From celebrity endorsement to buying intentions: Buying behavior patterns of Pakistani consumers

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Abstract

In the marketting arena it seems very difficult for marketers to get the attention of buyers. Globally in adverstising world rely on celebrity endorsement technique which is more appealing than anything else. The main purpose of the study to measure the role of celebrity endorsement on purchase intention and buying behavior in Pakistani context. Hence, by using purposive sampling 210 questionnaire was analyzed. Structural Equation Modeling (SEM) was applied by using AMOS. The result of this study proved that celebrity endorsement is the biggest predictor of purchase intention and influence the buying behavior of consumers.

Keywords: Advertising, Celebrity endorsement, Purchase intention

Advertisements are very essential these days for the sale of products and services. With the changing scenarios of advertisement world several strategies are utilized, such as, shock, emotions, humor and sexual etc. These strategies are used to create awareness among the people that most of the companies use in order to get attention and recognition of masses (Severn, Belch , & Belch , 1990). However, these appeals are made effective by including people, sometimes someone unknown to the public and in most cases people with high recognition among the public. According to McCraken, it is comparatively easier for a famous person to affect the buying behavior of the consumers (McCracken, 1989). The reason behind being affected easily by the famous people is that the consumers can easily identify and relate themselves to the person (Erdogan, Baker, & Tagg, 2001). With the advancement of the technology and evolution of advertising industry, new modes of advertisements are being introduced. Among them, celebrity endorsement is a very important technique of advertisement. People tend to be attracted towards the products and services which celebrities introduce through advertisements. These celebrities can be film

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actors, models, cricketers, singers or politicians etc. Companies pay these celebrities an enormous sum for their service as endorsers for their products (Katyal, 2007). The use of celebrity endorsement has so dramatically increased since the past couple of decades that it has now become a billion dollar industry (Katyal, 2007). Different companies take the services of celebrities as endorsers for their products hoping that they would get the attention of the consumers towards their product (Temperley & Tangen, 2006). In Pakistan, national brands also prefer to go for celebrity advertising in order to promote their brands. The top five celebrities to endorse multiple national brands in 2015 are cricketer Shahid Afridi endorsing 13 brands, actor Fawad Khan endorsing 9 brands, actress Mahira Khan endorsing 9 brands, actor Fahad Mustafa endorsing 9 brands and actress Sanam Saeed endorsing 9 brands (Shafiq, 2016). Some of the famous brands these celebrities endorsed are Qmobile, Dettol, Head & Shoulder, Fair & Lovely, Pepsi, Coca Cola, Lux, Nestle, Servis Shoes, Olper's, Warid, Ufone and Clear for Men (Shafiq, 2016).

Objective of Research

The research is focused on the perception of people of Quetta about celebrity endorsement and their buying behavior. In this research work, it is discussed that how people of the Quetta perceive celebrity endorsement. What is the impact of celebrity endorsement on their attention and exposure? Are they attracted towards the products endorsed by a celebrity? What is the attitude of people of different age groups about celebrity endorsement? How different traits of celebrities influence the purchase decision of the people of Quetta? What is perception of people of Quetta regarding effects of negative publicity of the celebrity endorser on the product?

The main objective of the research is to get the answers of following questions:

1. How people of Quetta perceive celebrity endorsement?

2. What is the impact of celebrity endorsement on their attention?

3. Are they attracted towards the products endorsed by celebrities?

4. What is the preference level of the people belongs to different age brackets?

5. How do the different traits of celebrities influence the purchase decision of the consumers?

6. What are the perceptions of people of Quetta regarding the effects of negative publicity of the celebrity endorser on the product?

Literature Review

In today's modern era advertisement is thought to be very necessary for any product to be sold. The companies are ready to pay an enormous sum just for the advertisement. Advertisement according to the dictionary means a public announcement generally print, audio or video made to promote a product, service or any idea. With increasing competition, marketers are focusing on different techniques for advertisement of their products; celebrity endorsement is one of the important technique marketers are using now-a-days.

Endorsement of celebrity

In current market trends celebrity endorsement is a modern technique of advertisement which companies used to gain market share for their goods and services. All those individuals who are publically recognized due to their fame and extraordinary attributes are considered as celebrities (Sridevi, 2014). According to Involvement of well-known personalities in promotion of product is modified through many elements like sincerity, pleasant appearance, morals, promoter financial prominence and commodity-star affiliation (Erdogan, 1999; McCracken,1989). Willingness to buy the product is increased by the use of personality used for endorsing of that product (Zahaf & Anderson, 2008). The purpose of advertising strategy is to grab the attention of the customers and consumers who are becoming more sophisticated and selective day by day in their choice of products. Therefore, celebrity endorsement comes in handy to catch the eyes of the consumers and influence their brand choice.

Celebrity endorsement being highly effective in spreading awareness among the audience in a short time is a very useful advertising tool for the companies and their products. It is due to this much popularity and effectiveness of celebrity endorsement that it costs the companies an enormous sum payable to the celebrity endorsing their product (Kambitsis, Harahousou, Theodorakis, & Chatzibeis, 2002;Daneshvary, & Schwer , 2000). Companies have been associating themselves and their brand with the celebrity endorsers hoping that the popularity of the celebrities would make their compaign more effective and fruitful (Severn et al ,1990).

Celebrity

The one who is recognized and famous among public for his or her accomplishments other than that of product endorsed is known as celbrity (Kamis 1989). Celebrities as those people who are famous among the public and therefore are well recognized by the public due to their distinctive characteristics such as, attractiveness and trustworthiness (Silvera & Austad ,2004).Celebrities are famous in public and most of the people follow them

as an idol. People are influenced from their life and follow their footsteps in their daily life.

Source Credibility

Source credibility means the extent of the celebrity's knowledge, experience, skill or trustworthiness in the eyes' of consumers. Source credibility is basically the positive characteristics and qualities of the source or celebrity which in a way compels the consumers to accept the message regarding the brand being advertised (Ohanian, 1990). This implies that the celebrity chosen as an endorser for a brand needs to be a knowledgeable person with expertise. The celebrity or the sources able to be relied with refrence to different attributes (Severn et al ,1990). These two attributes are essential to be present in a celebrity chosen for brand endorsement in order for the advertisement to be effective and successful in conveying the right message intended by the company.

Expertise:

Celebrities are selected or chosen on the basis of their demand and popularity (Severn et al ,1990). Expertise of celebrity regarding the product being advertised is more essential than source trustworthiness(Ohanian ,1990). Based on these two researchers idea of source expertise, it is quite vivid that source expertise is basically a persuasive way of communication and can very well affect the attitude of the consumers towards the product being endorsed.

Trustworthiness:

According to Schiffman & Kanuk, the celebrity endorser must be trustworthy in order to effectively endorse a product or service (Schiffman & Kanuk, 2004). Trustworthiness is based upon honesty of the celebrity regarding the brand being advertised. The target audience or consumers must find the source believable or trustworthy in order for effective advertisement (Severn et al ,199o). Source trustworthiness message will be more effective if the source or celebrity is trustworthy. Furthermore, trustworthiness is the degree of confidence in the way of communication of the source or celebrity regarding the message of the company about the brand being endorsed (Ohanian, 1990).

 Once the celebrity managed to persuade the consumers to adopt the message, the company succeeds to gain a loyal consumer (Severn   et al ,1990).

Source Attractiveness

The main objective of source attractiveness is to connect the receiver with source and with the brand. It is comprised of three attributes similarity, familiarity and likeability .

Similarity: The receivers are more influenced if the message is coming by a source whom they feel more similar (Severn et al ,1990). Similarity can be measured when the source and receiver have the same needs, interests, goals and lifestyle (Ohanian, 1990).

Familiarity: Familiarity is considered as the level of source's knowledge about the brand. While choosing a celebrity for endorsement, the companies thoroughly analyze the previous knowledge of the celebrity and how they can use their knowledge in the best interest of their product (Severn et al ,1990).

Likeability: This factor is very essential when choosing a celebrity for the product endorsement. The marketers have to be very careful in choosing a celebrity having enough admiration and recognition in public eye in order for the message to be more appealing and effective (Severn et al ,1990). Celebrities should be famous in the market and also possess some rare characteristics not generally found in others. The companies, however, have to be very cautious in choosing a balanced celebrity whose popularity should not overshadow that of brand itself (Ohanian, 1990).

In a nutshell, one can say that source attractiveness or physical attributes like appearance, personality, likeability and similarity have deep impact on the consumers idea of a product.

Source Power

Source power in advertising means how well the celebrity or source could be persuasive which affect the buying pattern of the consumers. Source power is very useful when it comes to personal selling for the reason that it can easily convince or lead the consumer to purchase the product (Ohanian, 1990) (Solomon, 2002).

Buying behavior:

Since the consumers are becoming more and more knowledgeable and aware of marketing techniques, the marketers and advertisers have to be very careful in advertisements.The use of endorsers as spokespersons and credible sources are becoming more and more frequent these days. Credibility and trustworthiness of the celebrities are crucial in attracting the buyers towards the company and influencing their buying prefrences (Jamal, & Goode, 2001).

when a company has a potential relationship with a celebrity endorsing its products, the consumers will always be more focused and interested in the circumstances around the celebrity rather than the company. So, any bad image of the celebrity might ruin the market of the product being endorsed and would result in catastrophe in brand's image.

Celebrity Endorsement in Pakistan

Celebrity endorsement technique is also employed in Pakistan through different advertising industries. It is the effective and preferred technique to promote the brand and gaining profit in Pakistan. Different industries are engage in intensive advertisement like Q Mobile, one of the local mobile headset brand which is offering good quality mobile with low price. In Pakistan Q Mobile is competing with well-established expensive International brands like Samsung, Apple, HTC etc. The reason behind the success and popularity of the QMobile is their intelligent marketing strategy. A huge investment is involved in their promotion campaign. Whenever the company launch a new famous celebrities Fawad Khan etc for their advertisement. Mases get influenced by these celebrities and buy these products endorsed by these celebrities. Bulbulay a famous Pakistan comedy serial was also paid by QMobile to promote their mobile phones during the serial. They managed to utilize the serial in order to raise awareness about the features of their product to the viewers of the serial. Rumor is that QMobile's next face is going to be Angelina Jolie, the renowned actress from Hollywood. They introduced their product to the public by using celebrities as their spokesperson for raising awareness about the features of their phones like low price, dual camera, high storage etc. and all these efforts have brought them to the position they hold now in the local markets (Calder et al. 1981).

Moving to the clothing brands in Pakistan, there are various famous expensive clothing brands in Pakistan. For example, Needle Impressions, Generations,Thredz, Firdous Lawn, Khaadi, SanaSafinaz, Crescent Lawn etc.

Theoretical Framework:
Celebrity endorsement
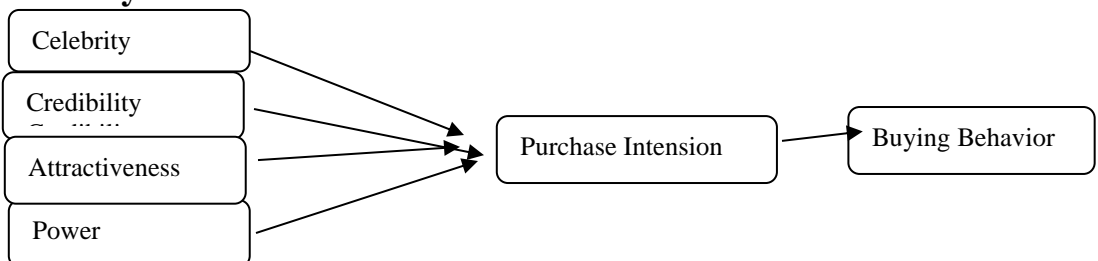
Methodology:

for this research we used purposive sampling technique and 231 students of MBA department of University of Balochistan were selected randomly and response rate was 91% (210 questionnaires) .Scale for buyig behavior was adopted from Valence et al. (1988)and purchase intention was adopted from (Baker & Churchill, 1977). All the scales were measured on 5point likert scale with chronbach alpha value was greater than .70.

Results

Measurement Model Validation

Table 1 presented the bivariate correlations, Mean and Standard Deviation of the key constructs. The significant results of the analysis depicted that Celebrity Credibility, Attractiveness, Power, Purchase Intention and Buying Behavior werepositively related.

Table1: Correlation Matrix

	Mean	S.D	Celebrity	Credibility	Attractiveness	Power	PINT	Buyingbehv
Celebrity	4.2	0.64						
Credibility	4.2	0.62	.814**					
Attractiveness	4.3	0.63	.670**	.753**				
Power	4.3	0.71	.741**	.795**	.657**			
PINT	4.1	0.73	.673**	.642**	.617**	.587**		
Buyingbehv	4.4	0.52	.698**	.730**	.668**	.699**	.676**	

**P<.001.

Model Fit Indices

The resulted model fit indices were within accepted thresholds: $\chi2$ to degrees of freedom ratio of CMIN/DF= 2.05 *GFI*=.98 (CFI) = .99; RMSEA = .07 (Table2).

Table 2: Model fit indices for the structural model

Model fit indices value	Results	Recommended
Chi-square statistic $\chi2/df$	2.05	≤ 5
GFI	0.98	≥ 0.9
CFI	0.99	≥ 0.9
RMSEA	0.07$\leq$0.08	

Structural Model Testing

Figure 2 portrays an estimation of the standardized path coefficients in the model. As the first hypothesis (H1) of the study was that Celebritywould be positively related with Purchase Intention. The estimates

of Hypothesis 1 (β = .29 p< .000) showed a positive significant relationship between these constructs.

Hypothesis 2 was accepted by showing that Credibilitywas positively related to thePurchase Intention (β = .18 p< .042).Accordingly the estimates of Hypothesis 3depicted the positive relation amongattractiveness and Purchase Intention (β = .25 p< .000) that confirm the acceptation of third hypothesis.

A direct and positive effect of power on Purchase Intention had been confirmed in hypothesis 4 (β= .17 p< .007).In particular, hypothesis (H5) was that Purchase Intention and Buying Behavior have positive relation Thus fifth hypothesis was accepted (β =.79, p< .000). The results of structural model confirmed that all hypotheses 1 through 5 were accepted.
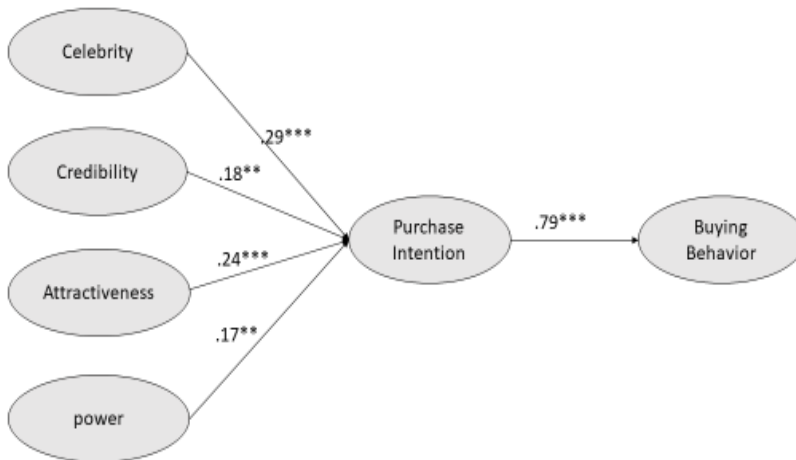
Figure 2: Resulted Model

Discussion and conclusion

With the increasing competitive markets, marketers are ready to use all of the advertising Medias such as, television, print media, social media etc. which makes it challenging for the consumers to go for the best product. It is a big challenge for the marketers too to grab the attention of such vast consumers. Hence,our two hypothesis was accpted that depicts that celebrity and credibility was positively assciated with purchase intention and this is in line with the study of (Calder et al. 1981)The reason behind this strategy is they tend to put something interesting and attractive in their

advertisements which could catch the eyes of the consumers. For this purpose, they employ celebrities in their advertisements to make it more effective and appealing to the consumers which our two hypothesis (3,4) stated about attractiveness and power. Celebrities generally have a huge number of fans which make them ideal choice for getting the attention of their fans and in a way persuade them to use or buy the product they endorse. Our these results are matched with study of Jamal, & Goode(2001)where he proved the role of attractivness in buying compulsion.

Publicity of the product either negative or positive has more credibility than the communication exerted by the company (Wedel & Kamakura ,2000).Since it is in the nature of human beings, that they are attracted towards the negative things more than the positive things, similarly the negative publicity of a company's product might ruin the company's image and product's market. A negative publicity of the product might be harmful for the product market as the media prefers some spice in the news. The possibility that the company should be aware of attaining negative publicity if the celebrity chosen to endorse the brand is involved in some sort of controversy or has been in a scandal of some sort (South & Spitze, 1994)

some researchers proved that willingness to buy the product is increased by credibility of the commercial and endorser (Zahaf & Anderson, 2008). The purpose of advertising strategy is to grab the attention of the customers and consumers who are becoming more sophisticated and selective day by day in their choice of products. Therefore, celebrity endorsement comes in handy to catch the eyes of the consumers and influence their brand choice.

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