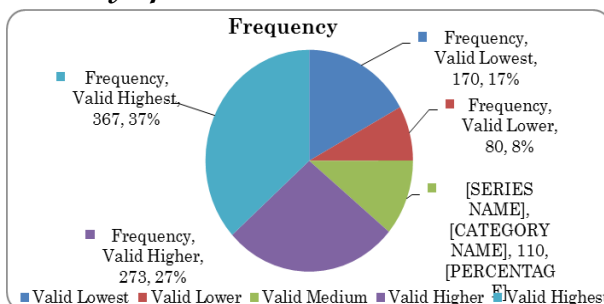


Chart 4.3

Similarity of celebrity refers the sense of match that a consumer feels about the endorser with the advertised product. The motive for asking this question is to determine the influence of this particular factor on the consumer purchase intention. The results from the chart 4.3 describe the fact that similarity of the celebrity is an important attribute that can manipulate the purchase intention of the consumer. 37% respondents' gave highest points to the question and 27% gave higher. 64% respondent's rates more than average or medium which support that Similarity of the celebrity have a great impact on the consumer purchase decision. 25% of respondents considered that Similarity of celebrity has lower impact or no impact on the purchase intention of the consumer. Generally, using the descriptive scrutiny, it is proved from the results that Similarity is an important determinant that manipulates the purchase decision of the consumers.

4.2.4 Likeability of Celebrities and Purchase Intention

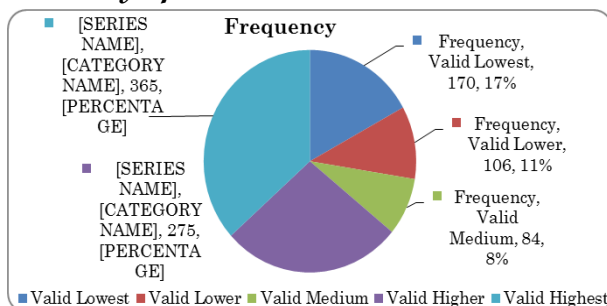


Chart 4.4

A question is asked to the respondents whether Likeability of the celebrities have the any relation with the consumers purchase intention. Here Likeability of celebrity states to the level of celebrity reputation in the community eyes and how much popularity of the superstar. The purpose of this query is to appraise if Likeability of the superstar as a quality can manipulate their purchase plans. The response rate of this

question is highest. 37% of the selected sample shows that Likeability of the celebrity endorser is the important factor to change the purchase decision. And 27% of the respondents are also highly agreed with this fact. Total 64% respondent's rate is higher to support that Likeability of celebrity endorser can make an impact on the purchase decision. 8% have the medium rate or not sure about this fact. While total 28% of respondents considered that Likeability of celebrity have lower impact on the purchase intention of the consumer. Usually, with the descriptive scrutiny, it is said that Likeability manipulates the purchase intent of the consumer.

4.2.5 Product Match of Celebrities and Purchase Intention

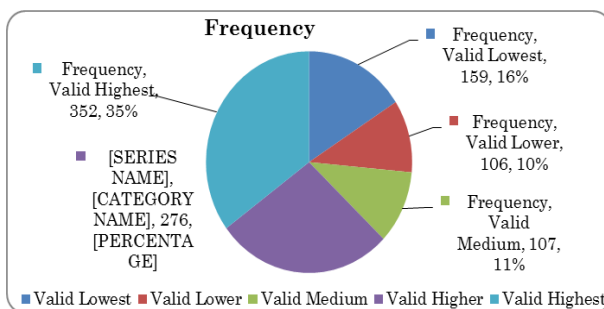


Chart 4.5

A question is asked to the respondents whether Product Match of the celebrities have any relation with the consumers purchase intention or not. Product Match of celebrity means to the level of match and fitness of celebrity with the product. Pie Chart 4.5 shows that 63% of the respondents agreed that Match of the product with the personality of the celebrity is the key factor to alter the purchase decision of consumer. 26% of respondents are not agreed with this fact of Product Match of celebrity endorser. By using the descriptive scrutiny, it is concluded that Product Match can stimulus the purchase choice of the consumer.

4.2.6 Meaning Transfer of Celebrities and Purchase Intention

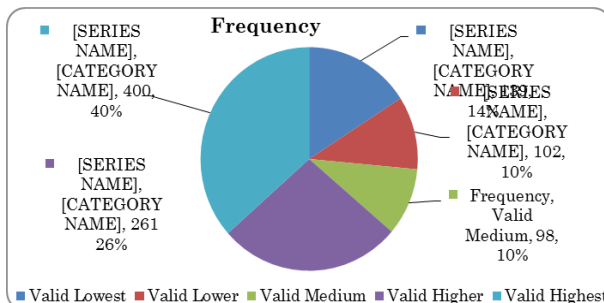


Chart 4.6

Meaning Transfer of celebrity denotes to the meaning a celebrity takes to a assured product by the assistance of his style and character. The aim of this question is to determine the effect of Meaning Transfer of the celebrity on consumer purchase intentions. 62% of respondent's rate is more than average to support that Meaning Transfer of celebrity endorser has an impact on the purchase decision of consumer. 10% have the medium rate or not sure about this fact. While total 24% of respondents reflected, that Meaning Transfer of celebrity has lower or no impact on the purchase intention of the consumer. Generally, using the descriptive scrutiny, it is stated that Meaning Transfer can manipulate the purchase intention of the consumers.

4.3 Correlation Analysis

The correlation analysis is significant tool used to determine the relationship among the each attribute of celebrity endorsement and consumer purchase intention.

		CPCE	CEPI	CAPI
CPCE	Pearson Correlation	1		
	Sig. (2-tailed)			
	N	1000		
CEPI	Pearson Correlation	.686**	1	
	Sig. (2-tailed)	.000		

	N	1000	1000	
CAPI	Pearson Correlation	.879**	.774**	1
	Sig. (2-tailed)	.000	.000	
	N	1000	1000	1000

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

Table 4.3 represents the correlation analysis between the Consumer Perception and Celebrity Endorsements (CPCE), Celebrity Endorsement and Purchase Intention (CEPI) and Celebrity Attributes and Purchase Intention (CAPI). The value of coefficient of correlation among CAPI and CPCE is 0.879 with the significance level at 0.00. It describes the significant positive relationship among these two variables and the value shows the strong relationship among these variables. On the other hand, value of coefficient of correlation among the CAPI and CEPI is 0.774 with the significant level of 0.000. This shows the positive correlation among the variables. The strength of the relation is also strong. These results are highly correlated and described the relationship among the variables.

4.4 Regression Analysis

In order to examine and evaluate the association among the proposed attributes and purchase intention, simple linear regression model has been used. The results of the test are summed up as under:

4.4.1 CAPI and CPCE

Table 4.4 Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.885 ^a	.780	.780		.27854

a. Predictors: (Constant), CPCE

Model		Un-standardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.033	.025		1.287	.197
	CPCE	1.066	.018	.883	59.738	.000

a. Dependent Variable: CAPI

The table 4.4 represents the results of the regression analysis to determine the relationship among the CAPI and CPCE. The results shown that the relationship among the CAPI and CPCE is highly acceptable. The value of Adjusted R square is 0.780, which show that 78% of variability in CAPI is explained by the CPCE. The overall model is good fit. The value of coefficient of regression is 0.883 with the significant level of 0.000. The outcomes of regression enquiry show that there is a significant connection among CAPI and CPCE. The positive value of relationship describe that there is a positive relation and the value of regression coefficient is more than 0.7, which shows the strong relationship among the variable. Based on the above finding it is hereby concluded that CPCE have the strong positive relationship with the CAPI.

4.4.2 CAPI and CEPI

Table 4.5 Model Summary

Model	R	R Square	Adjusted Square	R Std. Error of the Estimate
1	.763 ^a	.585	.585	.38606

a. Predictors: (Constant), CEPI

Model		Un-standardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.411	.031		13.429	.000
	CEPI	.683	.018	.766	37.165	.000

a. Dependent Variable: CAPI

The table 4.5 represents the results of the regression analysis among the CAPI and CEPI. The results revealed that the association among the CAPI and CEPI is extremely satisfactory. The value of Adjusted R square is 0.585, which describe that 58% of variability in CAPI is described by the CEPI. The value of coefficient of regression is 0.766 with the significant level of 0.000. The values also described the fact that there is a strong positive connection between these variables.

The findings of these results described that CAPI have the strong positive relationship with the CEPI.

5. Conclusion:

Celebrity endorsements has changed the way of advertising the products used to be few decades ago. It has been supposed to as a universal characteristic in the modern marketing (McCracken 1989). Celebrity endorsement is also very important and fast growing concept in Pakistan. This research is conducted to determine the effect of celebrity endorsement on the consumer purchase intentions in context to the beverages industry of Pakistan, especially focused on southern Punjab, which was not discussed in previous researches. This area has the great potential and highly contributed in the GDP of the country. Based on the results of correlation analysis and linear regression analysis, it is concluded that the null hypothesis are rejected that nullify the relationship of CAPI with CPCE and CEPI. Because the value of coefficient of correlation and coefficient of regression are substantial and demonstrate, there is a strong positive relationship of CAPI with CPCE and CEPI in beverage industry of Pakistan. The findings of the study also verified that all the selected attributes of celebrity are equally important while selecting celebrity for advertisement. Mostly respondents verify the importance of the selected attributes in the selection of celebrity for endorsement of product. Beverage firms must focus on these attributes i.e. Expertise of celebrity, Trustworthiness, Similarity with the product, Likeability, Product Match, and Meaning Transfer.

Mostly people believe that the advertisement must be eye-catching that should be remembered for long time. Using attractive advertisement, company would be able to change the mindset of the customer in the beverage industry or may be used by any other industry. Most of the time firms use the celebrity for endorsement of its product without keep in mind of

the core attributes of celebrity selection. This may cause to build the negative impact in the mind of consumer. This study proves that selection of celebrity is also very important in advertisement. Findings of the study achieve the overall objectives of the research and results proved that celebrity endorsement is an effective tool used in beverage industry of Pakistan, to attract or change the purchase intentions of the consumer.

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