IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMER PURCHASE INTENTION: MEDIATING ROLE OF E-WORD OF MOUTH AND CONSUMER ATTITUDE TOWARDS BRAND

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Impact of Celebrity Endorsement on Consumer Purchase Intention: Mediating Role of E-Word of Mouth and Consumer Attitude towards Brand

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Certificate

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Dedication

This thesis is wholeheartedly dedicated to my beloved parents and my supervisor who have been a source of inspiration and gave me confidence when I thought of giving up and gave me moral, spiritual and emotional support. I would like to dedicate my work to my friends and mentors who never have up on me and enlightened me with support, trust and confidence. Lastly, I would dedicate my work to my brothers who gave the little they had to ensure my success while completing my work, their efforts and struggles have allowed me to have a key to unlock the wonders of success. Above all I would dedicate my work to Allah Almighty who always gave me strength, knowledge and wisdom in everything I do.

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ABSTRACT

Prior researches indicate celebrity endorsement is the most famous promoting style for brands to reach their targeted audiences and to maximize their profit. Marketers are revamping this tactic to lead the brand advertisement more effective. I have observed that celebrity characteristics drive positively consumer attitudes towards the product or services which luxurious brands are offering now days. In this era of digital world, how advertises can have pay backs and sky rockets sales. I intent to conduct this research is to broaden the scope of celebrity characteristics and to explore the influential factors for the purchasing power of the consumer. An automated literature is constructed through the concepts of different authors. The literature of this study developed certain hypothesis to test the relationship of variables. A positive or negative impact of celebrity characteristics on the buying intention of consumer is analyzed, quantitative research technique was followed and data is collected from 319 respondents. This questionnaire was circulated among male and females who are active on social media networks. Certain tests were performed to analyze the positive / negative impact statically. Outcomes suggested that the entire hypothesis were in support of the theory.

Furthermore, electronic word of mouth as a mediator produces significant impact on the relationship of celebrity characteristics and purchasing intention of customer. Similarly, second part of outcomes indicated that consumer attitude also strengthens the relationship with celebrity expertise but weakens with the celebrity endorsement. Lastly, this study further gains the real insight of how intentions of consumer got influenced and what else marketing strategies could increase the brand awareness and has provided a better understanding of marketing tactics, how to provoke the purchasing behavior of consumer.

Keywords: Celebrity Expertise, consumer buying behavior, consumer purchase intention, brand awareness, customer attitude, E-Word of Mouth

CHAPTER 1
INTRODUCTION

1.1 Introduction

From the last decades, celebrity endorsement is the most practiced strategy in marketing for the promotion of luxury brands. Celebrity endorsement is used as an advertising strategy and it can be defined as famous individual who got admired by the audience and utilize this fame for the brand's promotion like how to consume their product or services. To broaden the scope of television industry, interactive platforms and live streaming of brand products, Celebrity endorsement strategies is utilized (McCracken, 1989). Celebrity endorsement plays different roles in an advertisement which includes testimonials, actors or spokesperson. Endorsers play the role of an actor in the brand advertisement because they share their personal experiences of product and consumer had a strong belief in the endorser's experiences like he/she will share superiority of the product or services consumed in their daily life.

Different authors described with their own knowledge but Friedman, (2008), said that endorsers and celebrity are two different variables but are interlinked with each other. They described endorsers as testimonials who praise the goodness of luxury brands. In order to grab attention from consumer, celebrities are used as a supporting material for the brand. It increases the attractiveness of the brand. McCracken, (2012). Celebrity endorsement is classified into different dimensions. In this study author highlighted the celebrity endorsement influences

Consumer attitude because of the strong believe which consumer had. First dimension is Celebrity Trustworthiness: one of the authentic/ reliable sources utilized to convey the message of your brand can influence the consumer purchasing intention. Second is Celebrity Expertise: if the celebrity is expert and skilled regarding the brand then it will influence the perception of consumer.

1.2 Background of Study

Research indicates that celebrity endorsement is gaining a competitive advantage for creating differentiation not only in local market but at international level as well. There is a link between the image of brand and celebrity through which endorsement creates a positive/ negative impact on the purchasing intention of customer while keeping in mind the effect the mediating role of consumer attitude towards the brand. Organizations are using celebrity endorsement more extensively because social media has started promoting celebrities to the extent where they have millions of followers all around the world. Through celebrity endorsement not only firms are gaining benefit but consumers are also gaining benefit because consumer can associate themselves with that particular brand.

Celebrity focuses on the awareness of brand which reflects the consumer attitude towards brand. Brands are investing heavy amount of cash because they consider celebrity endorsement advertising strategy as a winning formula to build brand image in consumer mind. Celebrities are responsible to be an ideal way for consumers to follow. Research has proved that if the celebrity is a superstar, it will create a more positive impact to influence purchase). According to the conceptual framework of Ohanian's, (1990) he found that authenticity and consumer attitude towards brand is playing the role as a mediator / driver between celebrity endorsement and consumer purchase intention of consumer. Positive outcomes for celebrity endorsement depend upon some factors which includes brand attitude, Ewom (Electronic Word of Mouth) and purchase intentions of consumer (Coker et al, 2015).

1.3 Research Objectives

Every research starts with the purpose or objectives to complete the study. To identify the real cause and purpose of this study is demonstrated to identify the factors which influence the buying intention of consumer. Variables are added in the framework of this research. The relationship of variables are clearly defined in below mentioned objectives which are the following: To investigate the impact of celebrity endorsement on consumer purchase intention

- To investigate the impact of celebrity expertise on consumer purchase intention.

- To investigate the impact of celebrity characteristics on consumer purchase intention keeping in view the effect of consumer attitude towards the brand as the Mediator
- To investigate the impact of celebrity characteristics on consumer purchase intention keeping in view the effect of Electronic Word of Mouth as the Mediator.

1.4 Research Questions:

- How celebrity characteristics play a role in developing consumer purchase intention?
- What type of role consumer attitude towards the brand and Electronic Word of Mouth play between the relationship of celebrity characteristics & consumer purchase intention?

1.5 Research Gap:

Different research papers are studied to explore the influential factors of celebrity endorsement and the purchase intent of consumer. Different perspective of authors was discussed in the literature related to the aspects of celebrity characteristic while keeping in mind the presence of mediator and mediator variable. In support to the content, these are all marketing strategies to revamp the profit and sales persona. This research added the mediator and another mediator to strengthen the relationship of celebrity characteristics with consumer purchase intention and developed hypothesis which was not conducted before. How digital celebrities promote the brands and strengthen the purchasing intent of consumer with electronic word of mouth (Jin & Puha, 2014). I shed light upon, how the presence of mediator which is electronic word of mouth produces significant impact on celebrity characteristics and convincing factors of purchasing intent (Boerman et al., 2012). Similarly, another mediator (consumer attitude towards the brand) is added in this research. How the attitude of consumer positively effects the relationship of celebrity characteristics and their purchasing intent (Hartmann et al., 2008). While keeping in mind, all the research is conducted and measured the significant impacts upon each variable individually.

CHAPTER 2
LITERATURE REVIEW

2.1 Introduction

Literature review helps in providing the better understanding of the existing research of celebrity endorsement. The framework is developed to identify the significant gap between celebrity endorsement and consumer purchasing intention. This research will further explain the mediating role of consumer attitude towards purchase intention of consumer (Verhaegen et al, 2013).

2.2 Celebrity Endorsement

In accordance with the research of Kragh et al. (1975), celebrity endorser can be defined as "A person who plays multiple roles in an advertisement of brands which includes the role as a spokesperson, actor and the provider of the testimonial". When celebrities play the role of spokesperson it means they are the representative of the brand / organization and similarly testimonial role played is like they are sharing their personal experiences by testing the superiority of the product in the live streaming.

Success of brand not only depends upon the popularity of celebrity but the correct match with the business industry and sector influences the consumer behavior for example if a celebrity with heavy weight promoting a sport fitness product is an incorrect match and can't be helpful in the successful campaign because it breaks the reality of message conveyed by the brands and produces a significant impact on consumer buying behavior (Drengner, 2006). With the research of the Roy and Pansari (2014) can identify those celebrities are those individuals who enjoys public recognition by the large audience because of their extra ordinary lifestyles, attractive features and credibility. They use the perception of consumer as a powerful weapon for the marketing of the product because social norms are different from the general public and celebrate the high degree of public awareness (Schlecht, 2003). A celebrity could be sportsman, comedy entertainer and actor etc who are recognized through their achievements (Friedman 1979). Research conducted by Ohanian (1991), now a days celebrities are used in the advertisement for marketing of brands is an effective promotional strategy to grab the attention of the large audiences.

2.3 The relationship of celebrity endorsement and consumer purchase intention

Latest market research indicates that celebrity endorsement is the most important marketing structure because it is more effective for the brands whose products are introduced with little differentiation (Saleem, 2007). According to Dean and Biswas (2001) celebrity endorsement worked as a promotional tool because it produces significant impact on consumer purchasing intention. All the movie stars, entertainers and athletes are involved for the broad selection of celebrities to make the advertisement more appealing by adding value (Pornpitakpan, 2004). According to Erdogan (1999), Product advertised through celebrity endorsement helps to gain financial benefit and also enhances product branding because it helps the consumer to choose which product is better and somehow it impacts positively customer to buy the product for future as well (Chu et al., 2013).

Celebrities delivers the message of brands so well, it produces the emotional bonding with the consumer and provokes their intention to buy the product (Ahmad et al., 2020). Celebrities are also the brand in consumer eye (McCracken, 1989). Research has shown that in comparison with the non-celebrity endorsers, brands who promotes their brands through famous celebrities produces more favorable impact on consumer purchasing intention and their feelings because consumer indirectly associates themselves with celebrities. Thus, it is proved that higher will the celebrity endorsers rating than higher will be the purchase intention (Shaughnessy, 1995).

According to kellman model theory, celebrity endorsement is characterized into three characteristics: celebrity expertise, trustworthiness and attractiveness. Somehow in comparison with attractiveness and trustworthiness, source of credibility produces more significant impact on consumer purchase intention. Further Research is conducted for understanding the credibility source.

2.4 Celebrity Expertise

Celebrity credibility depends upon two important aspects of expertise and trust. We are focusing only on the celebrity expertise because trustworthy source of information which is delivered to consumer can only be done by the celebrity who is expert in that profession. Credibility plays an important role in changing the negative attitude and wrong arguments about the brand of consumer towards brand. Celebrity features and attributes which a celebrity possesses are the way to accept or

reject the message delivered by the brand and celebrity. Celebrity expertise focuses on the skills they possess and built confidence in consumer to buy the product. According to Keller (1993), knowledge of brand in various aspects reflects the attitude of consumer. He described CBBE" customer-based brand equity" which described how positive brand image can be built by having strong memories regarding the brand in marketing campaign. If consumers have knowledge about the product, then he/she can respond more positively on brand.

Expertise can be defined as consumer perceives the celebrity who is conveying message is known as a source of valid assertion (Hovland & Weiss, 1951). According to Amos et al, (2008), celebrity expertise can be described as those individuals who have authority in a product category. According to Tzoumaka, Tsiotsou and Siomkos (2016), one school of thought established a relationship between the expert endorser and consumer purchase intention. Research of McGuire and Trivedi (2018), indicates an expert influencer celebrity produces more significant impact on customer purchase intention in comparison with an attractive influencer.

According to Kelley (1953), Celebrities with lower credibility source has less impact on the people willingness to accept the message or to pay the attention towards product as compared to celebrities with higher credibility source. Somehow has researched that celebrity experts can be easily trusted by consumers. In marketing context celebrity expertise has a positive relation with brand, consumer purchase intention and product evaluation (Braunsberger, 1996).

2.5 The relationship of Celebrity Expertise and consumer purchase intention

Celebrity expertise focuses on the skills they possess and built confidence in consumer to buy the product (Erdogan, 1999). Expert celebrities who are the brand ambassadors could be trusted and easily motivates the consumer to purchase the product (Al-Absy et al., 2020).

In accordance with Knoll and Matthes (2017) research, proved that celebrity who are involved in different multiple endorsements and conveying messages of brands to consumers doesn't create a significant impact on buying behavior because now a days marketing managers selects those celebrities who are expert in a particular product category and it might get match and fit with the Brand which ultimately influences the consumer purchase intention but somehow knowledge plays an essential role to determine the quality and originality of the product in comparison with elegance of the star. Experts

are included as the specialist by profession so the celebrity information can't be easily doubted by a consumer and the research indicates expert celebrities generate more positive response from consumer in comparison with non-expert celebrities so it ultimately impacts positively the purchase intention and consumer attitude towards the brand (Venkata, Subbaih & A.S Sathish, 2020). Celebrity expertise is also known as source credibility which produces significant impact on purchase intention because of the persuasive knowledge shared by the celebrity to consumer. On the other hand, persuasive knowledge can be described as the this knowledge enables the consumers to recognize, interpret and evaluate which brands product is effective and appropriate (Friestad & Wright, 1994). If the celebrity conveys the unethical or inappropriate message it directly produces negative / misleading impact in consumer mind for the brand which produces reaction (Nelson et al., 2009).

2.6 Consumer Attitude towards the Brand

Research of Kotler and Keller (2016) define a brand as a name, form, sign, symbol, or design, or a combination   thereof, which is intended to identify products or services from one seller or group of sellers, and to differentiate them from their competitors. According to Kapferer (2012), have described those respected brands reduce the quantum of risks in consumer mind for a purchase situation. It refers to level of market reputation which brand has in their past. Their ethical conduct impacts the consumer perception.

2.7 The relationship of Consumer attitude towards the brand and consumer purchase intention

Positive relationship between consumer and brand produces emotional bonding. Consumers feel familiar and closer to the brand (Lancaster et al., 2005). In accordance with Perner (2009), if the consumer has knowledge about the brand, then consumer behavior will be highly satisfied and built long term relationship with the brand. Customer satisfaction is the main objective of every marketing strategy because it also increases loyalty with the product. Relationship of brand with consumer consists of different elements which includes brand satisfaction, brand attachment and brand trust (Rekarti, 2012). According to Schlecht (2003), Marketers analyzes the connection between consumer perception and brands attitude.

According to Park, McInnis and Eisingerich, (2016) described that consumer brand relationship got strengthened by highlighting the measures of brand admiration. They focused on the brand love which positively impacts the attitude of consumer towards the brand. In accordance with Debee and Kevan, (1984) transformation of favorable attitude towards the brand has a direct relationship with purchase intention. The success of different famous brands like google, Disney is admired due to their consumer's attitude. According to the Core brand report, (2013), brands reflect the level of familiarity and favorability among the consumers which further positively impacts the purchase intention of consumer. On the other hand, the love for the brand described by Bagozzi, (2012), which indicates that loved brands are difficult to replace and consumer feels stressed when he observe the shortage of that brands' product. They intent to pay even premium amount for that loved brand because of their market reputation, high quality features and celebrity memories are attached with that which makes the long-lasting relationships.

Commitment trust theory is defined by Morgan and Hunt, (1994), trust for that particular brand in consumer minds like they actually deliver what they show in their message through celebrity had a direct relationship with the functions of the brand. Which in future helps the consumer for buying process (Kabadayi & Alan, 2012)? Recent studies have reported a significant correlation between the brand respect and purchasing buying intention. There are three elements which are creating the positive attitude of consumer and change their perception which are: brand trust, brand respect and brand awareness which influences the consumer to admire the brand. In accordance with Frei and Shaver, (2002); zacchilli and Hendrick, (2009

2.8 The relationship of consumer attitude towards the brand and celebrity endorsement

Study of Wongloraichon and rapabayut (2008), if the consumers find out that this brand is endorsed by the celebrity, the consumer awareness will be increased and consumer will recall the performance of brand and produce more superior values in his/her mind regarding the brand.

Consumer can easily differentiate which brand is more recognized by other consumers this will enhance the perception of consumer for future purchase (Grewal et al., 1998). Brand loyalty is also the major aspect of advertisement which influences the consumer attitude towards the brand. An individual favorable or unfavorable attitude towards the brands impacts positively or negatively

the purchase intention. The loyalty of brand makes him eager to repurchasing of that particular product. Trivedi, (2018) described that consumer attitude towards the brand is a mediator which produces favorable or unfavorable responses to evaluate a particular product. Bang, (2019) consumer behavior proves that purchase intention is the function of attitude towards the brand. To what extent consumer has awareness about the offering of particular brand. Consumers change their attitudes with experiences but ready to repurchase that product by recalling the memory of celebrity who was endorsing the product (Bone & Kurtz, 2002). Few authors have researched that celebrity endorses influences the attitude of consumer through brand and purchase intention (Lim et al, 2018).

2.9 The relationship of consumer attitude towards the brand and celebrity expertise

According to the Silvera and Austad (2004), marketers should find the right endorser who chooses the right endorsers for their brand because characteristics of advertisement helps in delivery effective messages because it influences the consumer perception in the form of like whether the endorser truly likes the product or not and provokes them to buy the product. The research of Gan (2006), indicates that celebrities who has more communication skills, professional knowledge and appearances produces more significant impact on consumer buying behavior and attitude offering of particular brand. Consumers change their attitudes with experiences but ready to repurchase that product by recalling the memory of celebrity who was endorsing the product (Bone & Kurtz, 2002). Few authors have researched that celebrity endorses influences the attitude of consumer through brand and purchase intention (Lim et al, 2018).

2.10 Electronic word of mouth

According to Lueck (2015), Celebrities share their lives and moments on social media through which they show what products they consume in their daily life so basically that is known as a sponsored content because it is promotional video to show the quality of endorsing product which satisfies the consumer and built trust in customer eyes. The most authentic and first customer of the brand is celebrity because before launching and promoting celebrity consume their product. Mostly people follow

celebrity on social media where word of mouth is developed by sharing the sponsored content (Langford & Baldwin, 2013).

2.11 The relationship of electronic word of mouth and celebrity endorsement

Recognizing an advertisement of specific brand through celebrities creates an emotional bonding with consumer and then they start engage in spreading electronic word of mouth (Boreman et al. 2012). It produces significant impact on consumer purchase intention. Consumer shares through commenting upon an advertisement which is delivered through celebrities on their social media accounts. Electronic word of mouth is known as the key performance indicator in order to gain success for promotional advertisements (Peter et al. 2013). Consumers who participate in liking, sharing and commenting got the awareness of new products advertisement and they start announcing with friends etc. on newsfeeds and this shows that ewom produces positive impact on consumer purchase intention (Minto et al, 2012). It is believed by consumer that celebrities are more trustworthy source in comparison with marketers (Freiden 1984; Ohanian 1991). An advertisement which is shown pn electronic media through celebrities are considered as more genuine and authentic and it positively reflects the brand attitude which influences the consumer mind to purchase the product (Wood & Burkhatlter, 2014). Furthermore, these digital celebrities cultivate the relationship with brands and make the it as a brand evangelism basically brand evangelism is known as it makes the customer fan about the products and services and customer got crazy to share their experiences with other and creates a positive word of mouth on social media (Becerra et al., 2013).

2.12 The relationship of electronic word of mouth and Celebrity Expertise

Basically celebrity expertise is also known as the reliable source and source credibility, professionalism because they are competent to attract more audience by their authentic information and develops long lasting relationships which automatically produces positive word of mouth on social sites (Cheung et al., 2008). Digital celebrity endorsement impacts more the purchasing intention of online customers who share their reviews and comments (Wei & Lu, 2013). Celebrity Expertise, trust and Attractiveness are the factors which make an endorsement more effective by supporting online (Chang et al., 2015). Online celebrities who are known as opinion leaders who influences consumer decision by their professional opinion and similarly, they use the power of social media to advertise the brand's product.

Quality of information which they deliver and share the product reviews with their daily routine and post on their social networking sites which impacts followers and their intention to consumer it with joy and happiness and the most important thing is they intent to create the word of mouth for their favorite digital celebrity so thus it proves that they both had a positive relationship with each other (Tian & Yoo, 2015). Younger generation is more interested in honest reviews of celebrities because their young followers desire to consume the same product which they show in their daily lifestyle (Hood et al., 2017).

2.13 The relationship of electronic word of mouth and consumer purchase intention

According to the study of Armstrong and Kotler (2013), Word of mouth can be defined as the suggestions or words shared by friends, brokers individuals and siblings or customers also share their previous purchasing behavior with other customers for the future purchase (Xie et al., 2011). On the other hand electronic word of mouth has shown more significant impact on consumer buying behavior because all the information is accessible in the form of customer reviews through online portals without physical presence so it is a known as virtual communication (Nakhaee & Kheiri, 2012).

Research of Meiners et al, (2010) indicates that the traditional word of mouth, attracts only a specific audience could be attracted but today with the internet growth all around the world, electronic word of mouth revolutionized the field of marketing because advices / reviews shared on social media site helps in influencing customer preferences and decisions for future purchase (Riegner, 2007). In accordance with Litvin et al. (2008), information which is gathered through electronic word of mouth helps the consumer to choose the brand and decide to purchase in the future. The study of Luo and Zong (2015) indicates that electronic word of mouth increases the probability to purchase the product by the consumer and built the meaning of the brand in their minds with evidences (Baabdullah, 2018).

2.14 Consumer Purchase Intention

Consumer buying behavior can be defined as the decision is made to purchase or consume a particular product Jain, (2010). It is known as the last and final stage where buyer decides to consume those services. It is an individual activity which is interlinked directly with consuming the goods which are

offered. Through this decision-making process consumer can decide what to buy or not? (Kotler & Armstrong, 2016).

Purchase intention process major indicator is the value which is perceived through the celebrity endorsement Arteaga and Moreno, (2017). Different authors proved the positive relationship through factors of celebrity endorsement which effects consumer purchase intention by highlighting the model of celebrity attributes which includes: similarity, likability and familiarity through which consumer attitude towards the brand starts getting changes and attracted towards your brand and plans to consumer that particular brand (Erdogan, 1999).

The consumer behavior or buyer behavior is influenced by several factors or forces. They are: 1. Internal or Psychological factors 2. Social factors 3. Cultural factors 4. Economic factors 5. Personal factor. But these factors not only enough for modern consumer buying behavior because now a days they can't get satisfaction through their needs and wants instead the actually had a perception in their mind towards the brand and celebrity that what that product mean to them.

According to Solomon and Rabolt,(2004) the celebrity attributes of cine stars / cricketers influences the mindset of the consumer it makes the long lasting relationship with brand through emotional attachment which proves the positive relationship between them. (A.S Sathish, 2020).
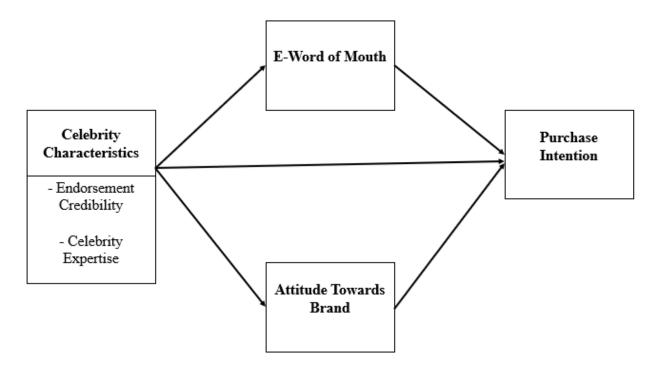
2.15 Theoretical Framework

Figure 1.1

2.16 Hypothesis

H1 There is a positive relationship between celebrity endorsement and consumer purchase intention

H2 There is a positive relationship between celebrity endorsement and consumer purchase intention

H3 There is a positive relationship between celebrity endorsement and consumer purchase intention

H4 There is a positive relationship between celebrity endorsement and consumer purchase intention

H5 Electronic Word of mouth positively mediates the relationship of celebrity

Endorsement with consumer purchase intention such as the effects will be higher, if consumer

Towards the brand will be higher

H6 Consumer Attitude towards the brand positively mediates the relationship of celebrity

Endorsement with consumer purchase intention such as the effects will be higher, if consumer

Towards the brand will be higher.

CHAPTER 3
METHODOLOGY

3.1 Research Design

This part will describe the choice of research approach which I have chosen to complete this study. This chapter will discuss how the data is collected from the audience. What are the resources utilized to gain the real insight from the data?

3.2 Sampling Design

This research will be Quantitative research. It is single unit dimensional. In order to complete this test 20 items are added in the questionnaire. In order to conduct the research, Convenience sampling technique is used to collect the data. Questionnaire is divided into 5 parts. Celebrity Endorsement consist of 4 items, Celebrity Expertise consist of 3 items, consumer Attitude towards the Brand consist of 5 items, electronic word of mouth consists of 4 items and similarly consumer purchase intention consists of 4 items

3.3 Target population

People under the age of 18-25, 26-35 years, 36-45 years and 46 years and above is the targeted audience. The respondent will not be gender specific. 319 questionnaires will be filled by the respondents through online survey or through live interaction.

3.4 Data Collection Method

Survey was conducted among the respondents through questionnaire. All the data is collected through "Primary research". This study implemented an Inductive approach because this research will be concluded with general observations. This research will be "Cross sectional study" and

Questions are comprised of close ended questions. The unit of analysis is "Individual"

to complete this existing research

3.5 Proposed Analysis Technique

The accurate outputs can be analyzed by the user-friendly software's like SPSS 17.0. (Statistical

Package of Social Sciences). Through this software I can understand the real insight of this research. It helps in comparing different variables. Through this software, I will conduct certain test which includes, Frequency, Reliability, One-way Anova, Correlation and Regression.

CHAPTER 4
ANALYSIS & INTERPRETATIONS

4.1 Introduction

In order to conduct an analysis on the data collected from the respondents, SPSS software is used. It stands for "Statistical package for Social Sciences". Data was collected from 319 respondents. Scale

was used of 1 to 7. Total 23 items were included in the survey related to the variable. Basically, through the outcomes of this software, I can analyze the impact on each variable is significant or not. Is there any positive effect is produced on these variables or not? How the mediator and mediator presence will affect dependent and independent variable. On the basis if these outcomes we can support or disapprove the hypothesis statement constructed upon the framework. 4 items are for celebrity endorsement, similarly 3 items are for celebrity expertise, 5 items for consumer attitude towards the brand and 4 items for electronic word of mouth who acts as a mediator in this research and lastly 5 items are for consumer purchase intention. Certain test was performed on these measuring scales which are the following given below.

- Descriptive Analysis
- Reliability Analysis
- Correlation Analysis
- One-way Anova
- Regression

4.2 Frequencies

Table 1.1 Age

Age	Frequency	Percentage
18-25 years	136	42.6
26-35 years	124	38.8
36-45 years	54	16
Above 45 years	5	0.01
Total	319	100

Although these demographics information is anonymous and secure but it is very important in analyzing which age groups has certain ratio that filled this questionnaire and how this research impacts their decision making. According to this table, out of total 319 respondent's 42 percent belongs to the age group of 18-25 years. Similarly, 124 respondents belong to the age group of 26-35 years and lastly 54

respondents belong to the group of 36-45. For the rest, above 45 years age group has a ratio of only 5 percent in total 319 respondent's ratio.

Table 1.2 Gender

Gender	Frequency	Percentage
Male	178	55.7
Female	141	46.3
Total	319	100

Gender is also an important demographic factor to found out that out of 319 respondents, how much respondents belongs to female group and how much belongs to male group. This will give us the ratio of how much male and female agrees upon the statement. 109 belong to the male category and 141 belong to female category. Thus, female respondents are more in ratio so it is believed that they are more active in purchasing process and got impressed by celebrity endorsement in an advertisement.

Table of 1.3 Education

Education	Frequency	Percentage
Bachelors	125	39.1
Masters	98	30.7
PHD	18	0.05
Others	9	0.02
Total	319	100

Through this testing, I can analyze education is an important factor in the demographics to know that respondents have how much qualification and they are capable of filling this questionnaire they had either certain knowledge about the product and celebrity endorsement. 125 respondents belong to bachelor's degree, similarly 98 respondents have master's degree and 18 has PHD degree and only 9 percent choose the other option which means they are not having any degree.

Table 1.4 Income

Income	Frequency	Percentage
0-20,000	45	14.0
20,001-40,000	58	18.0
40,001-60,000	152	47.6
60,001-80,000	37	11.5
80,001-100,000	8	0.25
Above 100,000	19	0.59
Total	319	100.0

Through performing frequency test on 319 respondents, I have analyzed those 45 respondents belongs to those who income lays in between the range of 0-20,000. Similarly, 58 respondents belong to those who earns up to 20,001-40,000. Thus, according to values shown in table, 152 respondents belong to the group of people who earns 40,001-60,000 and lastly 60,001-80,000 income inferred by 37 respondents and those who earns 80,001-100,000 belongs to ratio of 8 percent only. Total 19 respondents belong to the income level of above 100,000. These ratios help in determine how much earning of the respondents actually impacts their decision making for the buying purpose and what they feel about it.

4.3 Descriptive

Descriptive analysis defines overall all variables whose items for filled through the 319 respondents. It gives the overall ratio of how many respondents got agreed with the statements by choosing the scale from 1 to 7 and who is strongly disagreeing with the statement. Descriptive table depends upon the mean values, minimum and maximum ranges and standard deviation of each variable. The minimum value is considered as 1 which is strongly disagreeing and 7 is the maximum value which considers as strongly agrees on the measuring scale. So, the table shows that celebrity endorsement has the 5.2 mean values and standard deviation value is 1.01. Similarly, celebrity expertise possesses 5.2 out of 319 and their minimum average starts from 1 and maximum average starts from 7 and their standard deviation amount is 1.09. On the other hand, according to the values inferred from the table electronic word of

mouth has 5.3 mean values and their standard deviation value is 1.02. Lastly consumer attitude towards the brand that is playing the role of mediator, out of 319 respondents the mean value is 5.3 and their standard deviation value is 1.06. Consumer purchase intention possess 5.2 mean value along with standard deviation value which is 1.04 with the maximum average of strongly agreeing with the statements is 7.

Table 1.5

Variables	N	Minimum	Maximum	Mean	St. D
Celebrity Endorsement	319	1	7	5.2	1.01
Celebrity Expertise	319	1	7	5.1	1.09
Ewom	319	1	7	5.3	1.02
Consumer Attitude	319	1	7	5.3	1.06
Consumer Purchase Intention	319	1	7	5.2	1.04

4.4 Reliability Analysis

Reliability analysis is performed by examining each variables validity independently. Basically, it defines the consistency of scale across of arranged components with different variables. Reliability test focuses on Cronbach Alpha value to measure the validity of each scale. In order to check the consistency of scale, Cronbach Alpha should be greater than 0.70. if the Cronbach Alpha value of variable is less than 0.70 it will indicate the weak trustworthiness and consistency was less and invalid but if the value is greater than 0.70 or touches it is considered as strong and valid scale and variables scales are reliable with each other. In most of the situation's, enduring quality is 0.70 which is known as strong consistency

and lesser known of scales. Through this table outcomes, celebrity endorsement possess the Cronbach alpha value is 0.857 which indicates that variable items are reliable and consistent. Similarly other variables like celebrity Expertise have the Cronbach Alpha value is 0.842 which also satisfies the consistency of items and are known as reliable because it is greater than 0.07. Other variables values shown in table indicates the consistency and reliability of item shown in question are because consumer attitude towards the brand has Cronbach Alpha value is

0.908, which is the maximum value and is acceptable in comparison with other variable values. Lastly, electronic word of mouth who is playing the mediating variable role also has value greater than 0.762 >0.70 which is acceptable and shows consistency and reliability in the questionnaire and consumer purchase intention is 0.896 which is also greater than 0.70 so it represents the consistency and reliability of the items added in the questionnaire for the respondents.

Table 1.6

Variables	No. of Items	Cronbach Alpha
Celebrity Endorsement	4	0.869
Celebrity Expertise	3	0.888

	5	0.861
Consumer Attitude towards the brand		
EWOM	4	0.845
Purchase Intention	5	0.845

4.5 Correlation Analysis

In Correlation analysis, their signs represent the positive or negative relationship. Positive relationship in correlation indicates that when one variable's value increases, similarly other variable value also increases and this demonstrates that they both correlate with each other. The scatterplot shows the Positive effects when the line goes towards an upward slope and negative effects represents a downward slope on scatterplot. By running this test, we can find the strength or weakness of the variable. The correlation values shown in table indicates that there is a positive relationship exist between celebrity endorsement, celebrity expertise, consumer attitude towards the brand, electronic word of mouth and consumer purchase intention.

All variables correlate with each other. Similarly, it defines that celebrity endorsement has a positive relationship with consumer purchase intention with each other because the value .801> 0.01 satisfies the significant rule. It means that if an advertisement will be done through celebrity who will endorse their brands product will significant and positively impact the purchasing intention of consumer in comparison with advertisements who doesn't endorses their product through non celebrities. Another variable celebrity expertise also has a positive relationship with consumer purchase intention because the value is .807 > 0.01 which determines that if the celebrity is an expert or professional in their field and knows better about the product features and brand then it could be easier for the user to choose that brand. At the end due to the experience of celebrity shared on screen Influences the purchasing behavior of customer so it satisfies the significant role of the independent variable on an independent Variable.

Similarly, on the other hand, consumer attitude towards the brand plays a significant role in influencing the purchaser to buy the product because the value shown in table supports their positive relationship. The significant value is .812 > 0.01 which determines that if the attitude of consumer towards brand is more positive and active it will positively mediate the consumer purchase intention.

Lastly, electronic word of mouth who plays as a mediating role in the research framework has strengthen their relationship with consumer purchase intention because the value is .867 > 0.01. If electronic word of mouth is positive and increased related to the brand and their product services it will automatically influences others to use that product.

 Correlation table values concluded that all variables which are included in framework are having positive relationship with each other. All variables influence the purchase intention of consumer for future and present purchase. They all strengthen the relationship with each other. All variable values shown in table is > 0.001 hence it produces long lasting effect on consumer purchase intention.

Table 1.7

	E_WOM	ATT_BR ND	PINT	END_ CHR
E_WOM	0.759			
ATT_BRND	0.698***	0.746		
PINT	0.662***	0.645***	0.761	
END_CHRACT	0.696***	0.765***	0.592***	0.977

4.6 One Way Anova

One-way Anova helps in overcoming the effect of other control factor on the relationship founded through this research. First step of conducting this test includes Gender, age, education and income as a control variable. The outcome P-value shown in table derived from One-way Anova test demonstrates the insignificant impact on consumer purchase intention. I have performed test demographic factor one

by one which includes age, income, education, how often do you see celebrities in advertisements, last time when you bought the product which is endorsed by celebrity and how well celebrities catch you attention on television with the dependent variable consumer purchase intention.

Age

As age shows the significant impact on consumer purchase intention with the P- Value ($0.776 > 0.05$) which indicates that insignificant changes in consumer purchase intention. Basically, it defines age doesn't matter to influence purchase intention of consumer weather the age group is 18-25 age group or 26-35 and 45 years. Age of consumer doesn't produce significant change in their purchase intention.

Gender

Similarly, Gender also doesn't produce any significant impact on consumer purchase intention because the p value $0.417 > 0.05$ signifies that if gender doesn't affect preferences to purchase the product either the consumer is female or male it will not influence the decision of consumer for future or present change.

Income

Income satisfies the purchase intention of consumer because the significant value is $0.02 < 0.05$ which describes that income affects the consumer purchase intention if consumer is earning 20,000 it will produce changes in their purchase intention and if they are earning 80,000 or 100,000 it will impact differently on the intentions of purchasers. Variation occurs in the purchasing decision of consumer with different level of earning.

Education

On the other hand, education doesn't produce significant impact on consumer purchase intention because $0.513 > 0.05$ weather consumers have bachelor's degree, masters or had done PHD. It doesn't produce any impact on the purchasing intention of consumer. Purchase intention of consumer is not related to their education status.

How often do u see celebrities in an advertisement?

Similarly, Watching Celebrities in an advertisement doesn't impact the purchase intention of consumer because the significant value 0.453 > 0.05 doesn't satisfy the rule of produces any variation in the purchase intention of consumer. It doesn't matter if consumers watch celebrities more than 5 times or 6 times a day or in a week.

Last time when u bought a product endorsed by a celebrity?

Lastly like age, gender, education, purchase of product endorsed by a product doesn't produce significant impact on their intention. Either they bought celebrity endorsed product in last one week or before one month. It doesn't matter to influence purchasing decision because 0.008 > 0.05. Thus, it doesn't satisfy the rule of significant impact on consumer purchase intention.

Adds having celebrities catches your attention well enough or not?

Lastly, it also doesn't produce significant impact on consumer purchase intention. No matter how much consumers pay attention towards the celebrity and are well know enough to the celebrity or may be doesn't know them it will not influences them to buy the product hence the value of P signifies 0.00 > 0.05 thus it doesn't produce any variation in the intentions of consumer for the future purchase
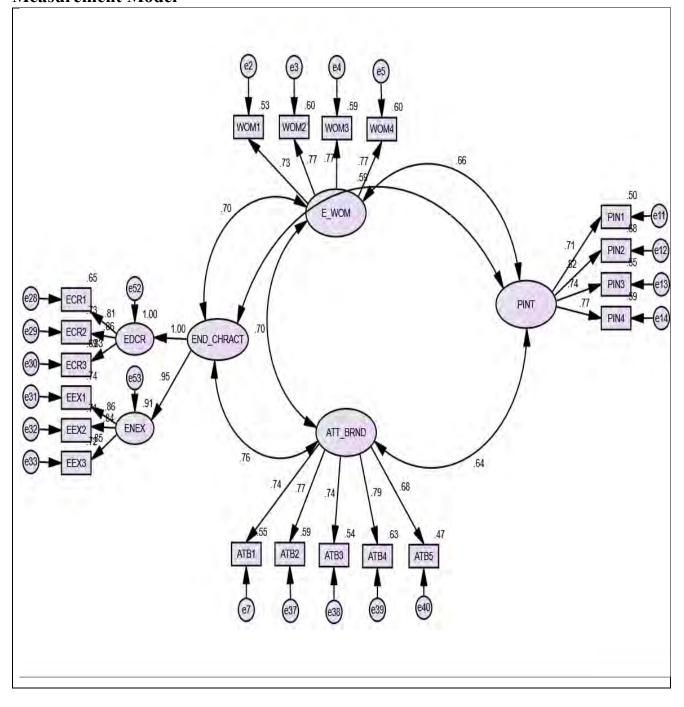
Table 1.8 Control Variable

Factors	Frequency	P-Value

Age	0.368	0.776
Gender	0.660	0.417
Income	2.593	0.026
Education	0.768	0.513
How often do you see celebrities?	0.878	0.453
Last time purchase of product	3.557	0.008
Adds having celebrities	15.589	0.000

4.7 Analysis
Measurement Model

Model Fit Measures

Measure	Estimate	Threshold	Interpretation
CMIN	257.496	--	--
DF	144.000	--	--
CMIN/DF	1.788	Between 1 and 3	Excellent
CFI	0.969	>0.95	Excellent
SRMR	0.039	<0.08	Excellent
RMSEA	0.050	<0.06	Excellent
PClose	0.502	>0.05	Excellent

Congratulations, your model fit is excellent!
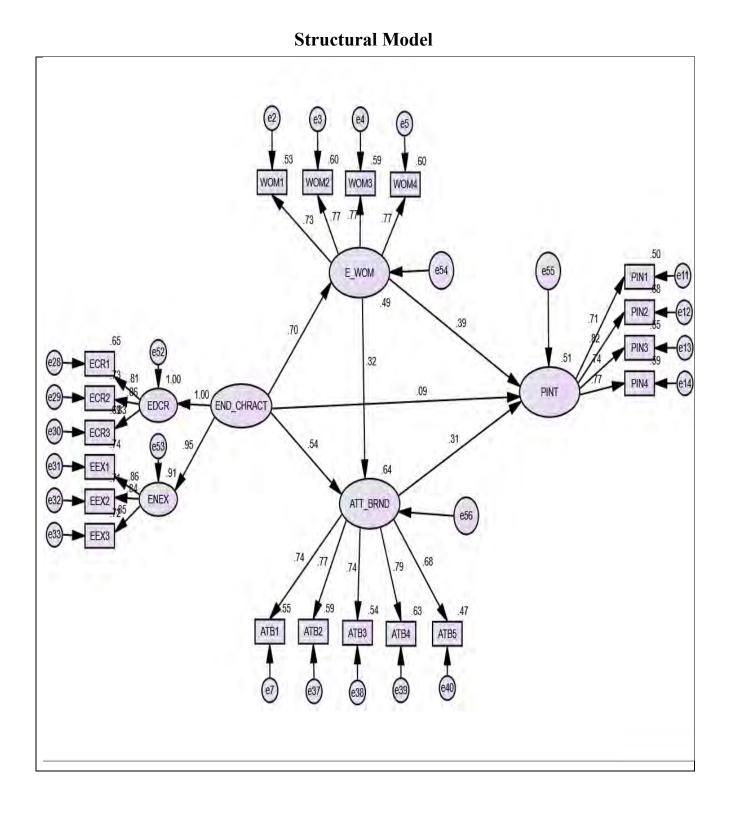
Cutoff Criteria*

Measure	Terrible	Acceptable	Excellent
CMIN/DF	> 5	> 3	> 1
CFI	<0.90	<0.95	>0.95
SRMR	>0.10	>0.08	<0.08
RMSEA	>0.08	>0.06	<0.06
PClose	<0.01	<0.05	>0.05

Model Validity Measures

Validity Analysis

	CR	AVE	MSV	Max R(H)	E_WOM	ATT_BRND	PINT	END_CHR
E_WOM	0.845	0.577	0.487	0.846	0.759			
ATT_BRND	0.862	0.556	0.585	0.865	0.698***	0.746		
PINT	0.846	0.579	0.439	0.852	0.662***	0.645***	0.761	
END_CHRACT	0.977	0.955	0.585	0.999	0.696***	0.765***	0.592***	0.977

HTMT Analysis

	E_WOM	ATT_BRND	PINT	END_CHRACT
E_WOM	■			
ATT_BRND	0.697	■		
PINT	0.664	0.645	■	
END_CHRACT	0.685	0.761	0.573	■

HTMT Warnings

There are no warnings for this HTMT analysis.

Structural Model

Model Fit Measures

Measure	Estimate	Threshold	Interpretation
CMIN	258.306	--	--
DF	145.000	--	--
CMIN/DF	1.781	Between 1 and 3	Excellent
CFI	0.969	>0.95	Excellent
SRMR	0.039	<0.08	Excellent
RMSEA	0.050	<0.06	Excellent
PClose	0.516	>0.05	Excellent

Congratulations, your model fit is excellent!

Cutoff Criteria*

Measure	Terrible	Acceptable	Excellent
CMIN/DF	> 5	> 3	> 1
CFI	<0.90	<0.95	>0.95
SRMR	>0.10	>0.08	<0.08
RMSEA	>0.08	>0.06	<0.06
PClose	<0.01	<0.05	>0.05

There is a positive relationship between celebrity Endorsement and consumer purchase intention.
This is first step of linear regression test which helps in analyzing the impact of independent variable on dependent variable. Through conducting this regression test, we can analyze the association between factors. The values shown in table demonstrate a positive relationship among consumer purchase intention. (B=0.09, P< 0.001). The value of beta shows one unit change in consumer purchase intention. Due to the celebrity endorsement used in an advertisement there is 9 % change in consumer purchase intention. The value of R shown in table indicates the correlation between celebrity endorsement and consumer purchase intention which is 0.51. Similarly, R2 describes goodness of fit of model because it is known as the coefficient of determination that exhibits the percentage of change in consumer purchase intention due to celebrity endorsement so 0.51 % indicates that 51% variation in consumer purchase intention. On the other hand, P value .000 < 0.001 which helps in identifying the significant or insignificant relationship among variables. So hence the results indicate highly significant relationship between celebrity endorsement and consumer purchase intention so the hypothesis statement is accepted.

There is a positive relationship between celebrity Expertise and consumer purchase intention In accordance with the regression outcomes shown in table, beta value of celebrity expertise is 0.174 which indicates that 17 unit increases will be produced in consumer purchase intention. The significant value is 0.001 which satisfies the condition P<0.05 so it clarifies that celebrity expertise produces positive and significant impact on consumer purchase intention. This accepts our hypothesis statement formulated on framework. There is a positive relationship between electronic word of mouth and consumer purchase intention.

There is a positive relationship between consumer attitude towards the brand and consumer purchase intention
Similarly, the table depicts the positive relationship of consumer attitude towards the brand with consumer purchase intention because P < 0.000 which indicates highly significant relationship with the intention of consumer. The beta value shown in table demonstrates that 0.31 values bring one unit change in consumer attitude towards the brand. 31% increase is produced in consumer purchase intention due to positive attitude of consumer towards the brand. Thus, results accept the hypothesis

statement, higher the positive attitude of consumer will be, higher will be the consumer purchase intention.

There is a positive relationship between electronic word of mouth and consumer purchase intention

Lastly, significant value shown in table indicates that is P= 0.000 which is less than 0.005 so it demonstrates that electronic word of mouth has a positive and significant relationship with consumer purchase intention. The beta value is 0.39 which shows that 39 % increase in consumer purchase intention due to an increase in electronic word of mouth. So, the outcomes support the hypothesis statement theory. Higher the electronic word of mouth will be higher will the purchase intention.

Mediation Analysis

Hypothesis constructed based upon the frame work and research could be only tested through regression mediation test. Results were analyzed by using AMOS to found the relationship between the celebrity characteristics and consumer purchase intention with the presence of mediator as (Electronic Word of Mouth). The results shown in table below indicates the direct, indirect and total effects which rarely indicates how much the mediators produces significant impact between celebrity endorsement and celebrity expertise (Independent Variable) and Consumer Purchase Intention (Dependent Variable).

Indirect Effect

The outcome shown in the table demonstrates the indirect effect of the mediator on the relationship of celebrity endorsement with consumer purchase intention. The value of bootstrap indicates the significant or insignificant relationship among two variables. The lower and upper limit confidence interval lies between 0.2412 and 0.5660 signifies that both values doesn't include zero and are higher than zero so there is a positive relationship between celebrity endorsement and consumer purchase intention in the presence of the mediator. Thus, the hypothesis statement is accepted and certified through the results.

4.8 Hypothesis Table

Table 1.20

Hypothesis	Statements	Results
H1	There is a positive relationship between celebrity endorsement and consumer purchase intention	Accepted
H2	There is a positive relationship between celebrity expertise and consumer purchase intention	Accepted
H3	There is a positive relationship between electronic word of mouth and consumer purchase intention	Accepted
H4	There is a positive relationship between consumer attitude towards the brand and consumer purchase intention	Accepted
H5	Electronic word of mouth positively mediates the relationship of celebrity endorsement with consumer purchase intention such as effects will be higher, if the electronic word of mouth will be higher	Accepted
H6	Consumer attitude towards the brand positively mediates the relationship of celebrity endorsement with consumer purchase intention such as effects will be higher, if the Consumer attitude towards the brand will be higher	Accepted

Intention such as the effects will be higher, if EWOM will be higher.

4.9 Discussion

Introduction

I have conducted certain tests on SPSS software which includes frequency which helps in analyzing the ratio of respondents for instance, from 319 total respondents, female ratio was more in comparison with men, similarly which respondent belongs to certain age group what are ratios. With these frequencies I have founded these respondents have which degree. And lastly the most important part is an income, the ratio of respondents who are earning maximum and minimum. Through this we can identify their purchasing power as well. After that, I have conducted "Descriptive Analysis" which helps in analyzing the overall mean values of the variables and their standard deviation value as well. I shifted to next analysis which was "Reliability Analysis" which indicates how much the items of each variable are consistent and are reliable or not. This focuses on the Cronbach Alpha Value and all of the variables are considered as the reliable items because their value is greater than 0.07.

After that I moved on to the "Correlation Analysis" which helps in determining that weather any positive or negative relationship exist between these variables or not and the results indicated that all variables which includes celebrity endorsement, celebrity Expertise, Ewom, Consumer attitude towards the brand has a positive relationship with consumer purchase intention. One-way Anova is also the part of SPSS and the most important. This test includes the control variables weather these variables should be controlled or not to influence the purchase intention. Demographics are included in this test. Through this test, I can find weather Age, gender, education, income and watching celebrities produces variations in the consumer purchasing power. So, results indicated that age, gender, education and watching celebrities in advertisement doesn't affect the consumer purchase intention all values were insignificant and there is no need to control these variables except income because it was significant and indicates that it produces variations in the purchasing intention of consumer. Income belongs to different group members. Lastly the most important test was conducted which is known as Regression. Through this test we can identify weather these hypothesis statements which we have developed through my current research and framework should be accepted or rejected. In this test, we can identify the presence of mediator or mediator positively affects the relationship of an independent and dependent variable.

There is a positive relationship between celebrity endorsement and consumer purchase intention.

Through these results, I can analyze that celebrity characteristics which includes celebrity endorsement and celebrity expertise as an independent variable significantly produces positive impact on consumer purchase intention and supports the hypothesis statement because according to famous authors, in comparison with the advertisements who doesn't promote their product through celebrities are less effective with those brands who promotes their products through famous celebrities. It creates hype and excitement in consumer eye to consume the products and gets the results like their favorite celebrity has shown in the advertisement. So, this determines that the more famous celebrity will be in the advertisement, higher will be the purchase intention.

There is a positive relationship between celebrity Expertise and consumer purchase intention.
Cognitively, another aspect of celebrity characteristics which is an expert also produces significant impact on consumer purchase intention. Basically, it also strengthens the relationship and produces positive effect because if the celebrity who is endorsing the goodness of product on television or internet is more professional, more experienced and had knowledge about the product features and brand will develop long lasting relationship with customer and customer will develop a strong belief about the brand and will increase the purchase intention of consumer. The more experienced will be the celebrity, the more purchasing intention of consumer will be increased.

There is a positive relationship between Ewom and consumer purchase intention.
Thirdly, electronic word of mouth which I have chosen as the mediating variable also produces significant impact on consumer purchase intention. When consumer will get the product which was actually shown in an advertisement it produces positive perception on their mind and then they share their live experiences on social media like Facebook, Instagram and YouTube etc. Through these live experiences, people refer these products to their siblings and friends etc

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Electronic word of mouth positively mediates the relationship of celebrity characteristics with consumer purchase intention such as effects will be higher, if the electronic word of mouth will be higher

In the presence of mediator, celebrity endorsement produces significant impact on consumer purchase intention because when celebrities are shown in advertisements or represents the brand it will increase the word of mouth on social media. Similarly, expertise also influences the purchasing intention of consume and increases the electronic word of mouth thus this accepts the hypothesis statement developed from framework.

Consumer Attitude towards the brand positively mediates the relationship of celebrity Characteristics with consumer purchase intention such as effects will be higher, if the electronic word of mouth will be higher

Lastly, according to the results shown in table, the presence of mediator which is consumer attitude towards the brand doesn't produce effect on the relationship of celebrity endorsement and consumer purchase intention. As the results doesn't satisfy the theory although earlier research indicates that consumer who have positive attitude towards the brand are more engage and eager to buy the product. Thus, it rejects the hypothesis statement. Similarly, another aspect of celebrity characteristics which is expertise produces significant impact on consumer purchase intention and the presence of mediator produces positive effect and supports the recent research mentioned in literature review. Thus, the statement is accepted. It is concluded that all variables produce significant impact on each other.

Chapter 5
Implications & Conclusions

5.1 Managerial & Practical Implication

Celebrity endorsement helps in sustaining the value of brands for long term especially in comparison with local products, luxury products are considered as more sustainable. Somehow, but according to market research, products with low involvement requires more promotional strategies rather than those brands who has multiple products or services to serve. Marketers should have knowledge before hiring the celebrity for the endorsement of product because some celebrities have low/ high credibility and then it is important to analyze how consumers observe about the brand. In recent situation, celebrity's reputation should also be more focused instead of their popularity because if it is improperly managed, it will deteriorate their brands long term relationship with customers. On the other side, managers should have an understanding what the audience wants from them. Local celebrities will gain more attention or international celebrities will engage more audience. On the other hand, managers should analyze the impact of celebrity familiarity for the endorsement of product like if celebrity is more familiar with the audience and understands what they demands for and what they will want it will produce significant impact on their consumer preferences. Managers are necessary to gain knowledge how much celebrity is responsible towards their actions, society and environmental activities. Lastly, especially managers should communicate with celebrity for the better understanding on screen with the brand like what are the future goals. This brand is meant for what? What is their vision and mission? Does it matches with celebrity future goals. These all practices will further helps the manager to understand how celebrity and brand could sustain their relationship with audience for longer term. It is concluded that, managers should have the knowledge about what audiences demand and how they can choose the right celebrity for their brand.

5.2 Limitations

Firstly, this research is only limited to understand the positive effects of celebrity characteristics on consumer purchase intention with the presence of the mediating (Electronic Word of Mouth) and mediating (Consumer Attitude towards the brand). This research could be useful if it is conducted in a manner to analyze the positive and negative both effects of celebrity endorsement for instance what if

the celebrity is more expert but possess zero popularity in audience. This study is based upon to measure the effect of advertisement on consumer attitude. Only few of characteristics of celebrities are researched, but in reality, there are more factors which influence celebrities to attract more audience and increase their purchase intention. This study was manipulated to focus on why brands should opt this marketing strategy rather than having multiple celebrity endorsement strategy for luxurious brands. Further, this study can add more variables shed light on the how they can affect consumer preferences. Contrary to this research, this data is collected from the respondents only located in Pakistan, it is necessary to found what the preferences of respondents who are living outside Pakistan especially if the brand is multinational brand. What type of audience is living outside and what they want see on television screen and social media? Later, as due to Covid-19, it was impossible to cover different areas it was only restricted to conveniences sampling technique, we can find better results if it would be probability sampling. This research was designed for quantitative; we can have better understanding, if we can take one-one interview from the celebrity and audience both. It would definitely tell us how they produce significant effect and what kind of relationship for both of them.

5.3 Conclusion and Recommendations

In the last step, It is concluded that especially for luxurious brand, celebrity characteristics which includes expertise and endorsement are the most popular and effective strategy for the marketers. My results shown in SPSS indicate how they produce significant impact on consumer purchase intention. This study has given us the knowledge about what are the factors and how these factors influence the purchasing preferences of customer. What are the challenges and opportunities a celebrity and brand could have while promoting their product and services? This research helped us in analyzing the how these variables are directly or indirectly producing significant impact on each other for instance electronic word of mouth is linked with celebrity characteristic. If the celebrity is more popular and had built strong reputation in market from last 10 years. It automatically influences consumer to buy that brand's product. The main job is how celebrity portrays brand idea, message to consumer. In order to perform this job more effectively, if the celebrity is more experienced or expert in consuming that product, audience will be more attracted which will create the word of mouth for brand and new customers will also develop relationship with brand due to celebrity familiarity. Consumer always built

an emotional attachment with the product because it satisfies them by consuming, they will look familiar with their favorite celebrity. Lastly, the presence of mediator is also discussed at last consumer attitude towards the brand is the most important part of the marketing strategy. It is necessary to analyze what consumer actually feels about the brand and what is the image of your brand in their eye and after showing celebrity connection with the brand what will be their reaction. All the factors which I have mentioned are discussed in my literature review. What were the concepts of authors and then hypothesis was developed and founded all variables produces significant impact on consumer purchase intention? Thus supports all the results discussed in upper part.

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Appendix A

Dear Respondent,

I am MPhil student from Quaid-i-Azam University, Islamabad. The topic of my research is "To investigate the Impact of Celebrity endorsement on consumer purchasing intention". Kindly spare your 5 mins to complete this online survey while keeping in mind your favorite celebrity in ads which you watch on television, radio, billboards, magazines and newspaper or at any other platform. **"**The term celebrity endorsement which has been used repeatedly in the questionnaire refers to An Individual who is an actor or actress in television industry and Endorser are those who share their personal experiences by praising the goodness of the brand's product which they are consuming**".**

I assure you that all personal data collected from you will be kept confidential. Thank you once again!

Gender

- o Male
- o Female

Age

- o 18-25 o 26-35 o 36-45
- o 46 years and above

Education

- o Bachelors o Masters o PHD
- o Others

Income

- o 0-20,000 o 20,001-45000 o 45,001-60,000 o 60,001-80,000 o 80,001-100,000
- o More than 100,000

How often do you see celebrities in advertisements?

o   Once a day o Twice a day o 3 to 5 times a day

o   More than 5 times a day

When was the last time you bought a product because it was endorsed by a celebrity?

o   Last week

o   Last month o Last year

o   Others

How well do ds which have celebrities catch your attention?

o   Very well o Well enough o Not catchy

o   Don't remember

Do you think that ads having celebrities are more effective than those which don't?

o   Yes

o   No

Variables	Strongly disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree

Celebrity Endorsement							
Celebrity who becomes the brand model in the brand's advertisement is popular	1	2	3	4	5	6	7
Consumer feels more confident about a product when their favorite celebrity becomes the Models of that brand	1	2	3	4	5	6	7
Your favorite celebrity makes the advertisement of the product more appealing	1	2	3	4	5	6	7

Profile of celebrity who endorses a product matches with the profile of the Brand	1	2	3	4	5	6	7
Celebrity Expertise							
Celebrity who endorses the product has enough experience in that Particular field/ area.	1	2	3	4	5	6	7
Attitude of consumer got influenced because celebrity has the practical knowledge related to His/her field.	1	2	3	4	5	6	7

Attitude of consumer got effected when celebrity endorser has obtained the training for utilization of The product	1	2	3	4	5	6	7
Consumer Attitude towards the brand							
It is likely that my favorite brand product category offers good value for money	1	2	3	4	5	6	7
It is likely that my favorite brand product category is technically advanced	1	2	3	4	5	6	7
I trust brand as a manufacturer of the product category	1	2	3	4	5	6	7
I can easily imagine my favorite brand in the mind	1	2	3	4	5	6	7
I would feel proud to own my favorite brand	1	2	3	4	5	6	7
EWOM							
Consumer got satisfied or feel care/pride for the brand which was shared by Other consumer	1	2	3	4	5	6	7

Positive feeling expressed by the other consumer for the brand makes me feel good about the brand	1	2	3	4	5	6	7
Useful information about the product expressed by other consumer on social Media is helpful	1	2	3	4	5	6	7
EWOM is suitable as a medium for the implementation of the social commerce and social media marketing of a Product of a brand	1	2	3	4	5	6	7
Consumer Purchase Intention							
Celebrity helps the consumer to develop an attitude for the product which they chooses from others brand	1	2	3	4	5	6	7
Attitude of consumer got influenced by the celebrity to purchase the product	1	2	3	4	5	6	7

Attitude of consumer got influenced by the celebrity for the evaluation of the products or services offered by brands	1	2	3	4	5	6	7
Consumer chooses to quit the product on the basis of celebrity opinions	1	2	3	4	5	6	7