

## INFLUENCE OF CELEBRITY ENDORSEMENT ON CONSUMER PURCHASE DECISION: A CASE OF KARACHI

**AFSHEEN KHAN**  
Jinnah University for Women  
Pakistan

**SAMREEN LODHI**  
Jinnah University for Women  
Pakistan

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### ABSTRACT

*The research was based on the study of celebrity endorsement. The celebrity endorsement is a marketing strategy that makes a product differentiable in this competitive era. Companies use this strategy for brand recognition. The main purpose of the study was to identify the influence of celebrity endorsed advertisement on consumer purchase decision. The research was conducted on multiple brands of face care products used in Karachi city. The research focused on the factors and attributes of celebrities through which marketer endorses a celebrity for endorsement. These factors and attributes have an influence on consumer purchase decision.*

*According to findings of the research, celebrity endorsed advertisement is not only utilized to create brand awareness and brand recognition but they help the company to capture target audience. Celebrity do not make the advertisement effective but others factors like product performance, quality and brand image, personality and trustworthiness of celebrities make the mind of consumer to choose the particular face care product of his/her choice. Moreover these elements play a major role in making an advertisement successful and in influencing the purchasing behavior of the consumer.*

### 1. INTRODUCTION

The research is based on the study to examine the influence of celebrity endorsement on purchase decision of consumers towards face care products. There was a mixed conclusion on this topic from the past researches and theories. According to (anjum, dhanda, & nagra, 2012) Celebrities endorsement has

positive impact on company as well as brand and customers and they enhance the image of the product, Brand awareness, recall, retention and for credibility. While according to (R.Sathiya, 2014) the use of celebrity in advertising is like a double-edged weapon, thoroughly analysis and properly executed it may not be always effective, as it depends on the celebrity, the product, the message, the execution and the media.

Celebrity endorsement is very useful advertising cue to attract or to make more customers and also helpful to attain potential customers attention towards the product or service\*. Different celebrities have been used to endorse face care products. It is a very popular strategy of any brand to use famous celebrities for the endorsement of a brand and all these beauty brands have been very successful in utilizing this marketing tool. The purpose of this research was to explore the impact of celebrity endorsement on consumer purchase decision. This study has focused the impact of consumer's perception that what make their mind to buy face care products, or is the tool only utilized to create awareness of a brands or products in the mind of consumer?, or to memorize the brands because of association of brand with endorsement of prominent celebrities.

### KEY WORDS

Consumer Purchase Decision, Celebrity Endorsement, Advertisement.

### 1.1 PROBLEM STATEMENT

It has identified that celebrity endorsement has significant role in developing a brand image in the minds of consumer which ultimately influence their buying behavior and marketers greatly emphasize on these

strategies to capitalize, the study was conducted to measure the influence of celebrity endorsed ads on the purchasing decision on consumer, consumers' perception towards endorser and product endorsed and how these perception influence their purchase decision.

### **1.2 SIGNIFICANCE OF THE STUDY**

The study explained the impact of celebrity endorsement in the mind of customer that how a consumer perceive celebrity endorsed advertisement and which is the major element that influence them to prefer their choices from multiple brands of face care products in the market. This study is concise on the common need of a person and it is significantly valuable for marketers, researchers, students and advertisers. It can be further used for study and research purpose.

### **1.3 OBJECTIVES OF THE STUDY**

The research objectives of this research are as follows:

- To explore the consumers' perception towards face care products and celebrity endorsements in Karachi.
- To study the influence of celebrity endorsement on the consumer's purchase decision.
- To identify key factors of celebrity endorsements which can influence consumers' purchase decision.

### **1.4 LIMITATION OF THE STUDY**

This research has the following limitations:

- The research is concise to study consumer's perception towards face care products.
- The area of research is restricted to Karachi and the sample size was 200 – Male and Female of different age, occupation and preferences
- The major constraint for this research was time.

### **1.5 SCOPE OF THE STUDY**

The study is conducted in Karachi city from people of different age group. The study can be base research for cosmetic brands to identify the current market situation. Furthermore, this study has examined that how celebrity is effective for endorsing the beauty products and how companies can make their brand much more powerful in their customer's mind through this communication tool.

## **2 LITERATURE REVIEW**

### **2.1 BACKGROUND TO THE STUDY**

This research was carried out to find about Celebrity Endorsement and its impact on Sales. The study (Jain, 2011) explained the culture of India that Indians used to idolized Stars and Sports figures. This became the opportunity for companies to use celebrities in their advertisements to promote their product and to influence the purchasing decision of their consumers. As a result there was a rapid increased in Celebrity Endorsement. Respondents of the study also agreed that celebrities increase brand Equity and people were motivated to buy the product. Researcher concluded that there was no harm to use celebrities for endorsement and everything has its positive and negative aspects.

The article (anjum, dhanda, & nagra, 2012) was based on finding the impact of celebrity endorsed advertisement on consumers and on Sales. According to the study celebrity endorsed advertisements have high degree of deliverance and sense of appeal than those delivered by non-celebrities. The study was based on both primary and secondary data, it has proved that celebrity endorsed advertisements are reliable and memorable to recall brand. The study concluded that Celebrity Endorsement if used effectively can make a positive impact in influencing the product demand and the brand image.

(Nelson & Gloria, 2012) focused celebrity endorsement on global perspectives as it is a communication strategy that promote goods and services in the society. Right choice should be taken to select celebrities for endorsing a brand, because celebrity endorsement can positively or negatively affect the image and productivity of an organization. Hence the researcher concluded that celebrity endorsement must be accompanied by powerful idea and effective positioning to promote the brand.

The reason of this study was to highlight the marketing tool that has stolen the subject's attention that is Celebrity Endorsement. The study (K.V., 2012) explained that the successful endorsement of a brand depends on a condition that the image of a product should match with the image of celebrity. The researcher concluded that the purchase attitude of customer is influenced by the celebrity endorsement factors as well as quality and price. Thus, celebrity endorsement has a positive impact on customers

as greater number of respondents selects those brands which are endorsed by celebrities.

The purpose of the study was to find out the influence of Celebrity Endorsement on customer buying behavior. The researchers explained that celebrity endorsement is a technique to attract greater attention of audience. The study (Ahmed, Mir, & Farooq, 2012) presented printed advertisement to respondents that comprising celebrities, and analyzed that celebrity endorsement has positive influence in the customer buying behaviors and customers were motivated to purchase a product endorsed by celebrity. However customer also considered celebrity product association in their buying decision.

Celebrity endorsement is a way of brand communication through which celebrities endorse the brand by transferring their personality, status in the society. According to the study (OGUNSIJI, 2012) celebrity endorsement is a marketing tool that create a point of differentiation among the different brands and also niche in the market. There must be a match between the image of the endorser and the brand. In addition endorsed brands convey the uniqueness of product to the audiences. They effectively utilize all elements in the communication and deliver the brand message reach to the target market successfully.

The research was conducted to find the influence of celebrity endorsement on consumer buying behavior. It was concluded that celebrity endorsement has a positive visibility to the product endorsed, and Celebrities are the easiest way to appeal the customers. Although the mismatch between celebrity and the product may affects the effectiveness of advertisement. But the study (Ravindran, 2012) proved that celebrities encourage positive attitude towards the advertisement and brand regardless of the number of endorsements.

Celebrity endorsement of a product is a prominent element for the recognition of a brand. The study explained that the product being endorsed by a celebrity has been the centre of attraction for most of the customers. Celebrity transfers their goodwill to the brand and considered as the highest appealing factor among the targeted audience. Though the study (Padhy, 2012) suggested the positive and negative impact of celebrity

endorsed advertisements. It was concluded that celebrity endorsed advertisement is a successful technique than any other one.

The study was carried out to analyze the influence of celebrity endorsement on the consumers purchase decision. The researcher focused on consumers ' interest that they idolized their stars and cricketers, this was the Key that promoted products. The study (Jija.P, 2013) was quantitative and hence proved that 51% of the respondents consider quality of a product, 23% of respondents agreed that they get positive image if their favorite celebrity endorses a product, while 40% of respondents agreed that celebrity endorsement help in strong brand promotion.

This study was based on the result that celebrities' image can have a positive or negative effect on consumers' attitude towards the endorsed product. Celebrities' effectiveness depends on their credibility and trustworthiness, and these factors should be taken seriously while selecting celebrities in product advertisement. Celebrities with good public image can enhance product acceptance among consumers because of their perceived characteristics, the researcher (Ibok, 2013) concluded.

The study was carried out to highlight the increased use of Celebrity Endorsement. The study focus on the attributes of celebrity endorsement that has created a point of difference among other brands to make the consumer choice easier. Celebrity endorsed advertisements effect customer buying behavior to purchase a product rather than non- celebrity advertisements, the study (Khan M. A., 2014) concluded. Moreover the purchase attitude of the customer is influenced by the quality of the product rather than endorsed factors.

The reason of the impact of celebrity endorsement on advertisement was to explain that celebrities have credibility and attractiveness that increases the effectiveness of ads. The purpose of the study was to understand the importance of advertising and its tools to use in developing message for advertisement to reach their target market. Moreover celebrity endorsement can make the brand stand out if use effectively. (Mberia, 2014) concluded that celebrity appearance, liking and

credibility are highly correlated with advertising believability. Thus, celebrity is good at generating attention whereas it also possess negative impact on the audience regarding their behavior in the society.

This study was carried out to find the Effect of celebrity endorsement on brand perception and buying behavior of consumer. It has proved that right choice in the selection of celebrity can make advertisement effective and create point of difference. The main focus of (R.Sathiya, 2014) study is that celebrity should match with the product they endorsed. Furthermore it was concluded that the success of advertisements depend on the celebrity, the product, the message, the execution and the media.

Celebrity endorsement has no relationship with brand positioning researcher (Frempong, 2014) concluded in this research because celebrities alone do not promise victory and nor do an effective advertising campaign. Celebrity endorsement are a valuable and potential tool which amplify the effect of operation on brand loyalty as the use of celebrity for endorsements of brands build a positive impact on the consumer and it make a bond which helps to attract the customer towards the product and force them to buy that product. Most of the companies realized that having a celebrity endorsing a brand is not objective in itself because it alone do not promise success.

Brand aims to steal a fraction of customer's attraction through different marketing tools where celebrity endorsement has been the focus of customer attention. The study was carried out to find the elements that make celebrity endorsement a win-win situation for the endorser and for the brand. Furthermore the message been delivered by celebrities has more appeal and increase brand recall than those of non-celebrity endorsement. According to (Bhargava, 2015) Indian worship celebrities and considered then as God and marketer use this as an opportunity to influence the potential of target customers. Though customer always prefer the brand which has the maximum fit with his/her image. This way celebrities transfer their image to the product and to the brand to attract maximum customers and to increase the brand equity through this marketing tool.

### **3 RESEARCH METHODOLOGY**

#### **3.1 RESEARCH DESIGN**

The population of interest is limited to Karachi due to reason of convenience, low cost and accessibility. Purchase Decision of consumer is measured through questions that have revealed the influence of celebrity endorsement of different brands of face care products.

This research is not only limited to face care products but finding of the study is also helpful for other cosmetic and fashion brands

#### **3.2 DATA SOURCE**

The research is based on primary data which is collected through the questionnaires; however help of secondary data is also taken from existing journals, articles and internet in forming Questionnaire and for the authentication of face care brands and celebrities being endorsed in them.

#### **3.3 DATA TYPE**

The type of research is quantitative. Data is collected from the questionnaires through convenience sampling which is consisted of close ended questions covering up the research questions of this study.

#### **3.4 SAMPLE SIZE & SAMPLING TECHNIQUE**

Questionnaires were given to 200 respondents. Out of which 193 responses were collected. On this bases the procedures of the research is further been carried out. Out of 193, 100 responses were collected manually while 93 responses were collected through online.

The sample size is 200 and responses were collected from people with different age group and preferences.

#### **3.5 STATISTICAL TECHNIQUE**

Software SPSS (Statistical Package for social science) is used for the findings of the study while pie charts representation is used for the interpretation of the findings.

#### **3.6 RELIABILITY OF THE RESEARCH**

The population is consisted of people with heterogeneous age and preferences. The same size and the collection of

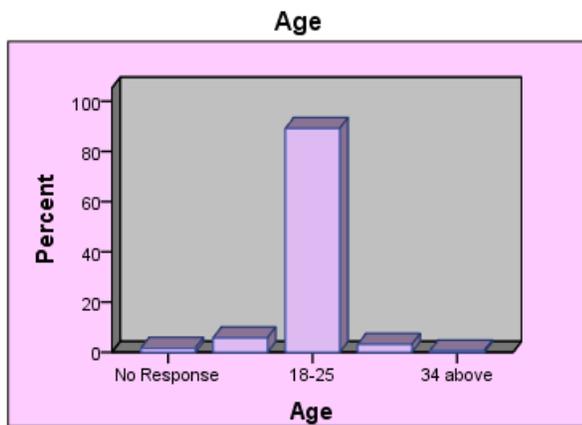
primary data is sufficient to analyze the influence of the study, as well as the chance of inaccuracy throughout the research is negligible therefore the research is likely to be reliable.

#### 4 DATA ANALYSIS

**Table 1: Age**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	3	1.6	1.6	1.6
	Below 18	11	5.7	5.7	7.3
	18-25	172	89.1	89.1	96.4
	26-33	6	3.1	3.1	99.5
	34 above	1	.5	.5	100.0
	Total	193	100.0	100.0	

#### Graphical Representation:



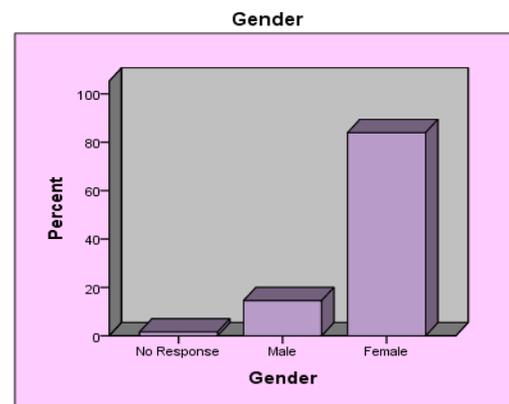
#### 4.1 INTERPRETATION

Out of 193 respondents 172 respondents were between 18-25, 11 respondents were below 18, 6 respondents were between 26-33 and 1 respondent is above 34. The questionnaires were distributed to people with heterogeneous ages which are considerably reliable for the study.

**Table 2: Gender**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	3	1.6	1.6	1.6
	Male	28	14.5	14.5	16.1
	Female	162	83.9	83.9	100.0
	Total	193	100.0	100.0	

#### Graphical Representation:



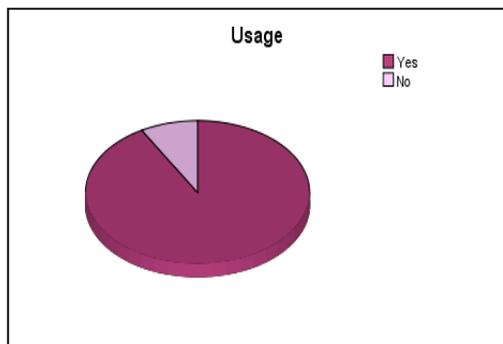
#### 4.2 INTERPRETATION

The questionnaires were distributed to 200 respondents. 83.9% responses were collected from female respondents, 14.5% responses from male respondents, while 3 respondents did not respond. The sample size was sufficient for the study of this research from different perspectives.

**Table 3: Usage**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	177	91.7	91.7	91.7
	No	16	8.3	8.3	100.0
	Total	193	100.0	100.0	

**Pie Chart Representation:**



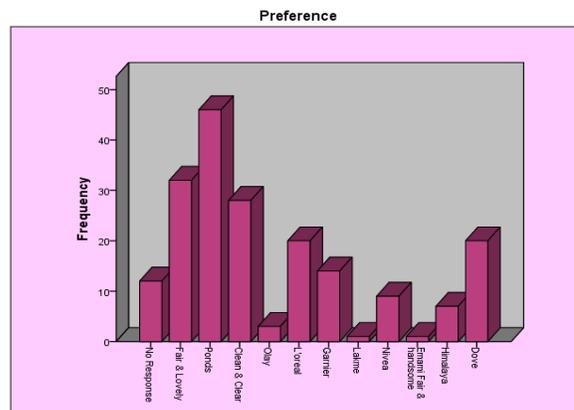
**4.3 INTERPRETATION**

The sample size of the research was 200. Out of which 177 respondents are frequent users of the face care products, while 16 respondents are not the users of face care products. The large number of respondents using face care products is found to be very helpful for the study who can easily justify the influence of celebrities in their purchasing decisions.

**Table 4: Preference**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	12	6.2	6.2	6.2
	Fair & Lovely	32	16.6	16.6	22.8
	Ponds	46	23.8	23.8	46.6
	Clean & Clear	28	14.5	14.5	61.1
	Olay	3	1.6	1.6	62.7
	L'oreal	20	10.4	10.4	73.1
	Garnier	14	7.3	7.3	80.3
	Lakme	1	.5	.5	80.8
	Nivea	9	4.7	4.7	85.5
	Emami Fair & handsome	1	.5	.5	86.0
	Himalaya	7	3.6	3.6	89.6
	Dove	20	10.4	10.4	100.0
	Total	193	100.0	100.0	

**Graphical Representation:**



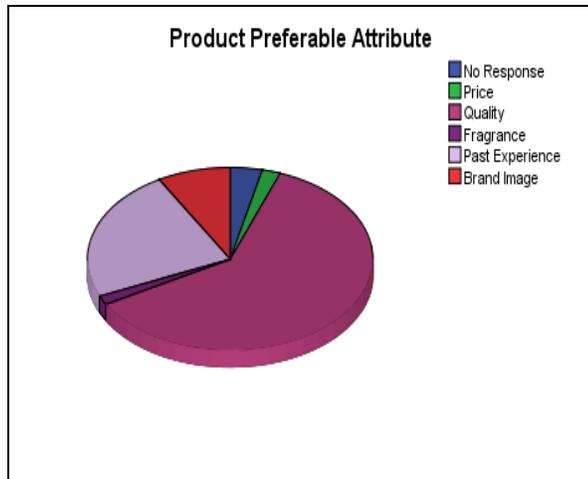
**4.4 INTERPRETATION**

The questionnaires were distributed to 200 respondents of heterogeneous preferences. The majority of sample size preferred Ponds, Fair & Lovely and Clean & Clear according to their interest; the respondents in minority preferred other brands, while 12 respondents did not respond. This bar graph shows that how respondents value these brands and how celebrities and other factors discussed in the study influence them to buy a particular product.

**Table 5: Product Preferable Attribute**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	7	3.6	3.6	3.6
	Price	4	2.1	2.1	5.7
	Quality	118	61.1	61.1	66.8
	Fragrance	3	1.6	1.6	68.4
	Past Experience	45	23.3	23.3	91.7
	Brand Image	16	8.3	8.3	100.0
	Total	193	100.0	100.0	

**Pie Chart Representation:**



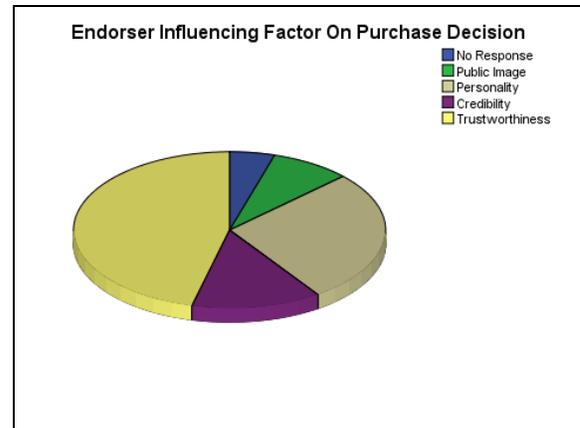
**4.5 INTERPRETATION**

Out of 200 questionnaires 193 responses are collected in which 118 respondents preferred Quality as the influencing factor to choose the brand, 45 respondents preferred Past Experience due to which they choose the brand as they are satisfied with the product performance. Whereas 16 respondents said that they choose a product due to its brand image, 7 respondents preferred price and fragrance respectively. While remaining 7 did not respond. Therefore it can be said that product quality is the preferable component in product attributes on which basis most of the respondents choose face care product of their choice.

**Table 6: Endorser Influencing Factor On Purchase Decision**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	9	4.7	4.7	4.7
	Public Image	16	8.3	8.3	13.0
	Personality	53	27.5	27.5	40.4
	Credibility	26	13.5	13.5	53.9
	Trustworthiness	89	46.1	46.1	100.0
	Total	193	100.0	100.0	

**Pie Chart Representation:**



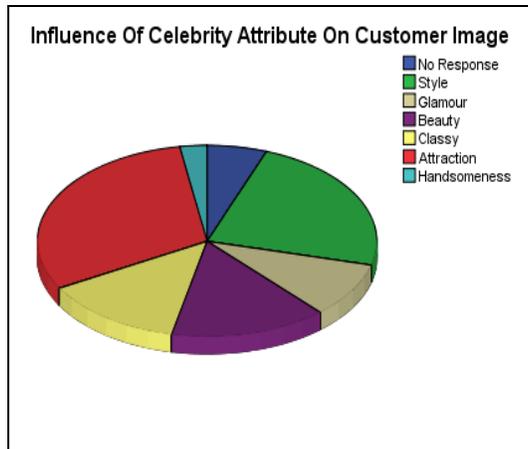
**4.6 INTERPRETATION**

Out of 193 respondents, 89 respondents preferred trustworthiness of the celebrity, 56 respondents preferred personality, 26 respondents preferred credibility, 16 respondents preferred public image. While 9 respondents did not respond. Most of the respondents are attracted by the trustworthiness of celebrity and their mind is highly influenced towards the product which is endorsed by a trustworthy celebrity. Therefore we can identify that in endorsed advertisement trustworthiness of celebrity is the influencing factor for celebrity effectiveness and to capture target market.

**Table 7: Influence Of Celebrity Attribute On Customer Image**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	11	5.7	5.7	5.7
	Style	45	23.3	23.3	29.0
	Glamour	18	9.3	9.3	38.3
	Beauty	29	15.0	15.0	53.4
	Classy	26	13.5	13.5	66.8
	Attraction	59	30.6	30.6	97.4
	Handsomeness	5	2.6	2.6	100.0
	Total	193	100.0	100.0	

**Pie Chart Representation:**



**4.7 INTERPRETATION**

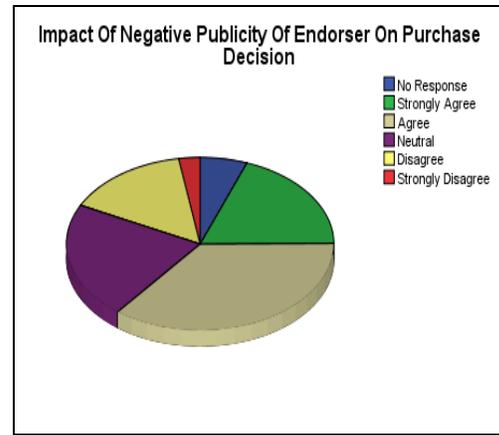
Out of 193 respondents majority respondents preferred attraction and style, while minority respondents preferred other attributes.

Whereas 11 respondents did not respond. It can be justified that physical attribute like attraction and style of the celebrity attract the attention of most of the consumers and force them to buy the product in which they fit themselves. Hence these attributes of celebrities are the influencing factor for the effectiveness of celebrity and celebrity endorsed advertisements.

**Table 8: Impact Of Negative Publicity Of Endorser On Purchase Decision**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	11	5.7	5.7	5.7
	Strongly Agree	37	19.2	19.2	24.9
	Agree	69	35.8	35.8	60.6
	Neutral	42	21.8	21.8	82.4
	Disagree	29	15.0	15.0	97.4
	Strongly Disagree	5	2.6	2.6	100.0
	<b>Total</b>	<b>193</b>	<b>100.0</b>	<b>100.0</b>	

**Pie Chart Representation:**



“Negative publicity of celebrity endorser has a negative impact on consumer purchase decision”

**4.8 INTERPRETATION**

Out of 193 respondents, 37 respondents are strongly agree that negative publicity of celebrity has a negative impact on consumer purchase decision, 69 respondents are agree that negative publicity destroy the effectiveness of celebrity as well as brand. While 42 respondents are neither agree nor disagree on the above statement and 11 respondents did not respond.

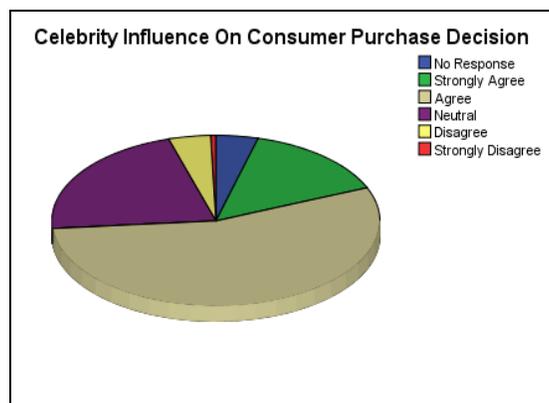
Whereas 29 respondents disagree and 5 strongly disagree from the statement above. This pie chart representation shows that negative publicity in any way can harm the image of celebrity and also the image of the brand which is endorsed by that celebrity. In result of negative publicity there will be a negative impact on purchasing decision of most of the respondents.

**Table 9: Celebrity Influence On Consumer Purchase Decision**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	8	4.1	4.1	4.1
	Strongly Agree	28	14.5	14.5	18.7
	Agree	106	54.9	54.9	73.6

Neutral	42	21.8	21.8	95.3
Disagree	8	4.1	4.1	99.5
Strongly Disagree	1	.5	.5	100.0
Total	193	100.0	100.0	

**Pie Chart Representation:**



“Celebrity endorsed advertisements of face care products have a influence on consumer’s purchase Decision”

**4.9 INTERPRETATION**

Out of 193 respondents, 108 respondents are agree that celebrity in an advertisement influence their purchase decision, 42 respondents are neither agree not disagree on the above statement, 28 respondents are strongly agree on the statement, while 8 did not respond.

Whereas 8 respondents are disagree and 1 respondent strongly disagree from the statement above.

This pie chart representation has proved the finding of the study that celebrity endorsement is effective in making the mind of most of the respondents to choose the face care product which is endorsed by a celebrity. Therefore it is proved that celebrity do have influence on consumer purchase decision.

**5 CONCLUSION & RECOMMENDATION**

**5.1 CONCLUSION**

The study is conducted in Karachi city; the aim was to analyze the influence of celebrity endorsed advertisements on consumer purchase decision. Through the findings of the study and pie chart representation, it is

found that celebrity endorsement is a powerful marketing tool which is always a centre of attraction to most of the consumers. Consumers perceive celebrity endorsed advertisement positively as compare to non-celebrity ads. According to the respondents celebrity endorsed advertisement are more reliable than non-celebrity endorsed advertisement due to which they preferred trustworthiness of celebrity to be the influencing factors in their mind. Therefore through this feature celebrities deliver their image to the target market effectively. Celebrities attribute are the key components on the basis of which they are chosen as an endorser. Consumers always try to choose the product that matches with his/her image that is why majority of the respondent preferred style and attractiveness of the celebrity that influence their purchase decision and increase the effectiveness of the celebrity endorsed advertisement. According to the respondents it is concluded that celebrity endorsed advertisements have the influence on their purchase decision.

**5.2 RECOMMENDATION**

It is found that product quality is also countable in influencing consumer to purchase the same product again and again. Celebrity is not sufficient to influence the consumer decision alone but it also depends on brand as well to establish its image in the mind of consumer which can make it possible through offering quality product according to consumer’s need.

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