# Impact of national and international celebrity endorsement on consumer purchase intentions

Shama Razi[1]* , Tania Hasan*  & Zaeem Saqif **
*Lahore School of Economics*
*Systems Limited*

**Abstract:**

Celebrity endorsement has been one of the most prevalent marketing techniques employed by marketers to promote their brands. This paper aims to study the impact of national and international celebrity endorsement on consumer purchase intention towards high and low involvement products. An experimental research design has been implied in this research study. To test the influence of celebrity endorsement on consumer purchase intention, 150 university faculty members and students divided into six treatments were conducted. The results of this experiment show that buyers, when it comes to purchasing a low involvement product, can rely on ads which are endorsed by international celebrities. On the other hand, when there is a question of purchasing a high involvement product they trust market offerings that are being endorsed by national celebrities.

**Keywords:** Celebrity Endorsement, Consumer Purchase Intention, Experimental Research Design, Product Involvement.

**Introduction and Rationale for current study:**

In today's world, celebrities have the power to engrave lasting impressions in the mind of general population. This popularity factor is the essence of being a celebrity (Karasiewicz & Kowalczuk, 2014). Endorsement by a celebrity is a basic component of brand communication channel in which a celebrity authenticates the claims and becomes the voice of a brand (Erdogan, 1999), eventually strongly influencing the consumer (Muda, et al., 2014). When compellingly used, the celebrities have an inherent capacity of serving a

---

beneficial role in augmenting the competitive position of the brand and amplifying the brand equity (Zipporah & Mberia, 2014).

The concept of celebrity endorsement is not new; in fact, it is as entrenched as the abstraction of the celebrity itself. This marketing stratagem can be traced back to as early as mid-nineteenth century. Queen Victoria appeared on one of Cadbury's print ads in 1854 and Pope Leo XII appeared in the advertisement of "Mariani Wine". The international market research firm Millward Brown reports that at least one celebrity endorses the product/service in more than 15% of the advertisements in United States – this figure increases to 24% for India and 45% in Taiwan (Crutchfield, 2010). Just the acquisition of a celebrity for endorsements makes up to approximately 10% of the total television expenses (Agrawal, 1995).

The current study is targeted towards attaining better understanding of the competence of national and international celebrity endorsers on the consumer purchase intent with reference to low and high involvement products, within Pakistani context. As mentioned above, the western societies have seen ever-increasing celebrity endorsements for their brands but there is a deficiency of research on this topic within a Pakistani context. The research in this area is in its infancy stage, while the majority of research has focused in gauging the impact of having celebrity endorsements on purchase decision. Such research results support the validity of the research questions and confirm the positive impact on consumer buying behavior. The current study goes a step ahead by conducting an experiment to get the insight that if existence of a national or international celebrity endorser is expected to amend the purchase intention of the respondents for low and high involvement products. The era of internet around the globe and hence in Pakistan, allows sufficient exposure to its consumers to have access to media and advertisements from India, Europe and North America etc., which not only allows increased recognition of the global stars and celebrities, but also the intended influence on buying intentions of Pakistani consumers.

Today, celebrity endorsement is seen as an intrinsic and indispensable component of the integrated marketing communication strategy. Three factors at macro level validate the use of celebrity endorsement as an effective promotional tool (Pringle, 2004). The first one is the "flourishing contingency" for association of brands with consumers. Second is the "era of consent", which points at the increased control of the consumers over the messages they receive. Third is the clutter of the advertising communication and the resulting media fragmentation (Temperley, 2006). All geographical territories around the globe have their own frame of reference in terms of celebrities. Therefore, celebrities can be categorized into three classifications: i) Regional celebrity, ii) National celebrity and iii) Global celebrity. In a

country like Pakistan, particularly in rural areas, there are a number of regional celebrities that play a significant role as advocates of brands. As far as the urban areas are concerned, regional celebrities are nearly non-existent. National celebrities have better recognition and appreciation in urban areas. Pakistani media has a strong presence of the foreign TV channels, particularly Indian TV channels, which contributes strongly in developing recognition of global celebrities. Entertainment channels from India have gained acceptance, and as a result, Pakistani viewers reflect the influence of Indian cultures in their festivities and have ever-stronger appreciation and recognition for the Indian celebrities (Driessens, 2014).

Majority of brands serving Social Economic Class (SEC) A understand that the choice of same celebrity in all segments may not be the viable option (Bijapurkar, 2007). Considering that lexicon, it would be captivating to explore whether a National Celebrity would have a different impact on the consumer attitude than an International celebrity, assuming that both endorse the same product. The current research sets out to examine the differential consequence of having a national or international celebrity endorsed in an advertisement.

A reasonable number of brands by multinational companies operating in Pakistan, in their pursuit to increase the market share, have capitalized celebrity endorsements. Some of the successful endorsements were: Lux by Shahrukh Khan, Katrina Kaif and Reema Khan; Supreme Tea by Akshay Kumar and Sunakshi Sinha; Head & Shoulders by Saif Ali Khan and Kareena Kapoor and Lipton Tea by Ali Zafar. Due to the high penetration of Bollywood movies and Indian music in Pakistan, Indian celebrities from Bollywood not only have high recognition but also have high fan following resulting in greater returns for the brands using these celebrities for endorsements. It is therefore for this reason; Indian celebrities have been used as international celebrities in this study.

Therefore, it is imperative to find out if the companies should set out huge advertising budgets and work with expensive international celebrities or the same purchase intention and favorable attitude can be accomplished by the use of less expensive national celebrity. This experimental research responds to the call for a comparative study between international and national celebrities, to assess their influence on the purchasing intention and decision regarding high involvement and low involvement products (Bhatti & Fiaz, 2016).

## Literature Review

The notion of celebrity endorsements can be best explained by Social influence theory (SIT) that take into consideration how individuals that are interacting within a certain social circle

are impacted and influenced by the others in the same network and it can be seen by certain behaviors (Li, 2013; Venkatesh & Brown, 2001).

In the pursuit of creating efficacious and a cogent advertisement, the marketers and advertisers are leaving no stone unturned in order to find exclusive ways of reaching the customer. Celebrity endorsements provide the needed exclusivity to the advertisers. The advertisers of current times are cognizant of the fact that the unique positive image of the celebrity has the potential of making the message more compelling and credible (Choi & Rifon, 2007).

Celebrities have the capacity to exercise an elusive yet strong effect on the routine life and everyday thinking (Zafar, et al., 2019). Individuals or consumers have an inclination to form a chimera or a delusion of an interpersonal bonding with celebrities (Knoll & Matthes, 2016). Celebrities are mostly able to capture the attention of the brand mangers/marketing professionals due to this spillover effect of their positive image on to the brand, thereby resulting in increased sales both for high and low involvement products (Keel & Nataraajan, 2012).

Schlecht in 2003 defined the term "celebrity" as, "Celebrities are people who enjoy public recognition by a large share of certain group of people." While the notion of "celebrity endorsement" has been explained by McCracken as, "Any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement" (McCracken, 1989). Before we investigate the impact of celebrity endorsements on purchase intention, we will first inspect the literature for making basis for the consumer purchase intention for various product involvement levels.

*Product Involvement levels and consumer purchase Intention:*

Liu & Shrum, (2002) conducted experiment to test the attitude and purchase intention under different product involvement conditions (Liu & Shrum, 2002). They concluded that familiarity with the brand and increased exposure to advertisement led to positive purchase intention towards low involvement products. Under high involvement product conditions, increased exposure to advertisement resulted in positive purchase intention for those who had some previous experience with the brand, while purchase intention was low for the inexperienced users. Drossos et al., offer interesting explanation to this concept which is compatible with the cognitive resource allocation approach to purchase intention (Drossos, et al., 2014). For high involvement products, consumers are seeking greater information, use significant cognitive resources to comprehend and evaluate any claim (Drossos, et al., 2014).

While for low involvement products, the purchase intention is made without much use of cognitive resources.

Product Involvement is also instigated by emotional elements that might be attached with the product that results in varied purchase intention (Fokkinga & Desmet, 2013). It is therefore possible that consumer purchase intentions across all levels of product involvement offered to consumers might be different.

On the basis of the above mentioned literature, it is hypothesized that the purchase intention for consumers may be different across the levels of product involvement.

***Celebrity types and consumer purchase Intention:***

The celebrity endorsement has an allusive control on the opinion of the young members of the segment. In fact, celebrity endorsement is that marketing tool that ascertains to exert an undeniable augmentation in the direction of the profitable advancement of the brand. However, this marketing technique has been elucidated more than often, mainly due to the boundless utilization that it offers. Amongst other emerging economies, Pakistan has also been utilizing this marketing tool in order to promote, project and position the brands in an exceeding manner, consequently aiming at superior influence on the various consumer segment. (Zhou, 2016). A great number of researches on the perceptions regarding the celebrities have been done so far. These studies gauge the benediction attached with this marketing and promotional tool, using advanced quantitative statistical methods, aimed at measuring the monetary benefits of having celebrity endorsement.

The celebrities that have strong following in certain regions within a country but are not recognized or valued in other regions of the country are identified as regional celebrity. A National celebrity is the one who has appreciation and recognition within a country and this appreciation is contained within the country. Any celebrity that has recognition in more than one country is classified as Global celebrity (Jain, 2011).

A close observation of the Pakistani consumer reveals their preference in installing the Indian songs as their cell phone ring tone. Access to the Indian drama content on Pakistani TV channels has almost amalgamated the national language Urdu and Hindi (Jain, 2011). The influence of the Indian culture is significantly visible in the various cultural events that are celebrated in Pakistan which have roots embedded in Indian culture, which is fundamentally due to the huge recognition and preference of the Indian celebrities and actors. This orientation towards the Indian culture has actually replaced some of the Pakistani cultural activities (Ahmed, et al., 2012).

Indian popular culture has a significant impact and acceptance among Pakistani citizens. It is because of this influence that Indian or Bollywood celebrities have been a part of Pakistani TV/ film productions and advertisements. Cable operators have played a very significant contribution in this regard by broadcasting Indian films on their local channels (Nasir, et al., 2016).

On the basis of the above mentioned literature, it is hypothesized that the purchase intention for consumers may be different across the various celebrity types.

***Consumer purchase intention across two levels of product involvement and celebrity types:***

Celebrity endorsements deliver greater benediction and superior character to the entire advertisement campaign. The probable authority of celebrity endorsement is that, such advertisements attract more immersion as compared to the non-celebrity campaigns, assist the company in recalibrating the product/service, and consequently capacitates the company in its infancy or when it sets out to become global. Nonetheless celebrity endorsements shouldn't be perceived as the route to unconditional success. It entails embedded jeopardy, like controversy, dominance and overexposure (Erdogan, 1999).

Celebrity endorsement has become a pertinent choice for strategizing promotions, by the marketers today as the customers are captivated by those brands that resonate with their personal lives, caliber, desirability and mindset. Therefore, the customers focus on those brands, which relate to the customers' self-image and can create strong relevance to their self-concept (Thornton, 2018).

When the product is in introductory phase, it yet has to evolve a personality and customers need to develop associations with it, but as soon as a celebrity endorses it, the product immediately gets catapulted into a recognized brand carrying magnetism and appeal. The brand almost takes a human form (Sivanandamoorthy, 2013).

National and International celebrities both have a tendency of bestowing their own characteristics on to the brand and consequently to the customers (Freeman & Chen, 2015). The evocative meaning of the celebrities is transcended to the endorsed product. They further argue that the celebrities depict such persona and glamour, which cannot be equated by an unknown entity. Celebrities provide homage, dynamism and an elegance, which cannot be replicated by a non-celebrity.

It has been argued that the basic purpose of having a celebrity is to make consumer acquainted with the product, so that it provides reminiscence at the time of purchase (Hoegele, et al., 2015). Once the conscious knowledge of the brand has been established in

the mind of consumer, it is the composition, character and the price of the product that clouts the purchase behavior rather than the celebrity endorsing it. In other words, celebrities do not create the purchase behavior but simply aid in creating awareness (Osei-Frimpong, et al., 2019).

When celebrity is adequately capitalized, it can vouch to be an enormously dominating method that accentuates the effects of the national and international campaign. A thorough and comprehensive assessment of the character and the virtues of the celebrity must be exercised (Hoegele, et al., 2015). (Choi & Rifon, 2007) concluded that celebrities are like referents, and have a critical influence on how consumer evaluates, aspires and behaves, even though the celebrity may be national or international and thereof may be physically distant from the consumer. (Tsiotsou, 2006) explains that the influence of the celebrity may impact differently for products of high or low involvement. This becomes the evaluation basis for developing purchase intention for the product levels while the types of celebrities, with regards to their attractiveness, trustworthiness and familiarity, are probable to influence consumer purchase intention.

On the basis of the above mentioned literature, it is hypothesized that consumer purchase intentions across two levels of product involvement and celebrity types may be different.

## Framework & Research Hypotheses

The purpose of this study is to test whether product involvement (high and low) and celebrity endorsement affect consumer purchase intentions independently as well as when interacting with each other. The conceptual framework is given in Figure 1 below. The specific research hypotheses, which are tested in the study, are as follows:

Hypothesis # 1:

$H_0$: There is no significant difference in the means of consumer purchase intentions across all levels of product involvement offered to consumers.

$H_1$: There is a significant difference in the means of consumer purchase intentions across all levels of product involvement offered to consumers.

Hypothesis # 2:

$H_0$: There is no significant difference in the means of consumer purchase intentions across celebrity types.

H$_1$: There is a significant difference in the means of consumer purchase intentions across celebrity types.

Hypothesis # 3:

H$_0$: There is no significant interaction effect in the means of consumer purchase intentions across two levels of product involvement and celebrity types (national & international).

H$_1$: There is no significant interaction effect in the means of consumer purchase intentions across two levels of product involvement and celebrity types (national & international).
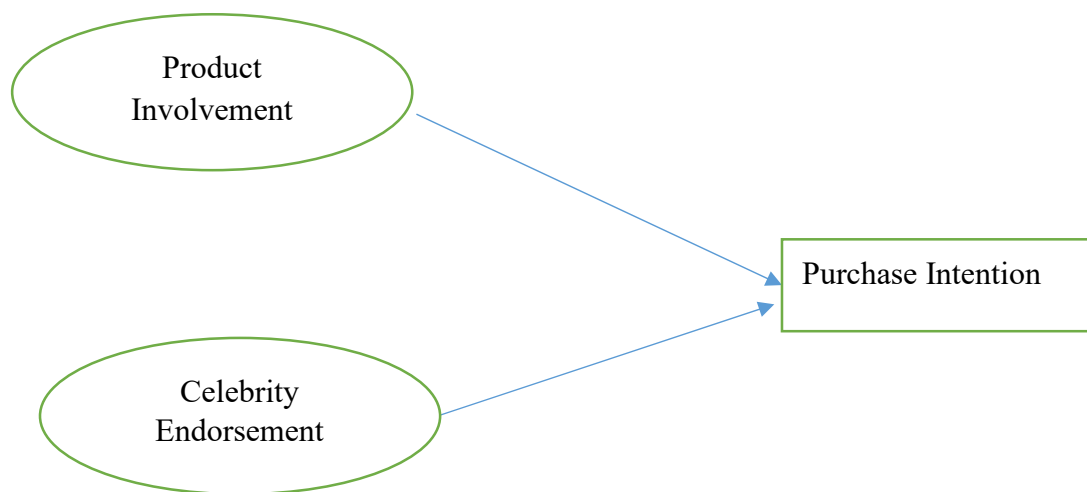


*Figure 1. Model testing Consumer Purchase Intention*

## Methodology

This study has implied an experimental research design. A 3x2 matrix containing two celebrities (national and international), high and low involvement products were used and one controlled group. Therefore, total six treatments were there in the study: national and international celebrity in high involvement product (2), no celebrity in high and low involvement product (2), and lastly national and international celebrity in low involvement product (2).

*Table 1: Experimental design*

|  | National Celebrity | International Celebrity | No Celebrity |
|---|---|---|---|
| Product Involvement LOW | Purchase intention 1 | Purchase intention 2 | Purchase intention 3 |

| Product Involvement HIGH | Purchase intention 4 | Purchase intention 5 | Purchase intention 6 |
|---|---|---|---|

**Rationale for choosing Indian Celebrities as International Celebrity**

Only Indian celebrities are considered as "international celebrities" for the purpose of this study. There were number of reasons to select Indian celebrities for the study: such as, Pakistani consumers understand their language, they relate more to the Indian celebrities as compared to Hollywood celebrities, and in cultural and historical terms, Pakistan has been closer to India as compared to United States or any other geographical location. (Mohmand & Naqvi, n.d.) (Akhter, 2016).

The study had two independent variables and they both had two levels. Celebrity endorsement was the independent variable with three levels (national & international) and second independent variable was product involvement (high and low). Consumer purchase intention was the dependent variable, and measured through five-point Likert scale questions. Questions were adapted from the research study done by (Zeng, 2008) and (Yang, 2014).

**Selection of Celebrities and Products:**

While selecting the products and celebrities for our study, we contacted one of the top media agency [2]of Lahore and they provided us with list of all outdoor ads (displayed in DHA and Cavalry Ground in Jan-Oct 2018), a list of total 17 products were extracted. For the validation process of the selection of the high and low involved products advertisement we did a small survey to identify which ads we should categorized as low involved products and which ones are categorized as high involved products (see Appendix A). A survey of total 50 people was conducted and participants classified 7 advertisements as high involvement products and 10 as low involvement products. The Kotler & Keller[3] definition of high and low involvement products also conforms the survey categorization.

Next, we want to select one national and one international celebrity for the final experiment. By using the frequency analysis method, it was found out that Mahira Khan (national celebrity) was seen in 8 advertisements out of 17 advertisements, making 47% visibility. Moreover, Kareena Kapoor (international Indian celebrity) was seen in 5 ads thus making 29.41% visibility on the billboard advertisements in year 2018 (see Appendix B).

To examine the hypotheses and research questions we selected "soft drink" as low involvement product and Mobiles as high involvement product. Dummy ads were developed

---

[2] Due to privacy issues, contact details of the media agency will only be available upon request.
[3] According to Kotler and Keller 2012 book's definition: the purchase of high involvement products is followed by complex buying behavior e.g. house, car etc and low involvement products are those that reflect routine purchase decisions; for example, buying a candy or an ice cream.

for estimating consumer purchase intention 1) soft drink ad using national celebrity and international celebrity, 2) mobile phone ad with national celebrity and international celebrity, and 3) soft drink and mobile phone ads with no celebrity endorsement (See Appendix C). We used print ads due to budget, time and production constraints. Print ads were easy to make and re-make. The ads were then shown to experts from advertising world[4] and two PhD professors[5] of a well-known university to confirm the perceived originality of the fabricated advertisements.

**Sample and Data Collection**

A questionnaire was developed to measure the purchase intention (Zeng, 2008). Demographic insights were also taken to make a detailed consumers' profile.

This experiment was conducted on the students and faculty members of a well-known business school in Lahore[6] Pakistan. All respondents were in the age group of 18-45. To test the influence of celebrity endorsement on consumer purchase intention, 150 respondents (faculty and students) divided into six treatments (25 per treatment) were conducted.

**The Experiment**

Respondents were given a brief about the experiment/study/questionnaire and it was personally administered by the researchers. Each respondent took approximately 10-15 minutes to fill the questionnaire. Once returned, the responses were checked its completeness and whether all the necessary information has been filled out by the respondents. The group was then debriefed and the session was concluded.

## Analysis and Results

The current study includes 50.7% females and 49% males, mostly respondents were belong to age group 18-25 (43.3%) followed by the age group 26-30 (29.3%). 41.3% of the respondents had an income level equals to or below 250,000, 28% of the people were earning income above 250,000 (Appendix D).

Next two-way ANOVA test was conducted to examine whether significant differences among the means of the independent variables exist or not. Further, it was examined that if the effects of celebrity endorsement (national/international) on consumer purchase intention are influenced by the high/low level of product involvement. ANOVA results showed (see Table 1 Appendix E) a significant effect of both independent factors (celebrity and product

---

[4] CEO of Core Media Advertising Agency, DHA, Lahore. Advertising Senior Manager at Kinetic Media Agency, Lahore.

[5] Professors' information is confidential and will be shared only on the special request.
[6] Lahore School of Economics (http://www.lahoreschoolofeconomics.edu.pk/)

involvement level) and their interaction (celebrity x product level) on the dependent variable "purchase intention" and results supported $H_1$ and $H_2$ of the study. The main effect of celebrity was statistically significant $F (2,144) = 176.318$, $p = 0.000$, so there is a significant difference in the means of consumer purchase intentions across celebrity types.

The main effect for product level (high and low) was found to be significant as well $F (2,144) = 3.840$, $p = 0.002$ at 5% level of significance, so there is a significant difference in the means of consumer purchase intentions across all levels of product involvement offered to consumers.

Furthermore, the interaction effect of celebrity and product level was significant $F (2,144) = 13.46$, $p = 0.000$, supports hypothesis 3 of the current study. This showed that the celebrity endorsement and product level interact to affect buying intention. People buying intention is more when international celebrity endorses a low involvement product, and it will decrease with high involvement product. Without celebrity endorsement, purchase intentions are low for both level of products involvement (low/high) (Appendix E Profile plot).

Results showed that partial Eta-squared is 0.710 (71%) and 0.061 (6%) of variance in dependent variable is explained by the independent variables (celebrity endorsement and Product level respectively) (See table 2A & 2B in Appendix E for details). Post hoc test was conducted to see which group under celebrity endorsement is different from each other since it showed statistically significant in ANOVA test. Results highlighted that we have statistically significant difference among all three groups (national celebrity, international celebrity and no celebrity). After ANOVA test we can conclude that no celebrity group is statistically different from national and international celebrity group p-value= 0.000 for both. Similarly, the same results are seen for other two groups (See Table 3 in Appendix E for details).

## Discussion

The main purpose of this research study is to examine the impact of national and international celebrity endorsements on consumer purchase intentions of high and low involvement products in Lahore, a metropolitan city of Pakistan. An experimental research design was implied in this study and questionnaire was administered to 150 university faculty members and students, divided into six treatments. The results show that buyers, when it comes to purchasing a low involvement product, can rely on ads which are endorsed by international celebrities (M = 4.040). On the other hand, when there is a question of purchasing a high involvement product (such as spilt air conditioner or cars etc.) they trust market offerings

which are endorsed by national celebrities (M = 3.960) (see table 4 in Appendix E). This particular behavior of buyers can be due to several reasons, including but not limited to: a) when buying high involvement or 'expensive' products, National celebrities play dominant role in conscious decision making, mainly due to their nationalistic inclinations; and b) when buying low involvement products or the products of their 'daily' usage, buyers start relying more on International celebrities, because of 'outsider' influence in their subconscious decision making. However, these observations are subjective. More cohesive conclusions can be drawn with in depth research in this subject matter, as it would be a relevant research question for future studies.

There are several comparative studies available which examine the behavior of consumers in developed countries (mainly Europe and United States), but there is a scarcity of such studies in developing countries like Pakistan. As Pakistan is an emerging economy, with its citizens increasingly having more buying power (Lagarde, 2016); therefore, it was imperative to find out the consumer behavior patterns of Pakistani citizens, and more importantly, whether companies should invest in advertising budgets on international or national celebrities, or should they come up with alternative measures to gain attention of their respective target markets. From practical perspective, one of the major concerns is blatant use of celebrity laden advertising campaigns in Pakistan which are carried out without considering in-depth cost and benefit implications. This study provides a guideline to marketers in optimally exploiting the potential of celebrity influence on consumer purchase intention in developing economies like Pakistan.

This study reinforces the importance national and international celebrity endorsement as a vital tool of marketing and promotion. From theoretical perspective, the results presented in this paper reinforce the claim that celebrity endorsements (whether national or international) have considerable influence on the consumer purchase intention.

Besides purchase intention, celebrity endorsement can significantly impact a customer's perception about a particular brand (Wang, et al., 2013). In the case of fast moving consumer goods (FMCGs), there exists a significant positive relationship between celebrities' attributes and purchase intension. Physical attractiveness of a celebrity and celebrity brand matchup are also associated with purchase intension, according (Apejoye, 2013), if it matches up then customer will feel more comfortable and would like to make purchase. However, another observations claims that the presence of a celebrity by itself do not have a real effect on the intentions to buy. Rather, the inclusion of celebrities combined with many other factors contribute towards favorable results (Zahaf & Anderson, 2008).

Based on the finding of this study and as well as prior research literature, it is always recommended that various elements should be taken into consideration while producing both celebrity and non-celebrity endorsed advertisements to achieve desired results such as the market value of the firm, impact on sales due to celebrity and various other factors. In addition, the public image of a celebrity should be taken into consideration before including a celebrity for a campaign; otherwise, it will have a negative impact on the brand image and stock market value of the firm. (Popescu, 2014). There are studies, which are conducted previously to observe the impact of Pakistani and Indian celebrities on purchase intention of the customers. One such study claims that overall, the influence of Indian celebrities in Pakistan is not significantly greater than the influence of Pakistani celebrities in consumer purchase intentions (Kamarapu, 2017); while this study concludes the opposite; i-e, in the case of high involvement products, Pakistani celebrities have significantly higher influence on consumer purchase intentions.

## Limitations and Future Direction

There are several limitations which are associated with this research study. Due to financial and time constraints, the data was collected from the university students and faculty of just one university. The data was collected only from 150 respondents. The results might be diversified or different, had the study been conducted on a sample size of above 300. Furthermore, the areas of Lahore, Pakistan from which the billboards were selected and examined for the purpose of this study were: Defense Housing Authority (DHA) and Cavalry Ground. The scope of this study could further have been broadened if other areas of the city were taken into account and across different metropolitan cities of Pakistan.

Although all respondents were from different age group but since all were from the same institution; therefore, results represent a narrow socio-economic spectrum. In order to reach a more reliable conclusion, this model could be used to study the behaviors in larger segments of the society, for example, a larger university sample could be taken or behaviors can be studied by bifurcating more socio-economic classes and studying them simultaneously. Similarly, this model can be replicated for various socio-economic strata, in order to reach more cohesive conclusion.

After exploring the impact of national and international celebrity endorsements on consumer purchase intention, there are few recommendations for future researchers which will enhance the scope of the current topic. Future studies can focus on exploring the impact of multiple celebrities endorsed ads versus single celebrity endorsed ads on consumer purchase intention. There should be in-depth qualitative research models (focus group discussions and

structured/unstructured interviews etc.) that can be carried out to gauge the purchase intentions from the consumers in Pakistani market. This study is restricted to just a single medium of advertising, i-e billboard. It could further be explored in the context of diversified advertising mediums such as television, film and radio ads etc. Also, it can further be extended to study comparative consumer behaviors in South Asian and emerging developing markets. Furthermore, advertisers and corporate marketing managers should also be taken on board to get policy making perspective from industrial side.

There is few research studies available which dissect behaviors of consumers in Pakistan based on social media (Facebook, Twitter, Instagram and Snapchat etc.) influences. The research model presented in this paper can also be replicated in this perspective to examine the influence of national and international social media influencers on consumer purchase intentions in Pakistan. Similarly, it will be also be interesting if social media presence of mainstream celebrities (such as film and television celebrities) would be included in a study to see the impact on the consumer buying behavior.

It is important to note that due to prevailing political and diplomatic tensions of India and Pakistan, any advertisements (TVCs, billboards or otherwise) featuring Indian celebrities has been banned in Pakistan (Staff, 2019). The data collected from the advertising agencies was prior to this enforced ban. Current implications of banning Indian celebrity endorsements in Pakistan are not taken into account and beyond the scope of this study.

## Managerial Implications and Conclusion

From the current study, it becomes obvious that the use of celebrities to endorse high or low involvement product creates an impact on consumer purchase intention. However, it is important for marketers to be well aware of the intricate procedure of selecting an appropriate celebrity for the brand. It has been proved from the past studies that celebrity endorsed products and brands are well established or kept in consumers mind but the word of caution to be followed seriously; as celebrity in seclusion do not guarantee success and nor does a great commercial advertisement. It is mixture of many factors such as the price, congruence between celebrities and brand itself, packaging and other variables that work together for the success of a product (Dzisah & Ocloo, 2013).

Pakistani marketers have adapted an on-going global trend of celebrity endorsements, but in doing so, they lack in establishing methods of evaluating the cost-benefit attached with celebrity endorsements. Therefore, the major concern is the blatant use of celebrity laden advertising campaigns, carried out without any estimation of the linked monetary advantage.

In the light of claims made in this paper and the other research literature, it can be concluded that overall, the inclusion of celebrities does have a favorable impact on purchase intention of the customers. However, the inclusion of national and international celebrities with any particular brand cannot be counted upon in seclusion. Various other factors, combined with "celebrity" factor, can be counted upon for strategic decision making regarding the fate of any brand and its consumer purchase intention.

## References

Agrawal, J. &. K. W. A., 1995. The economic worth of celebrity endorsers: an event study analysis.. *Journal of Marketing,* p. 56–62..

Ahmed, A., Mir, F. A. & Farooq, O., 2012. Effect of endorsement on customers' buying behavior; a perspective from Pakistan. *Interdisciplinary Journal of Contemporary Research in Business.*

Akhter, Z., 2016. India-Pakistan Relations: Efficacy of Culture. *Sage Journals,* pp. 207-229.

Apejoye, A., 2013. Influence of Celebrity Endorsement of Advertisement on Students' Purchase. *Mass Communication and Journalism.*

Bhatti, A. K. & Fiaz, M., 2016. Exploring the effects of celebrity endorsement in electronic media advertisements on purchasing behavior of citizens of Sargodha city. *Journal of Management and Research.*

Bijapurkar, R., 2007. *We are like that only : understanding the logic of consumer India.* New Delhi : Penguin Books..

Choi, S. M. & Rifon, N. J., 2007. Who Is the Celebrity in Advertising? Understanding Dimensions of Celebrity Images. *The Journal of Popular Culture,* 27(1), pp. 304 - 324.

Crutchfield, D., 2010. Celebrity endorsements still push product. Why,in the era of social media, the rewards continue to outweigh the risks.. *Advertising Age.*

Driessens, O., 2014). Theorizing celebrity cultures: thickenings of celebrity cultures and the role of cultural (working) memory. *Communications: European Journal of Communication Research,* pp. 109-127.

Drossos, D. A., Kokkinaki, F., Giaglis, G. M. & Fouskas, K. G., 2014. The effects of product involvement and impulse buying on purchase intentions in mobile text advertising. *Electronic Commerce Research and Applications,* 13(6), pp. 423-430.

Dzisah, W. E. & Ocloo, C. E., 2013. Celebrity Endorsement and Consumer Buying Behviour; Enhancing the Promotion Function of Marketing in the Central Business Area of Accra, Ghana. *European Journal of Business and Management,* 5(25), pp. 197-209.

Erdogan, B. Z., 1999. Celebrity Endorsement: A Literature Review. *Journal of Marketing Management,* pp. 291-314 .

Fokkinga, S. & Desmet, P., 2013. Ten Ways to Design for Disgust, Sadness, and Other Enjoyments: A Design Approach to Enrich Product Experiences with Negative Emotions. *International Journal of Design,* 7(1), pp. 19-36.

Freeman, K. S. & Chen, C. C., 2015. Wither the Impact of Celebrity Endorsement. *Online Journal of Communication and Media Technologies.*

Hoegele, D., Schmidt, S. L. & Torgler, B., 2015. The importance of key celebrity characteristics for customer segmentation by age and gender: Does beauty matter in professional football?. *Review of Managerial Science,* pp. 601-627.

Jain, V., 2011. Celebrity Endorsement And Its Impact On Sales: A Research Analysis Carried Out In India.. *Global Journal of Management and Business Research.*

Jain, V., Roy, S., Kumar, A. & Kabra, A., 2010. Differential Effect of National VS. Regional Celebrities on Consumer Attitude. *Management & Marketing Challenges for Knowledge Society,* 5(4), pp. 121-134.

Jain, V. R. S. D. A. M., 2011. What really works for teenagers: human or fictional celebrity?. *Young Consumers,* p. 171–183..

Kamarapu, S., 2017. *Impact of Celebrity Endorsement on Consumer Purchase Intention.* s.l., s.n., pp. 517-532.

Karasiewicz, G. & Kowalczuk, M., 2014. Effect of Celebrity Endorsement in Advertising. *International Journal of Management and Economics,* p. 74–91.

Keel, A. & Nataraajan, R., 2012. Celebrity Endorsements and Beyond: New Avenues for Celebrity Branding. *Psychology & Marketing,* Volume 29 (9), pp. 690-703.

Knoll, J. & Matthes, J., 2016. The effectiveness of celebrity endorsements: a meta-analysis. *J. of the Acad. Mark. Sci..*

Lagarde, C., 2016. *International Monetary Fund.* [Online]
Available at: https://www.imf.org/en/News/Articles/2016/10/24/SP102416-Pakistan-Emerging-Markets-in-the-World-Economy
[Accessed 7 January 2021].

Liu, Y. & Shrum, L. J., 2002. What is interactivity and is it always such a good thing? Implications of definition, person, and situation for the influence of interactivity on advertising effectiveness. *Journal of Advertising,* 31(4), pp. 53-64.

Martey, E. M. & Frempong, J., 2014. The Impact of celeberities endorsement on brand positioning on mobile telecommunication users in the Eastern Region of Ghana. *International Journal of Education and Research,* 2(7), pp. 397-412.

McCracken, G. M., 1989. Who is the Celebrity Endorser? Cultural Foundations of the Endorsement Process. *Journal of Consumer Research,* pp. 310-321.

Mohmand, M. I. & Naqvi, R. H., n.d. Pakistan's Cultural Diplomacy with India.

Muda, M., Musa, R. M., Mohamed, R. N. & Borhan, H., 2014. Celebrity Entrepreneur Endorsement and Advertising Effectiveness. *Procedia - Social and Behavioral Sciences ,* p. 11 – 20 .

Nasir, N., Khan, S., Sabri, P. S. U. & Nasir, S., 2016. Celebrity endorsement and consumer buying intention with the mediating role of brand performance: An emperical consumer perception study in FMCG sector of Pakistan. *Sci.Int.(Lahore),* pp. 617-624,.

Osei-Frimpong, K., Donkor, G. & Owusu-Frimpong, N., 2019. The Impact of Celebrity Endorsement on Consumer Purchase Intention: An Emerging Market Perspective. *Journal of marketing theory and practice,* 27(1), pp. 103-121.

Popescu, G. H., 2014. The economic value of celebrity endorsements : a literature review. *Economics, Management, and Financial Markets,* p. 119–124.

Pringle, H., 2004. *Cleberity Sells.* USA: Wiley.

Schickel, R., 1985. *Intimate Strangers: The Culture of Celebrity.* s.l.:Doubleday.

Sivanandamoorthy, S., 2013. Impact of celebrity endorsement on brand equity in cosmetic product. *International Journal of Advanced Research in Management and Social Sciences.*

Staff, I., 2019. *After Bollywood content, Pakistan bans Indian TVCs.* [Online] Available at: https://images.dawn.com/news/1183505

Temperley, J. T. D., 2006. The Pinocchio factor In Consumer Attitudes Towards Celebrity Endorsement: Celebrity Endorsement, The Reebok Brand, And An Examination Of A Recent Campaign. *Innovative Marketing.*

Thornton, C. E., 2018. Intimacy Issues: A Content Analysis of Intimacy Levels and Engagement Rates Between Celebrities and Influencers on Instagram. *(Doctoral Dissertation).*

Tsiotsou, R., 2006. The role of perceived product quality and overall satisfaction on purchase intentions. *International journal of consumer studies,* 30(2), pp. 207-217.

Wang, J. S., Cheng , . Y. F. & Chu, Y. L., 2013. Effect of Celebrity Endorsements on Consumer Purchase Intentions: Advertising Effect and Advertising Appeal as Mediators. *Human Factors and Ergonomics in Manufacturing & Service Industries ,* pp. 357-367.

Yang, M. A.-S. S. &. N. T. B., 2014. Consumer Attitude and Purchase Intention towards Organic Food : A quantitative study of China (Dissertation)..

Zafar, A. . U. et al., 2019. The impact of social media celebrities' posts and contextual interactions on impulse buying in social commerce. *Computers in Human Behavior,* p. 106178.

Zahaf, M. & Anderson, J., 2008. Causality effects between celebrity endorsement and the intentions to buy. *Innovative Marketing.*

Zeng, Y., 2008. Young consumers' perceptions and purchase. *Iowa State University Capstones, Thesis and Dissertations.*

Zhou, L. B. &. K. Q., 2016. Celebrity endorsements: a literature review and research agenda. *International Journal of Advertising,* pp. 642-663.

Zipporah, M. M. & Mberia, H. K., 2014. The Effects OF Celebrity Endorsement in Advertisements. *International Journal of Academic Research in Economics and Management Sciences.*

# APPENDIX

**Appendix A:**

| Products | Product category | High Involvement Products | Low Involvement Products |
|---|---|---|---|
| Coca Cola | Soft Drink | | █ |
| Aquafina | Bottled Water | | █ |
| Samsung Mobile | Cellphone | █ | |
| Gai Washing Powder | Detergent | | █ |
| Magnum | Ice Cream | | █ |
| Q Mobile | Cellphone | █ | |
| TUC | Biscuit | | █ |
| Pepsi | Soft Drink | | █ |
| HBL | Bank | █ | |
| Veet | Hair Removal Cream | | █ |
| Nestle Everyday | Tea Whitener | | █ |
| Faraz Manan Lawn | Clothing | █ | |
| Mobilink | Cellular Network Provider | █ | |
| Sunsilk | Hair Shampoo | | █ |
| Haier | Consumer Electronics | █ | |
| Nescafe | Coffee | | █ |
| Turkish Airline | Carrier Airline | █ | |

**Appendix B:**

| Products | National Celebrity | International Celebrity |
|---|---|---|
| Coca Cola | Mahira Khan | |
| Aquafina | Mahira Khan | |
| Samsung Mobile | | |
| Gai Washing Powder | Mahira Khan | |
| Magnum | | Kareena Kapoor |
| Q Mobile | | Kareena Kapoor |
| TUC | Mahira Khan | |
| pepsi | Fawad Khan | |
| HBL | Mahira Khan | |
| veet | Mahira Khan | |
| Nestle Everyday | | Kareena Kapoor |
| Faraz Manan Lawn | | Kareena Kapoor |
| Mobilink | | Nargis Fakhri |
| Sunsilk | Mahira Khan | |
| Haier | | |
| Nescafe | Mahira Khan | |
| Turkish Airline | | Kareena Kapoor |

**Appendix C:**
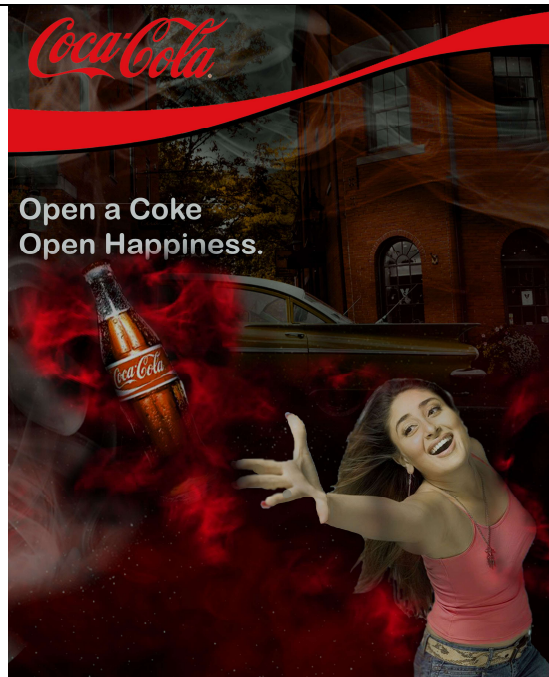


Coca Cola ad: No celebrity

Coca Cola ad featuring Mahira Khan: National celebrity

Coca Cola ad featuring Kareena Kapoor: International celebrity


OPPO F17 Pro ad: No celebrity


OPPO F17 Pro ad featuring Mahira Khan: National celebrity


OPPO F17 Pro ad featuring Kareena Kapoor: International celebrity

**Appendix D:**

| Gender | | | | |
|---|---|---|---|---|
| | Frequency | Percent | Valid Percent | Cumulative Percent |
| Female | 76 | 50.7 | 50.7 | 50.7 |
| Male | 74 | 49.3 | 49.3 | 100 |
| Total | 150 | 100 | 100 | |



| Age | | | | |
|---|---|---|---|---|
| | Frequency | Percent | Valid Percent | Cumulative Percent |
| 18-25 | 65 | 43.3 | 43.3 | 43.3 |
| 26-30 | 44 | 29.3 | 29.3 | 72.7 |
| 31-35 | 10 | 6.7 | 6.7 | 79.3 |
| 36-40 | 20 | 13.3 | 13.3 | 92.7 |
| 41-45 | 11 | 7.3 | 7.3 | 100 |
| Total | 150 | 100 | 100 | |
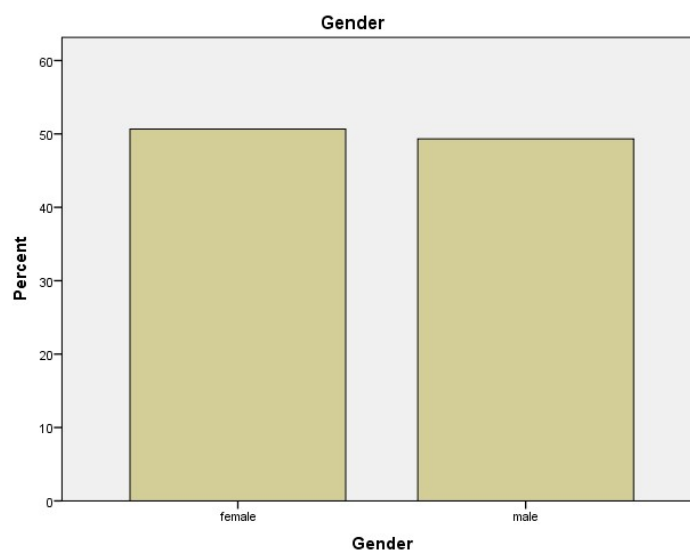
**Age**
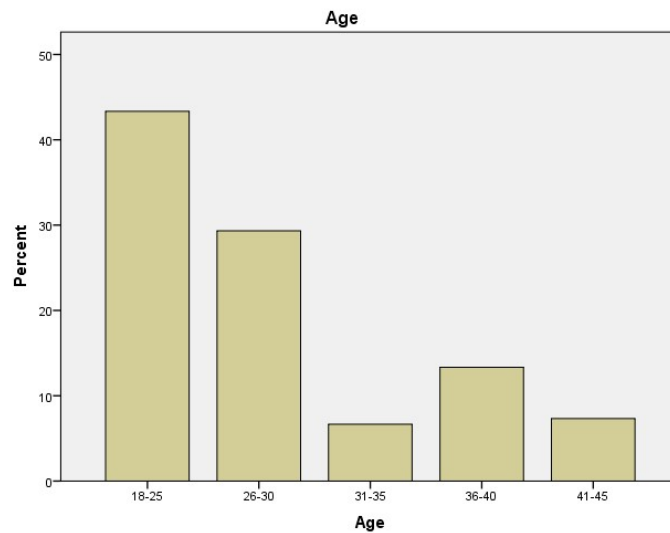


| Income | | | | |
|---|---|---|---|---|
| | Frequency | Percent | Valid Percent | Cumulative Percent |
| <=150K | 8 | 5.3 | 5.3 | 5.3 |
| <=200K | 20 | 13.3 | 13.3 | 18.7 |
| <=250K | 62 | 41.3 | 41.3 | 60 |
| >250K | 42 | 28 | 28 | 88 |
| 5.00 | 18 | 12 | 12 | 100 |
| Total | 150 | 100 | 100 | |

**Income**
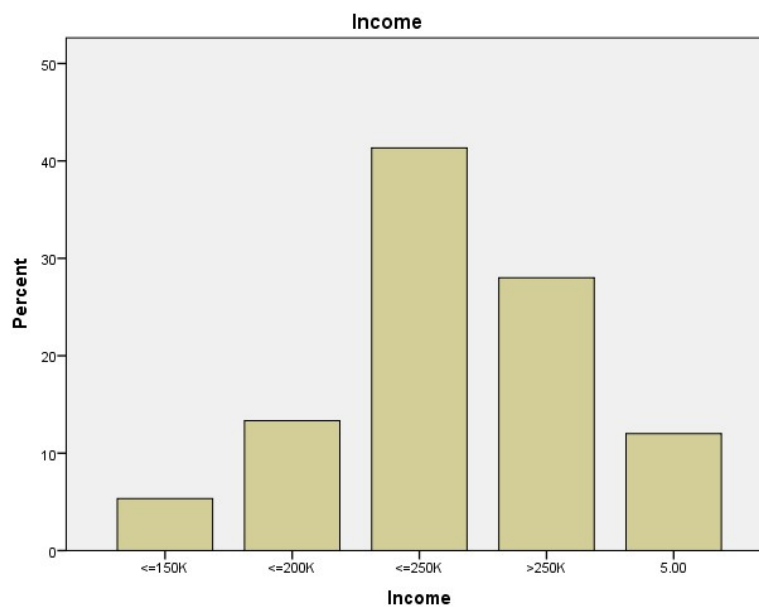
| Tests of Between-Subject Effects | | | | | | |
|---|---|---|---|---|---|---|
| Dependent variable: PI | | | | | | |
| Source | Type III Sum of Squares | df | Mean Square | F | Sig | Partial Eta Squared |
| Corrected Model | 176.32 (a) | 5 | 35.264 | 85.431 | 0.000 | 0.748 |
| Intercept | 1314.240 | 1 | 1314.240 | 3183.892 | 0.000 | 0.957 |
| Product | 3.840 | 1 | 3.840 | 9.303 | 0.00272 | 0.061 |
| Celebrity | 145.560 | 2 | 72.780 | 176.318 | 0.000000 | 0.710 |
| Product * Celebrity | 26.920 | 2 | 13.460 | 32.608 | 0.000000 | 0.312 |
| Error | 59.440 | 144 | 0.413 | | | |
| Total | 1550.000 | 150 | | | | |
| Corrected Total | 235.760 | 149 | | | | |
| (a) R Squared = 0.748 (Adjusted R Squared = 0.739) | | | | | | |

Profile Plots Graphical illustration:



**Estimated Marginal Means of PI**
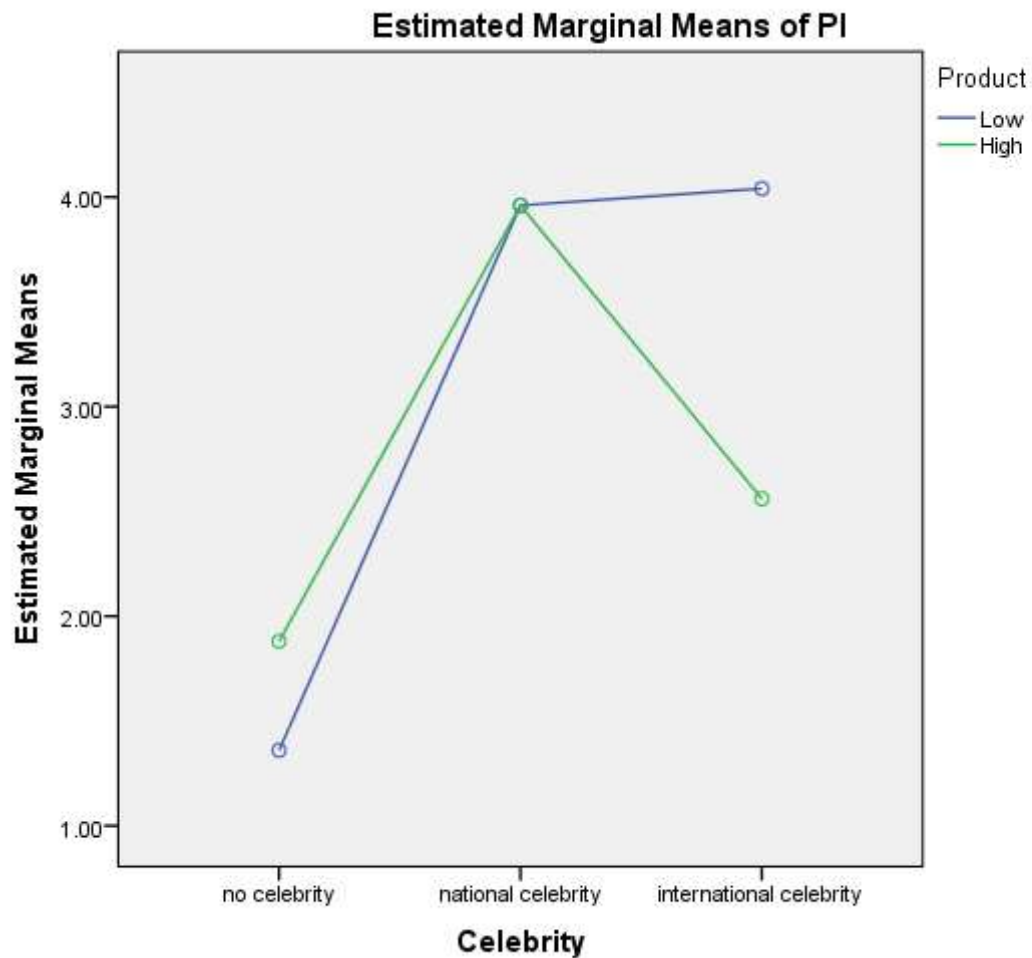
Table 2a:

| Univariate Tests | | | | | | |
|---|---|---|---|---|---|---|
| Dependent Variable PI | | | | | | |
| | Sum of Squares | df | Mean Square | F | Sig | Partial Eta Squared |
| Contrast | 145.560 | 2 | 72.780 | 176.311 | 0.000 | 0.710 |
| Error | 59.440 | 144 | 0.413 | | | |
| The F tests the effect of Celebrity. This test is based on the linearity independent pairwise comparisons among the estimated marginal means. | | | | | | |

Table 2b:

| Univariate Tests | | | | | | |
|---|---|---|---|---|---|---|
| | | | | | | Partial Eta Squared |
| | Sum of Squares | df | Mean Squares | F | Sig. | |
| Contrast | 3.840 | 1 | 3.840 | 9.303 | 0.003 | 0.061 |
| Error | 59.440 | 144 | 0.413 | | | |
| The F tests the effect of Product. This test is based on the linearly independent pairwise comparisons among the estimated marginal means. | | | | | | |

Table 3:

| Multiple Comparison | | | | | | | |
|---|---|---|---|---|---|---|---|
| Dependent Variable: PI | | | | | | | |
| | | | | | | 95% Confidence interval | |
| | (I) Celebrity | (J) Celebrity | Mean Difference (I-J) | Std. Error | Sig | Lower Bound | Upper Bound |
| Tukey HSD | no celebrity | national celebrity | -2.34 | -12850 | 0 | -2.6443 | -2.0357 |
| | | international celebrity | -1.68 | -12850 | 0 | -1.9843 | -1.3757 |
| | | | | | | | |
| | national celebrity | no celebrity | -2.34 | -12850 | 0 | 2.0357 | 2.0357 |
| | | international celebrity | -0.66 | -12850 | 0 | 0.3557 | 0.9643 |
| | | | | | | | |
| | international celebrity | no celebrity | -1.68 | -12850 | 0 | 1.3757 | 1.9843 |
| | | national celebrity | -0.66 | -12850 | 0 | -0.9643 | -0.3557 |

Table4:

| 3. Product * Celebrity | | | | | |
|---|---|---|---|---|---|
| **Dependent Variable: PI** | | | | | |
| | | | | 95% Confidence interval | |
| **Product** | **Celebrity** | **Mean** | **Std. Error** | **Lower Bound** | **Upper Bound** |
| **Low** | no celebrity | 1.36 | 0.128 | 1.106 | 1.614 |
| | national celebrity | 3.96 | 0.128 | 3.706 | 4.214 |
| | international celebrity | 4.04 | 0.128 | 3.786 | 4.294 |
| | | | | | |
| **High** | no celebrity | 1.88 | 0.128 | 1.626 | 2.134 |
| | national celebrity | 3.96 | 0.128 | 3.706 | 4.214 |
| | international celebrity | 2.56 | 0.128 | 2.306 | 2.814 |