

Research article

## Celebrity endorsement as a physiological apparatus

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### Abstract

Celebrities are sound recognized traits in community because of their pleasant appearance or creditability, that's why to augment the effectiveness of their trademark and classified ad Corporation, use these superstar as their brand name endorser. Purpose of this study to conduct in D g khan is to probe the customer level demographically and how much celebrity endorsement does cast its collision on Clint buying intention demographically and show a optimistic association with marketing promotions. The foremost deliberation in current research expose approaches of people toward the celebrities stimulate them to purchase or affect their buying deeds The result show that clients show a optimistic approach towards celebrities and motivated to purchase by celebrities and also show that consumer buying behavior is pretentious by celebrity creditability.

**Keywords:** Attitude toward celebrity, Celebrity Creditability, Celebrity Endorsement, Consumer buying behavior

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### 1. Introduction

Study disclose that celebrity endorsement technique is appropriate from last four decors because advertiser grasp when they use the personalities in commercial they are owned by community, it help to align the trademark and makes the brand more trustable and fancy for natives. But research also make obvious that all celebrities are not unbeaten endorser, and it makes the assortment procedure of endorser convoluted (Giffin, 1967). The essential function of commercial is to responsiveness and increase the concentration and capture customer mind share . For classified ad they use numerous advertising practices. Celebrity endorsement is imperative procedure that use the illustration and recognition of celebrities for encouragement of manufactured goods and corporation (Alkin and Block, 1983). Celebrity endorsement technique makes commercial not only appealing and

striking but also helps in concentration as well (Ohanian, 1991, Kamins, 1990). Because superstar are considered as role model of spectators and leave a superior collision on their lives.

The corporation desire the personality for endorsement of trademark not only on the basis of their desirability but expectation merit image in community (Dholakia, 1978). Companies must be careful in top quality celebrities as endorser for their goods because sometime a slight fault or erroneous step in endorser assortment process can make their operation objective less. And this will eventually step back the brand on the place where it is. (Kaikati, 1987, Till and Shimp, 1995).

The aggregation of this characteristic makes a optimistic collision on the client, because frequently buyer like the celebrities for the trust worthiness, some people like their attractiveness and material trait. Most significantly the company focus contest between the

celebrity personality and product or brand features or attributes.

For the achievement of trademark this contest verify so much essential because it completely crash on customer mind and helps in making a constructive and positive sensitivity about brand (Ohanin, 1991). Crucial aim of any endorsement is to formulate it dissimilar representation. Represent brand in a way that visibly make it singular from other brands, second is the information that you are giving out client must remind and last one is to convince or persuade the spectators to make a purchase of brand. This is possible when you convey a optimistic image about the features or aspect of products. Current cram shows how absolutely celebrity endorsement of trademark optimistically influences the buying intention of Clint. The basic intention of research is to analyze the effect of celebrity endorsement of brands on consumer buying behavior of D g khan market. Current cram will show Is there any optimistic impact of celebrity endorsement on buying behavior of Clint ? & What are the foremost magnitude of celebrity endorsement which build superior collision on buying intention of client?

Following hypothesis was originated;

- Celebrity endorsement of brands will positively influence the buying intention of customer
- Celebrity creditability motivates me to purchase.

## 2. Literature review

To make their commercial more effectual companies struggle to use new and exclusive way of advertisement of their brands according to the marketing tendency. Celebrity endorsement is one of the most valuable method. Celebrities carry a affirmative image in the mind of customer and advertiser know that they can use this positive image to convey the massage of their brand. (Cracken, 1989). Companies exercise the celebrity endorsement due to its benefits and optimistic sway. Celebrity endorsement have number of advantages, like advertisement endorsed by celebrities are more attractive as compare to non-celebrity ones.

The source attractiveness model shows that the endorser who is physically striking, Customer contains optimistic sensitivity and attributes (Evdogan, 1999). Research demonstrate that endorser who are physically attractive have positive influence on customer belief. This is the main reason most of companies in the advertisement of their brand use attractive celebrities (Baker and Churchill, 1977). The attractiveness contain

a large domain not only physically attraction the whole life style and personality dimension of celebrities. Guire (1968) defines the three main factor that enhance the attractiveness are how much customer are familiar, similarly and like the endorser. Similarity mean the extend to which customer believe endorser are similar to them, familiarity mean how much customer have information about the endorser, like ability mean how much customer have affection and endorser due to their physical attractiveness (Guire, 1969).

### *Source credibility model:*

Source credibility model based on the credibility of the endorser, the truth worthiness and the trust the customer have on the endorser. Extend to which customer believe endorser as enterprise. Expertise is extend to which customer belief that endorser have knowledge, skillful and experience about the brand. When company uses expert endorser it's positively effect the buying intention of customer (Erodogan 1999). Truth worthiness is basically about extended to which customer belief that endorser is honest and believable and they can trust on the endorser. When there is highly percentage of these aspects.

### *The product match up hypothesis:*

According to product match up hypothesis it is very necessary that the celebrity personality must match with brand features or attributes. More the degree of match between brand and endorser, more the successful match up would be. The advertisements in which endorser (celebrity) and brand have high degree of fitness have more ability to influence the customer buying behavior (Micheal 1989). That why now a day s companies are focusing on making a proper match up between the endorser and brand attribute when they select celebrities as their brand endorser. For product celebrity match up the physical attractiveness of celebrity is also very important. Especially for the beauty product attractive celebrities have more ability to persuade because customer believe as product make endorser beautiful so it will work in real (Kamins 1990).

## 3. Conceptual framework

The main objective of the research is to examine the impact of celebrity endorsement on consumer buying behavior. A conceptual framework was develop on the right side there is celebrity buying behavior and on the left side we take three different variable of celebrity endorsement.

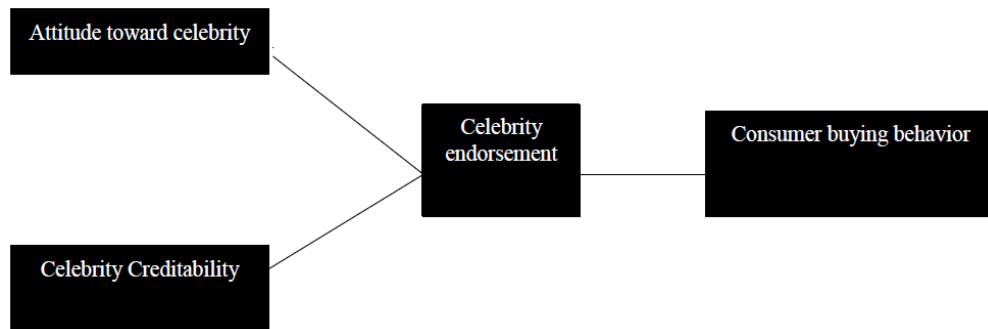


Figure 1: Conceptual model

Dependent variable:

The dependent variable is consumer buying behavior (CCB)

Independent variable:

The independent variable are

1. Celebrity creditability(CD)
2. Attitude toward celebrity(ATC)

#### 4. Methodology

Questionnaire was develop to test our hypothesis, likert scale used having four categories ranging from 1=strongly agree to 4=strongly disagree. The questionnaire was basically containing seventeen questions. First we asked about general information about respondents, second section was about consumer buying behavior which contains five questions, third section was about attitude toward celebrity which contains five questions, and last section was about celebrity creditability. The questionnaire was distributed among different students, professionals and other persons, the population Was from Khan city which contain both male and female of different age groups. The sample size was 40.

#### 5. Results

To check the result of questionnaire we the SPSS was used, regression analysis and correlation analysis techniques are used.

Previous theories show that Celebrities carry a positive image in the mind of customer and advertiser knows that they can use this positive image to convey the message of their brand. (CHOI Cracken 1989). Celebrity endorsement technique makes advertisement not only interesting and attractive but also helps in getting attention as well (Ohanian 1991, Kamins 1990). Because celebrities are considered as role model of audience and leave a good impact on their lives. That's why consumers not only show a positive attitude toward celebrity , because they consider them as role model and celebrities leave a positive impact on their lives , celebrity also motivate them to purchase. Our result also show a positive attitude toward celebrity and positive celebrity motivation that's show our

hypothesis H1 true, that celebrity endorsement advertisement positively influence the buying behavior of consumers.

Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	CD, ATC <sup>b</sup>	.	Enter

a. Dependent Variable: CBB

b. Tolerance = .000 limits reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.799 <sup>a</sup>	.639	.619	.43636

a. Predictors: (Constant), CD, ATC

As value of R shows that the relationship among different independent variable and dependent variable is mediocre as value of R is .799 while value of R square shows that all independent variables have brought 63.3% change in dependent variable while adjusted R square shows that 61.9 % change in DV due to when results are applied on all the population as a whole while standard error estimate shows that 46.8% change in DV is due external factors.

ANOVA<sup>a</sup>

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	12.455	2	6.227	32.704	.000 <sup>b</sup>
Residual	7.045	37	.190		
Total	19.500	39			

a. Dependent Variable: CBB

b. Predictors: (Constant), CD, ATC

This anova table sig value is less than .05 its shows the health of overall model of frame work and it shows that model is healthy.

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	-.967	.344	-2.811	.008
	ATC	1.049	.440	.444	.238
	CD	.951	.457	.387	.045

a. Dependent Variable: CBB

The above regression table shows that how many hypothesis are rejected and which are accepted as Sig value of ATC is .032 which is less than .05 hence this hypothesis is accepted and value of B shows that it has a positive relationship as well while for CD sig value is .045 which is also less than .05 hence this hypothesis is also accepted that it have an impact on Dependent variable.

In the last the correlation was done between the variable of celebrity endorsement like ATC, CC and CM. Correlation measures not only the strength of relationship between variable but also the direction between them.

Correlations				
		CBB	ATC	CD
CBB	Pearson Correlation	1		
	Sig. (2-tailed)			
	N	40		
ATC	Pearson Correlation	.772**	1	
	Sig. (2-tailed)	.000		
	N	40	40	
CD	Pearson Correlation	.764**	.848**	1
	Sig. (2-tailed)	.000	.000	
	N	40	40	40

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

The correlation table shows that ATC, and CD has mediocre relationship with CBB it is known from the value of Pearson correlation as it shows weak relationship.

## 6. Conclusion

The marketers use different technique for advertisement to attract the more audience and celebrity endorsement is one of them. It is prove in previous study and this study also show that celebrity endorsement positively influence the buying intention of customers. Customers show a positive attitude toward the celebrities and companies can use celebrities as motivational tool to influence the buying behavior because result shows that celebrities positively motivate the customers toward purchase. Result shows that advertisements that are endorsed by celebrity attract the customer more and celebrity creditability can also influence the customer positively.

## Limitations

This study has the following limitation and future research can address these issues

1- The questionnaire was distributed on D.G.Khan city.

2- The sample size was small it could be increase to get a comprehensive study.

3- Few variables are used there; more variables can be used to check the impact on buying.

Future research can be that how companies should select the celebrity and investigate either the celebrity from entertainment media like film and TV star or sport person are more influential for customer.

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