

Impact of uniform celebrity endorsed advertisements on consumer buying behavior- Sahiwal University Students' Perspective

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ABSTRACT

Celebrity endorsement has become an integral part of advertisement industry in Pakistan and is flourishing over time. Millions of dollars are being spent by the companies on celebrities to endorse their products. In Pakistan, uniform celebrities are being used to endorse products of different companies order to reduce their cost and to influence their target. As uniform celebrity endorsement is a new concept, so, effort has been made to find out the relationship of uniform celebrity endorsement and consumer purchase intentions. Data has been collected through a self-administered survey for which 150 samples were chosen through systematic random sampling technique. University students of Sahiwal region, Central Punjab were particularly studied in this research. Data were analyzed through descriptive statistics, correlation and regression analyses techniques. The current research reveals that consumers perceive uniform celebrity endorsed advertisement more attractive, more influential as compared to non-uniform celebrity endorsed advertisements. Moreover, a positive relationship has been found between uniform celebrity endorsement and the consumers' purchase intentions.

KEY WORDS: uniform celebrity endorsement, advertisement, purchase intention

JEL Classification: M3

1. INTRODUCTION

In contemporary times, intense competition prevalent among business rivals has heightened the need to study consumer behavior in order to establish marketing strategy against the competitors. In the field of marketing, the major purpose of marketing research is to gain a thorough insight into the consumers' perceptions in order to retrieve their knowledge and understand level of their involvement with the products and brands offered by companies. Since majority of the marketing concepts focus on understanding the reason behind consumers' preference for some products over others in the same category, which is why it is important to understand the process behind consumer buying of products and services. Bitta (1988) defined consumer behavior as the course of action adopted by a consumer to evaluate, acquire, use and dispose of products and services. The consumer behavior study is complex in nature, but for marketers to understand the factors influencing consumers' buying behavior; it is important to undertake this study.

In this era of rapidly emerging information technology and communication, consumers are very much exposed to advertisements anytime and anywhere. Customers are exposed to thousands of ads in magazines, billboard hoardings, and radio and on television. Moreover mobile advertising is growing at a quick pace and companies are using it as a medium of advertising to persuade consumers to buy their products and services. And the ultimate purpose of Branding is to gain the attention of consumers by informing them about the unique characteristics of the brand. Here, the marketer's challenge is to find the distinctive way that will gain consumers' attention. Celebrity endorsed advertisements is one good way to capture consumer attention and hence triggers them to make the ultimate buying decision.

One of the most significant improvements in the marketing field is the use a celebrity in advertisements as a promotional technique in order to increase brand loyalty and sales. Millions of dollars are being spent by the

companies on celebrity endorsements whereby companies choose celebrities from different areas like movies, sports and politics to endorse their products and services. Due to the huge expenditure by companies on celebrities in their promotional campaigns; the celebrity endorsement phenomenon has become a proper industry. The logic behind using celebrities by companies is to occupy a unique position in the consumer mind against competitors' market offerings. Celebrity endorsement is extensively used by companies in their promotional strategy regardless of the industry or product category they are into.

While incorporating celebrities into their promotional campaign, companies select and make contract with a celebrity that is fit for its product or service. Celebrity endorsement as it looks easy and simple from its name, is not an easy task as it can both establish as well as destroy a companies' product image. It requires huge efforts for understanding the product, the brand's objectives and the careful selection of celebrity, attachment of celebrity with the product and an overall measurement mechanism of the effectiveness of the campaign. According to Alsamdi(2006), a Celebrity is a much known person in his/ her area and he/ she enjoys public recognition in a particular group of individuals. Individuals who enjoy public recognition and use this to promote a product or service in advertisements are termed as celebrities (Junokait 2007). On similar grounds, Shimp (2003) said that a celebrity is an actor, entertainer or a sports person who is well known in public because of his /her accomplishments in his /her area.

From the above discussion it can be summed that the process of using celebrities in order to increase sales or to enhance brand value is known as celebrity endorsement. Using celebrities in advertisement was started in late 80s in Pakistan. In the present times, film stars, TV actors and actresses, and sports personalities are endorsing ads of different products and services. Celebrity endorsement is critical in nature. People get associated with the brand or product which is endorsed by their favorite celebrity. When a particular celebrity switch endorsing that brand there is huge risk that consumers will also switch form that brand so, brand repositioning is difficult in celebrity endorsement.

1.2 Significance of study

When celebrity endorsement comes into mind in Pakistani context the first brand which was endorsed by a celebrity was Lux, and from its inception until now Lux is being considered a beauty bar for ladies not for men. Changing positioning for a brand which is extensively endorsed by a celebrity is confusing and complex. Previous researches indicate studying the impact of celebrity endorsement on consumer behavior and brand-building (Al Zoubi & Bataineh, 2011)(Hussain, Manzoor, Shamsurrehman, Ali, Zia-ud-din, & imran, 2011)(Pughazhendí & Ravindran, 2012). In Pakistan majority of advertisements which are being aired on television use international celebrities, like Kajol in Maggi Noodles, Shahrukh Khan in Pepsodent, John Abraham in Garnier, KtrinaKaif in Slice Juice, Karina Kapoor and Saif Ali Khan in Head & Shoulder. The current study has been undertaken to know the opinion of Pakistani consumers about these types of ads. The study also measures the impact of such ads on consumers buying behavior.

Statement of the problem

The past researches reveal studying the significance of celebrity endorsement in bringing a positive behavioral impact on the buying behavior of consumers. Companies spend millions on celebrity endorsements yearly to attract the attention of consumers. In recent years, international companies' like Coke, Pepsi, Unilever, P&G, etc. have been using a uniform international celebrity in their advertisements. There exists a gap in the past researches, where no study regarding the impact of standardized celebrity-endorsed ads of international brands in different countries onto the buying behavior of consumers has been conducted in Pakistani context. This particular research shall take into account the above ignored angle.

The question is what is consumers' perception regarding the usage of single international celebrity endorser ads in all target markets regardless of geographical boundaries, and whether they are attracted to such international celebrity ads? Moreover what is the impact of such ads on the buying behavior of consumers?

1.3 Research Questions

- How do Pakistani consumers perceive the uniform celebrity endorsed ads versus non-celebrity ads?
- What is the impact of attributes of uniform celebrity endorsed ads on consumer purchase attention?
- What is the impact of uniform celebrity endorsed ads upon consumer buying behavior?

1.4 Objectives of the Study

1. To find out the state of consumers' perception onto the usage of a uniform celebrity endorsed advertisement.

2. To find out the attributes that may influence consumer buying behavior through celebrity endorsement.
3. To identify the impact of uniform international celebrity-endorsed ads on consumer buying behavior.

2. LITERATURE REVIEW

Broadcast advertising using celebrities is widely done to target mass markets of customers, and usually the manufacturers of brands become successful in their desired intention of attracting consumers towards their brands or products. Advertising appeal can be enhanced by using celebrities or in other words consumers are more attracted by celebrity endorsed ads (Al Zoubi & Bataineh, 2011).

It has been argued (K.V, 2012) that, a product which is endorsed by a celebrity is more likely to be remembered by customers. Customers pay additional attention to advertisements in which a product or service is endorsed by celebrity and they recall it for a longer period of time. So, celebrity endorsement boosts product information and increase customers' awareness. Customer decision making process varies from one product type to another, and when it comes to durable products, customers do not consider celebrity endorsed products or services. The main focus in purchasing durable products is given to need and the product usefulness. Celebrity endorsement works when the motive of advertising campaign is to highlight product quality or price. Moreover, customers buying decision making is influenced by celebrity endorsement when they evaluate a product or recognize a brand. Advertising campaigns in which film stars are used are often considered more effective rather campaigns that are using sports personalities and models. In selection of brand customers select those brands which are endorsed by a celebrity.

Marketing ultimate objective is to capture a strong position in customer's mind by developing a brand. Customer's purchase decision is much influenced by the brand and the celebrity they like. In high involvement purchases like purchase of an automobile majority of customers would love to see the celebrity endorsing their vehicle. In durable products like automobiles customers want to see, male celebrities are endorsing automobiles then female celebrities. In order to persuade people to buy a particular product or brand celebrity endorsement is an effective tool because people are very much impressed form celebrities and they are more recipient to message conveyed by their favorite film stars or cricketers. So, celebrities can convey message clearly and they can influence people to buy a product of service. Although it looks pretty simple to use a celebrity to endorse a brand and astonishing results can be seen in response to a celebrity endorsed advertising campaigns, but marketers need to be careful in choosing a celebrity for their campaign. The ideal use of celebrity can make a brand successful and it can take the brand to a peak point, but a little mistake in celebrity selection can be destructive for the brand. Correct match of celebrity with the product is also critical to brand success. Male celebrities are found superior endorser then the female celebrities when they are endorsing a durable good like an automobile. (Pughazhendi & Ravindran, 2012)

In everyday life customers are exposed to different products and brands thorough advertising. Buying decision is mainly concerned with convenient goods like shampoo, soap, grocery items, beauty creams, magazines, news papers, beverages etc, and specialty goods like laptops, automobiles, cameras, television, air conditioners, jewelry etc. consumers buying behavior is different in different buying decision. When they shop impulse items there inclination to purchase decision is different and to buy a specialty good consumers consider different attributes to purchase a product. When consumers buy impulse goods they do not consider celebrity endorsement in Peshawar city. The reason behind is lack of awareness to different brands due to different social factors. When consumers buy impulse goods they search for discounts, sales, premium, coupons and do not consider celebrities. (Hussain, Manzoor, Shamsurrehman, Ali, Zia-ud-din, & imran, 2011)

Research shows that celebrity endorsement is attractive to customers especially to young people and teen agers. Because people find celebrity endorsement more attractive they want to see bollywood and film actors and actresses in the advertisement. Celebrity endorsed advertisement increase the recall and recognition of the endorsed product or brand. Although research shows that people know that celebrity endorsed products and brands are not used by the celebrities, but, still it has a great impact on consumer perceptions and attitudes. Attributes of celebrity also influence the purchase decision of the product. In all the celebrity attributes familiarity of the celebrity has the highest impact on the purchase attention. Then similarity, expertise and trustworthiness and likeability come and affect consumer purchase attention. (Kumar A. , 2010)

Consumer Buying Behavior:

Consumer buying behavior is a difficult process. And it can be defined as "The buying behavior is the decision processes and acts of people involved in buying and using products. And the consumer buying decision is the buying behavior of people who purchase products for personal or household use and not for business purpose".

According to (Alex L. Brown) consumer buying behavior consists of following steps:

1. ***Problem Recognition***
2. ***Information search***
3. ***Evaluation of Alternatives:***
4. ***Purchase***
5. ***Post-Purchase Evaluation***

RESEARCH GAP:

Based upon the above discussion of literature it has been found that celebrity endorsing play a vital role on consumer purchase decision. Number of researches have been conducted to find out or to explain the relationship between celebrity endorsement and consumer purchase attentions. However in Pakistan, majority of advertisement which are being on aired are using celebrities from other countries especially from India. It means the same ads with same Indian celebrities are being run on Pakistani TV channels. This phenomena is known as uniform celebrity endorsed advertisement, the current study has been undertaken to explain the effect of uniform celebrity endorsed ads on consumer buying behavior of Pakistan.

3. THEORITICAL FRAMEWORK

3.1 The Research Model:

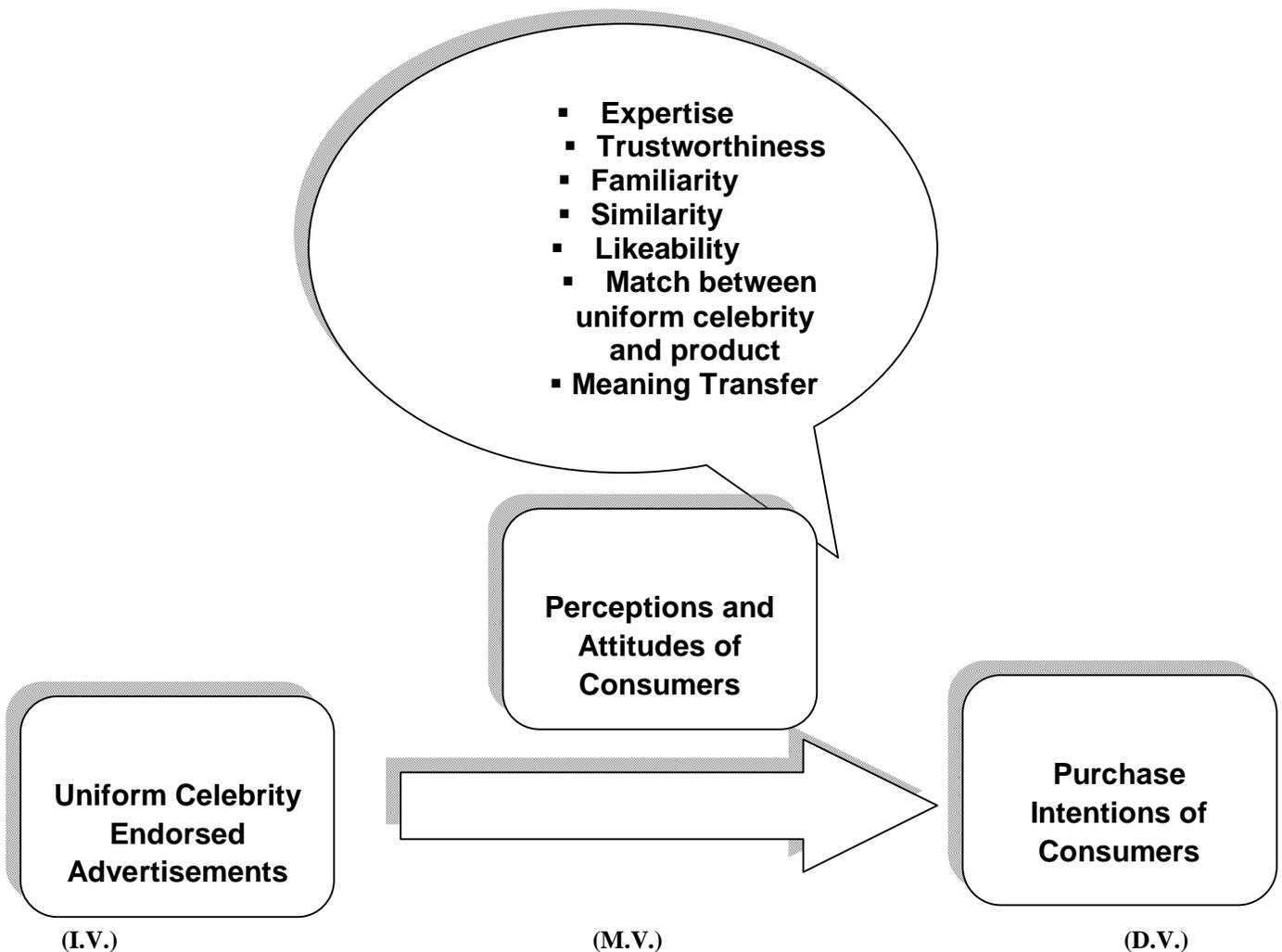
The research model for this study is an integrated model based on understanding the concept of uniform celebrity endorsement and the attitudes and perceptions of consumers towards celebrity-endorsed ads, in order to study its impact upon consumer purchase intentions (Biswas *et al.*, 2009). This model is very effective in explaining the influence celebrities have upon consumers' purchase intentions. Marketers associate values with their offered products and services, in order to attract customers towards them. Therefore meanings from the culture are transferred through celebrities in uniform celebrity-endorsed ads (McCracken, 1986). The purpose of this study is find the impact of uniform or standardized celebrity attributes which marketers of different organizations use in order to positively influence the purchase intentions of consumers towards their products, services and brands.

In countries like Pakistan and India, the celebrity endorsers are considered effective because of their being part of the inspirational reference group to which the customer belongs to (Assael, 1984; Solomon & Assael, 1987). In India, people idolize the Bollywood film actors and actresses and consider them as opinion leaders (Katyial, 2007; Biswas, *et al.* 2009). On similar lines, in Pakistan the Bollywood actors and actresses and Indian cricketers have huge fan following. This has led to marketers developing uniform or standardized celebrity ads, exhibited both in Indian and Pakistani media.

As observed in literature that marketers creatively use celebrities to attract customers towards their offered products and service. And celebrities possess certain unique attributes and characteristics such as trustworthiness, attractiveness which help in alluring customers towards those endorsed ads and ultimately lead to purchase decisions (McCracken, 1989). Past studies indicate the useage of several research models by various researchers to study the impact of celebrity endorsements upon consumer purchase intention and behavior.

Some researchers are of the view that celebrities lend their personal attributes to the products by appearing simultaneously in the advertisement. This research utilizes the four different models which are the source attractiveness model (McGuire, 1985). Source credibility model (Hovland *et al.*, 1953), Match-up hypothesis model (Kamins & Gupta, 1994) and the Meaning transfer model (McCracken, 1986). These four model represent the characteristics or attributes of celebrities which influence the purchase intentions of consumers. So basically the research model has one independent variable (Uniform Celebrity Endorsed Advertisements) which impact the dependant variable (Purchase intentions of consumers) and is moderated by the variable of perceptions and attitudes of consumers towards uniform celebrity endorsed ads. Now, these perceptions of consumers are based onto the unique attributes and characteristics of celebrities as communicated by the four research models discussed above.

Figure 1 (Theoretical Framework)



3.2 Hypotheses development:

Following hypotheses have been developed for the study.

H1: Uniform celebrity endorsed ads are more attractive than non uniform celebrity endorsed ads.

H2: Attributes of uniform celebrity endorsed ads (expertise of celebrity, trustworthiness, similarity between celebrity and consumer, familiarity among consumers, likeability among consumers, and product fit with celebrity, and meaning transfer from the celebrity) positively affect the purchase intention of consumers.

H2a: Celebrity Expertise positively influences the purchase intention of consumer

H2b: Trustworthiness positively influences the purchase intention of consumer

H2c: Similarity between celebrity and product positively influences the purchase intention of consumer

H2d: Familiarity among the consumers positively influences the purchase intention of consumer

H2e: Likeability among consumers positively influences the purchase intention of consumer

H2f: Product fit/ match with celebrity positively influences the purchase intention of consumer

H2g: Meaning transfer from the celebrity positively influences the purchase intention of consumer

H3: Uniform celebrity endorsed ads generate more purchase intention than non- uniform celebrity endorsed ads.

4. RESEARCH METHODOLOGY

The study undertakes quantitative approach, as adapted from (Kumar A. , 2010). The approach is seen as having objective observations, precise measurements, statistical analysis and verifiable truths. The hypotheses that were constructed in heading above will be tested by carefully analyzing the data using statistics.

A combination of both primary and secondary data collection methods have been used for this study. The primary data for this study is obtained from the data collected through the questionnaire distributed. The secondary data is collected from past literature reviews and relevant articles.

4.1 Data Collection Methods

The logical reasoning behind using survey research method is that I am going to obtain information from large samples of the population. In this particular research, it is used to quantitatively describe specific aspects of a given population. These aspects specifically involve examining the relationships among variables. Survey research does not require a lot of investment and can be administered through minimal charges. Moreover surveys can also elicit information about attitudes that are otherwise difficult to measure using observational techniques (McIntyre, 1999).

The sampling technique used for this study is convenience sampling (or haphazard sampling). —It involves selecting haphazardly those cases that are easiest to obtain for your sample. Under convenience sampling respondents are selected on the basis of proximity, ease of access and willingness to participate. It enables the researcher to gather information from the targeted group of people easy and quickly. The author has selected convenience sampling for this research mainly on the basis of easy access to target population of students of Southern Punjab, Pakistan.

The issue of sample size for all non-probability sampling techniques (except quota sampling) is ambiguous and, there are no rules and it depends upon the questions and hypotheses of the study.

The respondent's sample was selected through convenient sampling technique. The sample includes participants from two universities of Sahiwal region. The sample size selected is 150. And the sample population comprised of students from COMSATS Institute of Information Technology, Sahiwal and BZU Sahiwal campus.

In this study data was collected by using a very common method of data collection which is, questionnaire. The questionnaire included the questions through which we can measure the effect of using uniform celebrity endorsed ads on consumer buying behavior. The questionnaire was developed on the bases of the research by (Kumar A. , 2010).The first part of questionnaire is consisted of demographics of respondents, like their age, gender, occupation etc. the rest of the question are developed to prove the hypotheses of the study. Questionnaire used a five point likert scale to for evaluation the degree of agreement for each question.

3.6 Data Analysis Techniques

The data in this research paper is analyzed through SPSS version 17.0, which is popular statistical software. The statistical tools utilized for analysis include descriptive statistics, correlation and regression analysis as utilized by(Kumar A. ,2010).

3.7 Reliability of Instrument

Reliability is employed as a technique to ascertain all the measureable items' internal consistency in a questionnaire. The underlying objective is to examine if the items making up the construct are measuring what they are supposed to measure. Moreover it also measures whether the items have coherence with the construct. Statistically, the value of Cronbach's Alpha is referred, which should be up to 0.7 or more in order to be acceptable. It means high alpha is good. The reason of using Cronbach's alpha test is because it is easier to use in comparison to other estimates (e.g. test- retest reliability estimates) as it only requires one test administration. In this Cronbach's Alpha value for uniform celebrity endorsement ads is variable is 0.748, 0.856 for perceptions and attitudes of consumers towards uniform celebrity endorsed advertisements and 0.729 for purchase intentions of consumers respectively. Therefore it can be affirmed that the items measuring constructs are reliable.

3.8 RESULTS AND DISCUSSION

Research Question one

Research question one is mainly revolve about to judge the opinion of Pakistani consumers towards uniform celebrity endorsed advertisements in comparison with the non-uniform celebrity endorsed advertisements. In this regard numbers of questions were asked from respondents to know their view about uniform celebrity endorsement. in the first question, respondents rate to what attract them more, uniform endorsed advertisement or non-uniform

endorsed advertisements. The results of the descriptive statistics show that 73 % respondents were more likely to get attracted from the advertisement featuring a uniform celebrity. Only 9.8 % respondents were attracted towards non-uniform celebrity endorsed advertisements.

Attract more		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Uniform celebrity ads	127	73.0	88.2	88.2
	non-uniform celebrity ads	17	9.8	11.8	100.0
	Total	144	82.8	100.0	
Missing	System	30	17.2		
Total		174	100.0		

Second question was asked to determine, how much uniform celebrity endorsed advertisements help consumers to recall or remember the product endorsed by uniform celebrity. The results of descriptive statistics show that majority of consumers agree (42.5 %) that advertisements having uniform celebrities help them to recognize or recall the product being endorsed by the uniform celebrity. About 37.4 % respondents were strongly agreed with the statement that products which are endorsed by the uniform celebrities are more easily recall able or recognizable. On the other hand, only 2.9 % respondents were disagreeing with the statement.

recall/ recognize product					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	D	5	2.9	3.5	3.5
	A	74	42.5	51.4	54.9
	SA	65	37.4	45.1	100.0
	Total	144	82.8	100.0	
Missing	System	30	17.2		
Total		174	100.0		

Age * recall/ recognize product Crosstabulation					
		recall/ recognize product			Total
		D	A	SA	
Age	less than 18 years	1	3	4	8
	18-30 years	4	70	59	133
	30 and above	0	1	2	3
Total		5	74	65	144

The above cross tabulation table shows that respondents from all the age groups were agree that, presence of uniform celebrities in advertisements help them to recognize the product easily. Hence, it can be inferred uniform celebrity endorsed advertisements are more effective in recognizing about the product.

Third question was related to know the consumers perception that how influential uniform celebrity endorsed advertisement is, in gaining consumers attention to purchase the product being endorsed by uniform celebrity. The results of the study show that greater part of the respondents 42.5 % believe that uniform celebrity endorsed advertisements are highly influential in pursuing consumers to purchase the product. Only 2.9 % consumers were of the view that uniform celebrity endorsed advertisement does not play a vital role in influencing consumer’s purchase intention.

highly influential ads					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	D	5	2.9	3.5	3.5
	A	74	42.5	51.4	54.9
	SA	65	37.4	45.1	100.0
	Total	144	82.8	100.0	
Missing	System	30	17.2		
Total		174	100.0		

Research Question two

Generally speaking, correlation technique measures the strength of association existing among two or more variables. Therefore it can deduced that if one variables changes, then some degree of change should be observed in the other variable as well, if this is observed then it means correlation exists among variables. Correlation is regarded as the

link or association among variables. The relationship among variables is said to be significant, if correlation value 'r' is either exactly or approximately equal to 1 or -1. If this is the case, then it means a significant relationship is there, but it could be both positive or negative. On the other hand, if the value of correlation coefficient is 0, this shows no relationship exist among the variable.

Bivariate Analysis

Table 1: Descriptive Statistics and Correlations among the Variables of the Study

	Mean	S.D.	PI	CE	CT	SCY	FC	LC	MCP	TMP
PI	4.4005	.52235	1							
CE	3.8611	1.29880	.316**	1						
CT	4.2083	.93775	.233**	.150	1					
SCY	3.8472	1.29182	.326**	.913**	.153	1				
FC	4.2917	.80100	.750**	.543**	.151	.550**	1			
LC	4.2500	.85689	.676**	.584**	.152	.578**	.576**	1		
MCP	4.2431	.85482	.684**	.591**	.137	.585**	.590**	.986**	1	
TMP	3.9375	1.20151	.393**	.456**	.030	.449**	.571**	.599**	.607**	1

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

(Where, PI=Purchase intentions, CE=Celebrity credibility, CT=Celebrity Trustworthiness, SCY=Similarity between celebrity and you, FC=Familiarity with celebrity, LC=Likeability of celebrity, MCP=Match between celebrity and product, TMP=Transfer meaning to product)

From the above table, it can be easily observed that all the seven independent variables, i.e. celebrity credibility (.316**), celebrity trustworthiness (.233**), similarity between celebrity and you (.326**), familiarity with celebrity (.750**), likeability of celebrity (.676**), match between celebrity and product (.684**) and transfer meaning to product (.393**) correlate with the dependant variable of purchase intentions of consumers in positive manner, proving the 2-tailed, positive correspondence among the above given variables. Therefore, the hypotheses H2a, H2b, H2c, H2d, H2e, H2f and H2g are supported by these results and hence accepted.

As far as strength of relationship is between dependant and independent variables is concerned, celebrity trustworthiness (.233**), celebrity credibility (.316**), similarity between celebrity and you (.326**) and transfer meaning to product (.393**) are having positive but weak relationship with purchase intentions variable. Whereas likeability of celebrity (.676**) and between celebrity and product (.684**) is having positively significant yet moderate relationship with purchase intentions of consumers. However, familiarity with celebrity (.750**) is having positive yet the strongest relationship with purchase intention. On the other hand, the results from descriptive statistics in the form of mean and standard deviation also indicate the similar results.

Regression Analysis

Predicting the value of dependent variable based onto one or more independent variables is called regression. Correlation measures the strength and degree of association between multiple variables. The simple linear regression analysis is used to predict the level of change in dependent variable, when it is impacted by independent variables. In other words, regression analysis is used to assess the variation in dependent variable due to multiple independent variables.

Table 2: Main Effects of Predictors on Purchase Intentions

Predictors	Purchase Intentions	
	ΔR^2	β
Celebrity Credibility	.094	.127**
Celebrity Trustworthiness	.048	.130*
Similarity between celebrity and you	.100	.132**
Familiarity with celebrity	.559	.489**
Likeability of celebrity	.453	.412**
Match between celebrity and product	.464	.418**
Transfer meaning to product	.148	.171**

**p<.001, *p<.10
 ΔR^2 is the net variance explained by predictor in outcomes
 β is the regression estimate

Table 2 summarizes the main effects of predictors on purchase intentions. The regression results reveal that all the predictors have significantly influenced the consumer’s loyalty; Celebrity Credibility ($\beta = .127, p<.001$), Celebrity Trustworthiness ($\beta = .130, p<.010$), Similarity between celebrity and you ($\beta = .132, p<.001$), Familiarity with celebrity ($\beta = .489, p<.001$), Likeability of celebrity ($\beta = .412, p<.001$), Match between celebrity and product ($\beta = .418, p<.001$) and Transfer meaning to product ($\beta = .171, p<.001$). Among all the predictors, familiarity with celebrity is found having stronger impact on purchase intentions of consumers than any other predictor.

Research Question Three

In order to find the response of celebrities from the angle that consumers have more positive purchase intentions towards uniform celebrity endorsed ads, descriptive frequency analysis was performed on the 03 items of the Purchase Intentions construct.

Following are the results:

The aim of the questions was to evaluate the role of the celebrity attributes on consumers purchase attention. The following table shows that, 40.2 % respondents were likely to purchase uniform celebrity endorsed products. While 35.6 % respondents were strongly agree with the statement that they are likely to purchase the products endorsed by uniform celebrities.

Table A

likely to purchase uniform celebrity endorsed products					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SD	5	2.9	3.5	3.5
	D	7	4.0	4.9	8.3
	A	70	40.2	48.6	56.9
	SA	62	35.6	43.1	100.0
	Total	144	82.8	100.0	
Missing	System	30	17.2		
Total		174	100.0		

Table B shows that 39.7 % of the respondents agree that they do purchase the products endorsed by uniform celebrities. .6 % respondents were disagreeing with the statement.

Table B

do purchase celebrity endorsed products					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SD	1	.6	.7	.7
	D	10	5.7	6.9	7.6
	U	3	1.7	2.1	9.7
	A	69	39.7	47.9	57.6
	SA	61	35.1	42.4	100.0
Total		144	82.8	100.0	
Missing	System	30	17.2		
Total		174	100.0		

Table C shows the results of overall happiness of the consumers to purchase the products endorsed by the uniform celebrities. 41.4 % respondents agree with the statement that they are happy when they buy products which are endorsed by uniform celebrities. Only .6 % respondents did not feel happy to purchase uniform celebrity endorsed products.

Table C

overall happy to purchase celebrity endorsed products					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SD	1	.6	.7	.7
	D	8	4.6	5.6	6.3
	U	1	.6	.7	6.9
	A	72	41.4	50.0	56.9
	SA	62	35.6	43.1	100.0
	Total	144	82.8	100.0	
Missing	System	30	17.2		
Total		174	100.0		

Conclusion:

In this modern era where everyone has access to technology, communication between businesses and consumers is easier. Advertising has become an industry and celebrity endorsement has become an integral part of advertising. Every year millions of dollars are being spent by companies to endorse their products by different celebrities. As celebrity endorsement has become an important phenomenon, understanding of consumers perceptions towards uniform celebrity endorsement can help marketers to use celebrity in the best way. The current study has high lightened the consumer's perception about uniform celebrity endorsement in Pakistan. Following results has been inferred based on current study.

Firstly, current state of consumers about uniform celebrity endorsement has been observed. Research results show that consumers give greater importance to uniform celebrity endorsement in Pakistan. In Pakistan teenagers are more attracted towards uniform celebrity endorsed advertisements. Research also shows that using uniform celebrities also increase the recall and recognition of endorsed products. Overall people do consider the celebrity endorsed products when they make purchase.

Secondly, relationship between uniform celebrity endorsement and consumers purchase intention was tested empirically. It was found that uniform celebrity endorsement has a positive relationship with consumers purchase intentions as compared to non-uniform celebrity endorsed advertisements.

In last different celebrity attributes and their effect was discussed. And research revealed that consumers are likely to buy uniform celebrity endorsed products. Consumers also make purchase of those products endorsed by uniform celebrity. Consumers also feel happy when they products which are endorsed by uniform celebrities. Through this research all the research objectives which are set to understand the uniform celebrity endorsement in Pakistan have been achieved.

Limitation of the Study:

Each study has certain constraint and it is important to acknowledge them before generalization of the research. The current study also has some limitations. First of all sample size is small. As the population was mainly consisted of Sahiwal city, so it may not be generalized to all country. The largest part of the population is consisted of young people and data does not collected form senior citizen who may have different opinion towards uniform celebrity endorsement. Large number of respondents belongs to urban part of the city and rural population is neglected who also may have different views about uniform celebrity endorsement. Therefore, results cannot be generalized to whole country.

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